

SAP Business ByDesign vs MS Dynamics 365

Top 10 ByDesign Differentiators

Simplicity of offering

SAP ByDesign (ByD) is licensed as a single and fully integrated suite, requiring no separate purchases. Dynamics 365 Operations (D365O), formerly Dynamics AX on Azure, comprises three products and pricing options.

Supported by SAP

ByD customers are supported directly by SAP. D365O customers are reliant on partners, limited by the breadth of their experience with the solution, across their customer base.

Built-in analytics

ByD has a fully functional and easily adaptable Analytics module built into the standard solution. D365O requires the purchase of Microsoft's Power BI for advanced analytics functions.

Product maturity

ByD is a true multi-tenant SaaS ERP with over 10 years of product development experience. D365O was launched at the end of 2016, and is not a pure SaaS solution, still offering hybrid and on premise options.

Customer base

ByD has over 3,000 live customers, while D365O had just ~160 customers live, with ~1,000 awaiting a suitably qualified partner to implement (Aug 2017.)

Ongoing enhancements

ByD has been further enhanced with each quarterly release. Microsoft's focus on the D365O transition has meant that functionality has remained largely unchanged since the AX 2012 release.

Clear ERP focus

SAP is entirely focused on delivering ERP and supporting Business Solutions, whereas Microsoft continues to rely on its core businesses.

Truly scalable solution

Although ByD is targeted at organizations with 1,500 employees, it is installed at an 8,500-user site. Microsoft was limiting user numbers to just 1,000 at launch, despite D365O Operations being targeted at up to 2,500 users.

Partner ecosystem

ByD's partner ecosystem is long established with a strong presence in all major regions. Microsoft's partners are concentrated in North America, offering little support for larger multi-national organizations with complex requirements.

True partnership based model

ByD works closely with partners throughout the sales cycle. Microsoft has adopted a hands-off approach, only involving themselves in the very largest opportunities.



Why Customers Prefer ByDesign

Built-in best practices

Core business processes are predefined in ByD, while others may need to either build these within a tool, or hard code them.

Suite in a box

ByD customers receive all the tools to run their primary business functions as part of their license – without any additional modules required.

Established in the mid-market

ByD is an established product, with a solid user base, while Microsoft partners are still in the process of upskilling in what is a recently released offering (Nov 2016).

Advanced professional services

ByD professional services functionality fulfills even the most complex customer requirements and is fully integrated with components from CRM to Financials and HCM.

Supported by SAP

Because ByD is supported by SAP, customers have a direct line of communication to suggest changes and product enhancements. D3650 customers are supported mostly by partners, with customers having little contact with Microsoft themselves.

Questions a Customer May Ask

References

How many customers do you have running Dynamics 365 Operations (D3650)? D3650 was only released in Nov 2016, and as of July 2017 had just ~160 customers live with ~1,000 pending.

Industry

Do you have references for my industry type and size, particularly upper tier 2? Microsoft has very few references for D3650 let alone for a customer's industry or size. They are more likely to suggest a Dynamics AX customer.

Implementation

How many D3650 implementations have you successfully completed? As of July 2017, Microsoft is still struggling to acclimate D3650 partners to the new platform, and there is a severe shortage of experienced consultants.

Built-in analytics

ByD standard analytics capabilities include pre-configured dashboards out-of-the-box, while D3650 typically requires the purchase of a separate module.

SAP involvement

Customers regularly highlight the commitment shown by SAP during partner sales cycles and our willingness to work together going the extra mile.

Ease of implementation

Standardized processes and a built-in implementation methodology means less configuration and quicker roll-outs, while full localization provides ease of global implementation.

Seamless two-tier

Pre-built deep integration to SAP Enterprise products makes for straightforward roll out to subsidiaries.



One suite

How many products does D3650 comprise? D3650 comprises separate components for SCM, CRM, and Analytics – each of which rely on mixed levels of integration.

Support

Who will support my solution, and can I contact Microsoft? Support for core and customizations is provided by the partner, with no direct contact from Microsoft.

Commitment

How will this effort to consolidate products differ from "Project Green"? In 2005 Microsoft attempted to consolidate its four acquired ERP products and focus on just one. This was aborted two years later.

Partner support

Will Microsoft be sending a representative to meet me as SAP has? Microsoft is notoriously hands-off and very seldom commits any resources to assist partners during a sale.

Key Data

History

Axapta was acquired along with Navision in 2002 for \$1B. D3650 is formerly Dynamics AX.

Deployment

Dynamics 365 Operations (D3650) is available as a SaaS, hybrid – part of the solution is run locally or entirely as on premise.

Turnover

Not reported separately by Microsoft.

Customer numbers

~20,000 on previous on-premise versions of AX, ~160 live, and ~1,000 awaiting implementation on D3650 (July 2017).

Add-ons

How many add-ons will be needed to support my solution, and where will they come from? Partners commonly make use of add-ons from ISVs, each of whom is required to maintain the add-ons during future releases.

Key verticals

Professional Services	Wholesale Distribution	Light Manufacturing
Core Financials	Non-Profit	Retail

Sales model

10% direct (mainly medium to large enterprise)

90% partner (SME based on partner sourced leads)

Future

Further develop and integrate on MS Common Data model.

Deeper integration with MS Office, Cortana, and LinkedIn.

Sources: SAP, CMI How to Win Microsoft Dynamics 365 for Operations; Microsoft, Microsoft Dynamics 365 First Look, Oct 2016; Directions On Microsoft, Business Applications and Services, Enterprise Software Roadmap, Nov 2016; Microsoft Dynamics 365 for Operations Website (www.microsoft.com/dynamics365/pricing), Mar 2017; Gartner, Magic Quadrant for Single-Instance ERP for Product-Centric Mid-market Companies, Dec 2015, Gartner, July 2017.

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