

Microsoft Dynamics CRM Online Pricing and Licensing Quick Reference Guide



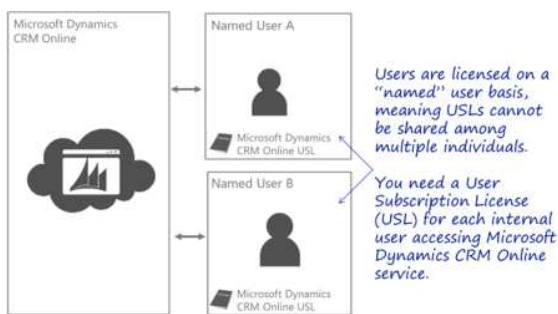
Microsoft Dynamics CRM Online: What's New*

Major CRM Release: CRM 2015 Great new functionality at no extra charge for CRM Online subscribers and CRM on-premises SA customers	Introducing Parature, from Microsoft Deliver a unified customer experience across multiple web and social media portals
Dynamics Marketing Sales Collaboration Manage Microsoft Dynamics Marketing's communications with your customers.	Introducing Parature Knowledgebase Provide self-service portals to your employees licensed with CRM Online Essential
CRM Online Professional is even better Unified Service Desk, Dynamics Marketing Sales Collaboration Portal, and Parature Knowledgebase integration with cases, Excel what-if pipeline analysis added	Microsoft Social Engagement Social Listening is now Social Engagement, with a new UI and geo cockpit for CRM Online Pro
Open and Government Community Cloud CRM Online is now available to more customers via Open & Government Community Cloud	Microsoft Social Engagement Enterprise Engage with your customers through Twitter & Facebook and convert sentiment into CRM cases

*Includes Autumn Release 2014 and Spring Release 2015

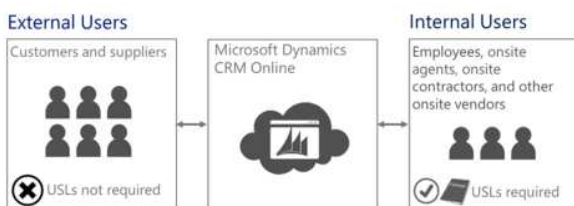
Microsoft Dynamics CRM Online Licensing Basics

You license access to Microsoft Dynamics CRM Online and Parature, from Microsoft by purchasing a User Subscription License (USL) for every internal user who will access the service. The USL grants users non-perpetual rights (with no buy-out rights) to the use of the Microsoft Dynamics CRM Online. USLs are assigned on a "named user" basis, meaning each user requires a separate USL; USLs cannot be shared.



Access by External Users

External (third party) users of Microsoft Dynamics CRM Online and Parature, from Microsoft do not require USLs. External users are users that are not either your or your affiliates' employees, or your or your affiliates' onsite contractors or onsite agents.



Microsoft Dynamics Marketing and Microsoft Social Listening do not distinguish internal and external users in their licensing terms. You must license external users as well as internal users who will access these services.

USLs and Included Capacity

Microsoft Dynamics CRM Online offers four levels of user subscription licenses (USLs)—Essential, Basic, Professional, and Enterprise—each of which grants an increasingly wider spectrum of use rights. This licensing flexibility enables customers to license the solution based on how their users use Dynamics CRM functionality, and mix-and-match these licenses within a deployment.

These USLs and the associated use rights align to the three CAL levels for on-premises deployments. In addition, access via Dynamics CRM desktop apps as well

as mobile apps is included with each USL at no additional charge.

The following table provides a summary of the use rights associated with each of the four USL levels.

	Enterprise \$200/u./mo.	Professional \$65/u./mo.	Basic \$30/u./mo.	Essential \$15/u./mo.
Marketing Enterprise, Parature Enterprise	●	✳	✳	✳
Unified Service Desk	●	○	✳	✳
Dynamics Marketing Sales Collaboration	●	●	✳	✳
Microsoft Social Engagement Professional	●	●	✳	✳
Microsoft Social Engagement Enterprise	●	✳	✳	✳
Create workflows, bulk data import, and customizations across any entity	●	●	✳	✳
Run workflows	●	●	○	○
Knowledge Management	●	●	○	○
Opportunities, goals, contracts, quotes, orders, invoices, competitors	●	●	○	✳
Sales Campaigns, quick campaigns, marketing lists, prices lists, product lists	●	●	○	✳
Services, resources, work hours, facility, equipment, articles	●	●	○	✳
System reports, system charts, system dashboards, CRM application data	●	●	●	✳
User reports, dashboards, and charts	●	●	●	✳
Accounts, contacts, cases, and leads	●	●	●	✳
Custom entities	●	●	●	●
Activities, notes	●	●	●	●
Dual Use Rights for equivalent CRM CAL	●	●	●	●

● Full Access Rights ○ READ only/Limited access rights ✳ No access rights

See Volume Licensing [Product List](#) and [Online Services Use Rights](#) for a complete list of capabilities. U.S. List prices through Microsoft Online Services Portal (MOSP) shown.

¹Ten-seat minimum deployment of CRM Online Professional to qualify when purchasing through MOSP.

²Creating, updating and deleting via workflows can only be performed against entities included in the use rights (i.e. update an opportunity requires Professional).

³Custom entities (either based on entities included in CRM or created by a customer or partner) may require a higher CAL or USL, depending on the required access. Customizations can only be performed against entities included in the use rights.

The following provides details around included capacity as well as add-ons available for purchase to your subscription:

	Included Capacity	Add-On Capacity
Production instances	1	Per instance
Non-Production Instances	Up to 1*	Per instance
Storage	Min. 5 GB**	Per GB
Microsoft Dynamics Marketing Messages	50,000 messages/mo.	Per 10k messages/mo.
Microsoft Dynamics Marketing Storage	Min. 5 GB**	Per GB
Social Engagement Posts	10k posts/mo.	10k posts/mo. (no min.) 10k posts/mo. (10 unit min.) 10k posts/mo. (100 unit min.)
Parature Departments	1 department	Per department
Parature Storage	2 GB	Per GB
Parature Page Views	1M/mo.	Per 500k views/mo.
Parature Records	1M/mo.	Per 500k records/mo.

*One non-production instance is included with the subscription if it includes 25 or more Professional USLs.

**5 GB storage included. For every increment of 20 Professional USLs, the included storage capacity increases by 2.5 GB, up to 50 GB.

Subscription add-ons apply across your entire organization; they are not tied to a specific user.

Availability

Microsoft Dynamics CRM Online licenses are available through the following Microsoft [Volume Licensing](#) programs:

- Enterprise Agreement** – The Microsoft Enterprise Agreement (EA) is the best licensing program for commercial and government organizations that want to standardize IT across the enterprise yet retain the flexibility to choose from on-premises and cloud services. The EA includes attractive volume pricing, the flexibility to transition to cloud services at your own pace, and simplified license management through a single company-wide agreement. [Learn more.](#)
- Enterprise Subscription Agreement** – An option under the Enterprise Agreement that provides lower initial cost based on a three-year subscription, the ability to increase or decrease subscription counts on an annual basis, and non-perpetual licenses that end with your subscription term. [Learn more.](#)
- Open License** - Open License is a good choice if you are a corporate, academic, charitable, or government organization that wants to pay as you go. You must have a minimum initial purchase of one software license for an Open License agreement, but you can obtain additional licensed products through Open License in any quantity at any time during the two-year agreement term. Microsoft Dynamics CRM Online Professional with Social Engagement and USD, Microsoft Dynamics CRM Online Basic, and Microsoft Dynamics CRM Essential are all available for purchase in Open License. [Learn more.](#)
- Open Value** – Open Value is the recommended program if you have a small to midsize organization with five or more desktop PCs and want to simplify license management, manage software costs, and get better control over your investment. It also includes Software Assurance, providing access to valuable benefits such as training, deployment planning, software upgrades, and product support help you boost the productivity of your entire organization. [Learn more.](#)
- Open Value Subscription** – Open Value Subscription provides the lowest up-front costs of the Open Program options with the flexibility to reduce the total licensing costs in years when the desktop PC count declines. This option gives your organization the rights to run the software throughout your organization only during the term of the agreement with Microsoft. You also have the ability to add the single platform option to an Open Value Subscription agreement. [Learn more.](#)
- School Enrollment** – The School Enrollment is for primary/secondary schools and preschools and offers the simplicity of licensing all products organization-wide where you can order any product for a quantity that matches the annual count of your organization's PCs/devices. [Learn more.](#)
- Enrollment for Education Solutions (under the Campus and School Agreement)** – The Enrollment for Education Solutions (EES) is a subscription licensing offering available to both primary/secondary and higher education institutions and offers the simplicity of counting people instead of PCs/devices and the flexibility to add additional products in any quantity as needed. [Learn more.](#)
- Microsoft Products and Services Agreement (MPSA)** - The new Microsoft Products and Services Agreement (MPSA) is a single agreement for your Online Services, software, and Software Assurance purchases across your organization. It can save time and money by combining purchase points for the best price level and reducing the administrative overhead associated with managing multiple agreements. [Learn more.](#)
- Microsoft Dynamics CRM Online Government** - A cloud-based solution intended for United States federal, state, and local government customers and government-authorized entities helping leaders, policy makers and those they serve to achieve greater impact within their communities. Bringing together the Microsoft Cloud platform and productivity applications with an easy to use CRM solution that helps U.S. government organizations streamline infrastructure and management, get greater insights from their data, enable greater

communication and collaboration, and better engage with constituents through new services. [Learn more.](#)

Organizations not purchasing through one of the above programs can purchase licenses through the [Microsoft Online Subscription Program \(MOSP\)](#) that offers a standard term of 12 months with monthly billing. A minimum purchase of 5 Professional and/or Enterprise USLs is required for new customers subscribing to Microsoft Dynamics CRM Online using this program.

Dynamics CRM Online Product Offerings

	Direct (MOSP)				Volume Licensing (EA, EA-S, MPSA, EES)				Volume Licensing (Open)			
	Comm	Pub. Gov't	Edu	Charity	Comm/Pub. Gov.	GCC	Edu	Charity	Comm/Pub. Gov.	GCC	Edu	Charity
CRM	Enterprise	Y	Y	Y	Y	Y	N	Y	N	N	N	N
	Professional	Y	Y	Y	Y	Y	Y	Y	N	Y	N	Y
	Basic	Y	Y	Y	Y	Y	N	Y	N	Y	N	Y
	Essential	Y	Y	Y	Y	Y	N	Y	N	Y	N	Y
	Additional Storage	Y	Y	Y	Y	Y	Y	Y	N	Y	N	Y
	Additional Prod Instance	Y	Y	Y	Y	Y	Y	Y	N	Y	N	Y
	Additional Non-Prod Instance	Y	Y	Y	Y	Y	Y	Y	N	Y	N	Y
Marketing	Enhanced Support	Y	Y	Y	Y	Y	Y	N	Y	N	Y	N
	Pro Direct Support	Y	Y	Y	Y	Y	Y	N	Y	N	Y	N
	Enterprise	Y	Y	Y	Y	Y	N	Y	N	N	N	N
	Sales Collaboration	Y	Y	Y	Y	Y	N	Y	N	N	N	N
Social	Additional Storage	Y	Y	Y	Y	Y	N	Y	N	N	N	N
	Additional Email Messages	Y	Y	Y	Y	Y	N	Y	N	N	N	N
	Enhanced Support	Y	Y	Y	Y	Y	N	Y	N	N	N	N
	Pro Direct Support	Y	Y	Y	Y	Y	N	Y	N	N	N	N
Presence	Enterprise	Y	Y	Y	Y	Y	N	Y	N	N	N	N
	Professional	Y	Y	Y	Y	Y	N	Y	N	N	N	N
	Additional Posts (min 10k)	Y	Y	Y	Y	Y	N	Y	N	Y	N	Y
	Additional Posts (min 100k)	Y	Y	Y	Y	N*	N	N*	N	N	N	N
	Additional Posts (min 1M)	Y	Y	Y	Y	N*	N	N*	N	N	N	N
Purchase	Enhanced Support	Y	Y	Y	Y	Y	N	Y	N	N	N	N
	Pro Direct Support	Y	Y	Y	Y	Y	N	Y	N	N	N	N
	Enterprise	Y	Y	Y	Y	Y	Jul 2015**	Y	N	N	N	N
	Additional Departments	Y	Y	Y	Y	Y	Jul 2015**	Y	N	N	N	N
	Additional Records	Y	Y	Y	Y	Y	Jul 2015**	Y	N	N	N	N
Purchase	Additional Page Views	Y	Y	Y	Y	Y	Jul 2015**	Y	N	N	N	N
	Additional File Storage	Y	Y	Y	Y	Y	Jul 2015**	Y	N	N	N	N
	Enhanced Support	Y	Y	Y	Y	Y	Sept 15**	Y	N	N	N	N
	Pro Direct Support	Y	Y	Y	Y	Y	Sept 15**	Y	N	N	N	N

* Discounts for higher quantities of Social Listening Additional Posts are processed using the 10K Posts SKU in VL.
 ** These offers will be transacted like GCC and support will be done by US citizens only but the service will NOT be provisioned in the GCC

For more information

View the complete Microsoft Dynamics CRM Online Pricing and Licensing Guide: <http://aka.ms/gtn5wt>

Visit the Microsoft Dynamics CRM website: <http://crm.dynamics.com>

For more detail about Promotions: <http://www.microsoft.com/en-us/dynamics/crm-purchase-online.aspx>

Read the CRM Connection blog: <https://community.dynamics.com/crm/b/crmconnection/default.aspx>