Competitor overview

Formerly known as Navision, Danish SME accounting software released in 1985. Then bought by Microsoft, also merged with another ERP product Axapta, in order to boost production features to newly formed suite.

Positioned as lower mid-level ERP solution, lately as an umbrella brand for all Microsoft ERP offerings.

Comes in flavours as;
- Dynamics 365 Finance and Operations (main flagship and carries old Navision business practices)
- Dynamics 365 Business Central (entry / SME level offer)
- Dynamics 365 Supply Chain Management (Procurement, inventory, logistics focused)
- Dynamics 365 Commerce (E-commerce and point of sale solutions focused)

Although subsidised heavy at the startup phase of the project by other Microsoft 365 and Cloud hosting offering, as time goes by customers face with ever increasing data hosting charges and new technology integration investment needs.

Product comparison

Functionality	Competitor	SERP	Description
Database	MS SQL Server , extra charged	Hansaworld DB. Free	Does it require another software for the database?
Email sending and receiving	Standard	Standard	Is it possible to send and receive emails from the system, and is another software required?
Deployment method	Client, App and web client	Client, App and web client	How does the user use the system? Client, web client, App?
Supported OS	Client: MacOS, Win, Android, iOS Server: Win only, for hosting MS Azure only	Client: MacOS, Win, Android, iOS Server: Linux, Win, MacOS	What OS can be used to run clients and the server on?
Licensing model	Subscription only	Subscription only	What is the licensing model (subscription, purchase and maintenance, transaction based, free, other)?
Cloud infrastructure support	Public and private, scalable	Public and private, scalable	Can the infrastructure run on the cloud?
BI functionality	BI integrations to PowerBI	Flex.bi https://flex.bi/	Are there any BI tools available?
Webshop	requires to purchase Dynamics 365 Commerce	Standard, integrations available	How can a Webshop be implemented?
Integration methods	Standard, REST API/ web requests / file exchange	Standard, REST API/ web requests / file exchange	How can the system be integrated with other products/systems?
Integration options	Through partners	Go to: hansaworld.com	What integrations are available in the product?
Verticals	Modules, same software	Modules, same software	How are verticals developed (same software or integrations)?
CRM	Built-in module	Built-in module	Is CRM available?

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Functionality	Competitor	SERP	Description
Customizations	Microsoft Power Apps, X++ for Dynamics 365	HAL	How can customizations be made?
Additional software	IIS server for web capabilities Exchange Server for Email, Share Point Server for Document management .Net Framework for 365 integrations	None	What additional software is required to run the ERP (e.g. Active Directory, Share Point)?
Version updates	Complex , future product family changes are to be considered	Automated, optional	How are system updates done?
Languages / localizations	40 languages, 42 localizations	37 languages, 42 localizations	Is the product available in other languages and localized in different countries/regions?
Product delivery strategy	Through partners	Through partners	How is the product implemented and delivered to the end customer?
Upscaling	Needs extra implementation by authorized partners Customers are encouraged to migrate to upsell to Azure Cloud services	Easy to subscribe and start using through customer portal, upscaling to additional users, verticals and localizations available instantly	How can the product be upscaled?

SWOT analysis

Top strengths	Top weaknesses
▪ Bigger partner network ▪ Microsoft brand is well known in the market using Microsoft Office and free Microsoft 365 services as entry point to costumers ▪ Aggressive marketing strategy	▪ Implementation planning to be detailed as too many dependencies on other Microsoft products ▪ Hidden costs from rising Cloud / Microsoft SQL Server and other Microsoft services integration requirements ▪ Higher ERP implementation costs ▪ Majority of business functions depends on Windows technologies ▪ Disadvantage of using web client

Top opportunities for us	Top threats for us
▪ Many SME customers are encouraged to migrate Microsoft Azure Cloud usage and investing on other Microsoft technologies (like Share Point) even their business doesn't actually require. Which is expenses grow rapidly ▪ Crowded partner ecosystem results in partners with very low profit margins ▪ Possibility to win customers through faster implementation, easier knowledge transfer for development teams, low cost of maintenance and no dependency on other technologies	▪ Backed by Microsoft Marketing ▪ Promoted by Microsoft Azure and free Cloud hosting offerings initially by Microsoft (few months to a year) ▪ More partners per country

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