

HubSpot vs. Salesforce vs. Microsoft Dynamics: Audit the Best CRM Platform for Your Business?

All three CRM platforms are top of the line and the best choice depends on your unique business requirements, organizational structure, IT roadmap, budget, and more.

Hubspot is highly scalable and supports multi-team alignment. Salesforce is best for supporting a large sales and marketing team while offering robust third-party integrations.

Meanwhile, Dynamics 365 works well with other Microsoft products and meets industry-specific needs such as field service support. A [Microsoft Partner](#) can help you integrate the application effectively with your other Microsoft tools to optimize productivity.

Hubspot vs. Salesforce vs. MS Dynamics at a Glance

	HubSpot	Salesforce	Dynamics 365
Integration	<ul style="list-style-type: none"> • Works seamlessly with Marketing Hub, Sales Hub, Service Hub, and CMS Hub. • Fewer third-party integrations. 	<ul style="list-style-type: none"> • Extensive integrations with third-party applications. 	<ul style="list-style-type: none"> • Seamless integrations with other MS applications.
Ease of Use	<ul style="list-style-type: none"> • User-friendly and easy setup. • High adoption among salespeople, marketers, and CSM teams. 	<ul style="list-style-type: none"> • Slow load time. • Extensive training required to manage the platform. 	<ul style="list-style-type: none"> • Easy adoption if employees are already familiar with MS products. • Unique functions for field agents and project managers.
Customization	<ul style="list-style-type: none"> • Doesn't offer a high level of customization. • May not be suitable for very specific use cases. 	<ul style="list-style-type: none"> • Highly customizable. • Adaptable to industry-specific use cases. • Costly and time-consuming implementation. 	<ul style="list-style-type: none"> • Customizable for sales, marketing, customer insights, customer service, field service, remote assistant, supply chain management, finance, commerce, and fraud protection.
Reporting	<ul style="list-style-type: none"> • Easy to extract insights from data. • Not the most robust. 	<ul style="list-style-type: none"> • Powerful reporting features. • Data visualization. • Granular reporting. 	<ul style="list-style-type: none"> • Robust BI features. • AI-powered analytics.
Customer Support	<ul style="list-style-type: none"> • 24/7 support. • Extensive partner network. 	<ul style="list-style-type: none"> • Free support is ticket-based. • Package for 24/7 customer support can be purchased. 	<ul style="list-style-type: none"> • 24/7 customer support is a paid add-on.
Pricing	<ul style="list-style-type: none"> • The CRM module is free. • Additional features in Sales Hub are affordable. 	<ul style="list-style-type: none"> • Most expensive option. 	<ul style="list-style-type: none"> • While the basic version is cheaper than SF, getting extra features can add up quickly.
Best For	<ul style="list-style-type: none"> • Fast growth organizations that need to scale fast. 	<ul style="list-style-type: none"> • Managing large large sales and marketing teams. 	<ul style="list-style-type: none"> • Enterprises in specific industries or with unique requirements (e.g., field services.)