

Microsoft Dynamics 365

Enterprise ERP and CRM on the Microsoft stack.

MICROSOFT ECOSYSTEM

CLOUD

ENTERPRISE-READY

About the platform

Microsoft Dynamics 365 combines ERP and CRM in one cloud platform, integrated with Office 365, Teams and the Power Platform for organisations already standardised on Microsoft.

Why businesses choose it

- Deep integration with Microsoft 365, Teams and Excel
- Predictable per-user SaaS pricing, published directly by Microsoft
- Power Platform (Power BI, Power Automate) extensibility built in
- Strong mid-market fit for finance-led businesses on Microsoft

Modules & packages

Essentials covers financial management, sales, purchasing, inventory, projects and warehousing; Premium adds manufacturing and service order management (all full users on a tenant must share the same tier).

Editions & variants

The breakdown above is for Business Central — the edition Gegohub implements for Kenyan SMEs and mid-market clients. Dynamics 365 Finance & Operations is Microsoft's separate, much larger enterprise ERP with its own licensing and implementation approach — it typically only makes sense for large, multinational-scale organisations.

Full pricing breakdown below, edition by edition — not just the starting price. Publicly reported global pricing, shown for context; actual local quotes depend on modules, users and deployment.

Microsoft Dynamics 365 — continued

01 Business Central Essentials ★ Gegohub implements this

Financials, sales, purchasing, inventory, projects and warehousing — company size: Small-to-mid businesses; minimum users: 1 user.

PRICING MODEL	Per-user tiered SaaS subscription (Microsoft list price)
STARTING PRICE	\$80/user/month
PER-USER RANGE	\$80/user/month (fixed list price)
TYPICAL IMPLEMENTATION	\$15,000 – \$160,000+ (\$15K–\$45K for SMB; \$25K–\$160K for distribution/services deployments)
TYPICAL TCO	3-yr example: ~\$178,000 (30-user SMB) to ~\$300,000 (40-user mid-market)
TYPICAL TIMELINE	6–10 weeks (small business) to 3–6 months (mid-market)

02 Business Central Premium ★ Gegohub implements this

Essentials, plus manufacturing and service order management — company size: Small-to-mid businesses with production or field service; minimum users: 1 user.

PRICING MODEL	Per-user tiered SaaS subscription (Microsoft list price)
STARTING PRICE	\$110/user/month
PER-USER RANGE	\$110/user/month (fixed list price)
TYPICAL IMPLEMENTATION	\$90,000 – \$350,000 — manufacturing-driven deployments run the most expensive in the Business Central range
TYPICAL TCO	5-yr example: ~\$677,000 (40-user manufacturing deployment)
TYPICAL TIMELINE	3–6 months (mid-market) to 6–12 months for larger, process-heavy manufacturing

03 Business Central Team Members

Light, read-mostly users — approvals, timesheets, viewing — company size: Any size, alongside full users; minimum users: —.

PRICING MODEL	Light add-on licence on an existing tenant (Microsoft list price)
STARTING PRICE	\$8/user/month
PER-USER RANGE	\$8/user/month (fixed list price)
TYPICAL IMPLEMENTATION	Not applicable — a light add-on licence layered onto an existing tenant, no standalone implementation project
TYPICAL TCO	Not applicable — rolls into the host tenant's TCO (see Essentials/Premium above)
TYPICAL TIMELINE	Not applicable — deployed instantly alongside full-user licences

Microsoft Dynamics 365 — continued

04 Dynamics 365 Finance & Operations

Large enterprises with complex, high-volume, multi-entity or global operations — company size: Large enterprise; minimum users: 20 users.

PRICING MODEL	Per-user tiered SaaS subscription (Microsoft list price)
STARTING PRICE	\$210/user/month (Premium: \$300/user/month)
PER-USER RANGE	\$210/user/month, Premium \$300/user/month (fixed list price)
TYPICAL IMPLEMENTATION	\$100,000 – \$800,000+ for typical enterprise deployments (often 3–5x annual licensing cost); can reach \$5M+ for very large global rollouts
TYPICAL TCO	\$150,000 – \$1,000,000+ typical enterprise, all-in
TYPICAL TIMELINE	6–12 months typical; 4–6 months for smaller single-entity deployments; 12–24+ months for global multi-country rollouts