



Dynamics 365 Customer Engagement, Dynamics 365 Unified Operations, and Dynamics 365 Plan packaging change FAQ

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What, Why, When

1. What is changing?

Dynamics is moving from a plan sales motion to an a la carte sales motion. Currently customers have the option of purchasing the Customer Engagement Plan, Unified Operations Plan, or Dynamics 365 Plan licenses, receiving all the associated Business Applications for one price per user per month.

Effective October 1, 2019, Customer Engagement Plan, Unified Operations Plan, and Dynamics 365 Plan SKUs will be removed from all price lists. Additionally, Finance and Operations will be split into individual applications - Supply Chain Management and Finance. All remaining Business Applications will continue to be available.

This change will enable customers to purchase suitable core workload application(s) for individual user needs going forward. Core workload Business Applications are Sales, Customer Service, Field Service, Project Service Automation, Supply Chain Management, Finance, Retail, and Talent ([Marketing: see question #7](#)).

2. Will the Customer Engagement Plan, Unified Operations Plan, and Dynamics 365 Plan be removed from all channels for all licensing segments?

Yes, effective October 1, 2019 the plan SKUs will be removed from Volume Licensing (EA, EAS, EES, SCE), Microsoft Products and Services Agreement (MPSA), Microsoft Online Subscription Program (MOSP/Web Direct), and Cloud Solution Provider Program (CSP) price lists. The plan SKUS will be removed for all licensing segments to include Corp/Commercial, GOV, GOVCON, GCC, Faculty, Student, EDU, and Non-Profit.

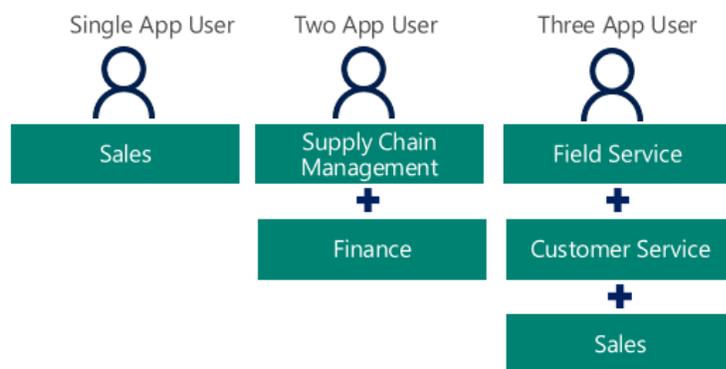
3. Why is this change happening?

We continue to evolve our offerings with the introduction of Mixed Reality and AI products (Sales Insights, Customer Insights, etc.) with the goal to empower our customers to customize (mix and match) their licensing. What this means to the customer is "choice", customers are encouraged to evaluate their business requirements, determine their specific needs, and purchase only those applications required.

Note, the a la carte sales motion is user license (USL) based. Only the Business Applications that are USLs may be purchased as an *Attach* license ([Marketing: see question #7](#)).

- **Base license:** the first Business Application purchased at the standard price. When purchasing multiple Business Applications, the *Base* license must be the higher priced license. Each user may only have one *Base* license, except for Talent and Marketing.
- **Attach license:** a USL application(s) incrementally purchased after the *Base* license. Users may have as many *Attach* licenses as needed.
- **'Better together' price:** the price of the Attach license which is available at a lower than the standard Base price for the same application.

Application User Scenarios



4. What is a qualifying Base and Attach license?

The **Base license** is the first Business Application that is purchased at the standard price. Every full user must have a *Base* license and, may require a second *Base* license if, for example, Talent (not available as an Attach license) is required. When purchasing multiple Business Applications, the qualifying *Base* license must be the higher priced license.

Attach licenses are the additional USL application(s) purchased at a flat price of \$20 per Customer Engagement application ([Marketing: see question #7](#)) or \$30 per Unified Operations application. Each *Attach* license can only be assigned to a user with the prerequisite *Base* license. If a user doesn't have the required *Base* license, the admin will not be able to assign the *Attach* license

Base and Attach licenses are identical in their core capabilities and are only differentiated in price.

For example, if the customer wants both Sales Professional (\$65) and Customer Service Enterprise (\$95), they will need to purchase the Customer Service Enterprise SKU as their *Base* license and the Sales Professional SKU as their *Attach* license.

Dynamics 365 CE Business Applications	Base License	Attach License	Dynamics 365 UO Business Applications	Base License	Attach License
Sales Enterprise	\$95	\$20	Supply Chain Management	\$180	\$30
Sales Professional	\$65	\$20	Finance	\$180	\$30
Customer Service Enterprise	\$95	\$20	Retail*	\$180	\$30
Customer Service Professional	\$50	\$20	Talent	\$40	NA
Field Service	\$95	\$20	*Price increase from \$170 to \$180 effective October 2019		
Project Service Automation	\$95	NA			

5. Which Business Applications can't be purchased as Attach licenses?

Core workload Business Applications:

- Project Service Automation
- Marketing
- Talent

Non-core workload applications:

- Customer Insights
- Microsoft Relationship Sales solution
- Sales Insights
- Marketing Additional Application

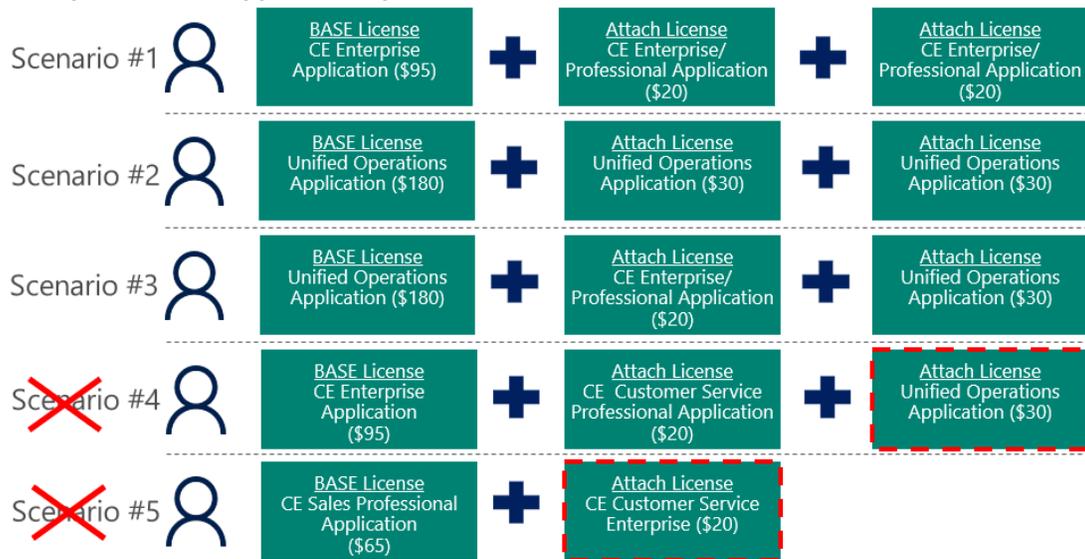
- Customer Service Chat
- Resource Scheduling Optimization
- comprehensive hiring
- Order Lines
- Forms Pro
- All capacity add-ons

6. Can all core workload Business Applications be mixed and matched?

Except for [Talent](#), Project Service Automation, and [Marketing](#), customers may mix and match Customer Engagement (CE) and Unified Operations (UO) Business Applications to meet each of their users' departmental needs. The only restriction is that customers must purchase the higher priced Business Application as the *Base* license. For example, if a user needs both a Customer Engagement and Unified Operations application the Unified Operations license must be the qualifying *Base* license as it is the higher priced license. Note, customers who require Project Service Automation and multi-applications, may purchase Project Service Automation as the Base license and add qualifying *Attach* licenses as needed.

In the Multiple Application Purchase Scenarios illustration below, scenarios 1 - 3 are examples of acceptable license combinations. Scenarios 4 & 5 are examples of restricted license combinations as the Unified Operations license (the higher priced license) must be the *Base* license.

Multiple Business Applications purchase scenarios



7. How is the Marketing application licensed after this change?

The Marketing application is a tenant-based license and therefore the per user Attach license model does not apply to this application.

New customers: customers who don't have any core workload Business Application may purchase Marketing as their first Dynamics 365 application for \$1,500.

Existing customers: customers who have at least one core workload Business Application may purchase Marketing for \$750 (customer must have a minimum of 10 users).

8. What if a customer needs only one Business Application per user?

Customers seeking one Business Application per user will be able to purchase a single *Base* license between \$40-\$180.

Customer Impact

9. What is the definition of a new customer?

Customers who don't have any Dynamics solutions prior to October 1, 2019.

10. What is the definition of an existing customer?

Existing customers who have Customer Engagement Plan, Unified Operations Plan, or Dynamics 365 Plan or applications SKUs on their account as of September 30, 2019.

11. How does this change impact customers?

New customers: No impact.

Existing customers: There is no change to customers' existing agreement. They can true up seats at anniversary as required.

At renewal (beginning October 2019), customers must renew on the new *Attach* construct. They must have a qualified *Base* license for each user and assign the additional *Attach* licenses to their multiple application users as required.

12. If a Customer Engagement Plan customer doesn't know how many licenses their users are using, how do they know which Base and Attach licenses they need?

Customer Engagement Customers:

The Microsoft field sales team will have access to application usage reports for each Customer Engagement Plan customer to help inform their transition.

Unified Operations Customers:

Customers will have access to a dashboard that provides guidance based on the percentage of assigned users with privileges to access the different workloads.

13. What are the options of CRM Online customers?

Existing customers: There is no change to customers' existing agreement. They can true up seats at anniversary as required.

At renewal (beginning October 2019), customers must renew to on the new *Attach* construct. They must have a qualified *Base* license for each user and assign the additional *Attach* licenses to their multiple application users as required.

14. What are the options of on-premises customers renewing to the Dynamics 365 in the cloud?

At renewal (beginning October 2019), customers must renew to on the new *Attach* construct. They must have a qualified *Base* license for each user and assign the additional *Attach* licenses to their multiple application users as required. *Base* and *Attach* license will be offered with a From SA SKU.

Pricing

15. How does this change impact Dynamics 365 pricing relative to the competition?

Microsoft Dynamics Business Applications are priced competitively in the marketplace. We continue to evolve our offerings with the introduction of AI products (Sales Insights, Customer Insights, etc.). What this means to the customer is "choice", customers are encouraged to evaluate their business requirements, determine their specific needs, and purchase only those applications required.

16. What should I do if I have deals in progress to be closed after October 2019?

Effective October 2019, all new and renewing customers must transact on the new licensing model. Pricing for active deals is protected based on our existing 90-day pricing policy. **Note** that this price protection begins the day of disclosure.

17. Will there be volume discount SKUs?

No, since programmatic volume discounting was only available for Customer Engagement Plan, these SKUs will cease to exist once Customer Engagement Plan SKU are removed from the price list effective October 2019.

18. Will the Business Application prices change with the discontinuation of the Customer Engagement, Unified Operations, and Dynamics 365 Plans?

There will not be a price change for the individual Dynamics 365 Business Applications except for Retail which will increase from \$170 to \$180. Customers who need multiple applications may purchase them at a flat price of \$20 per Customer Engagement application ([Marketing: see question #7](#)) or \$30 per Unified Operations application

19. Will purchasing individual Business Applications increase the cost for customers who need more than one solution?

Our goal is to align pricing to the value delivered to users. Customers are encouraged to work with their Account Managers to determine their best path forward.

The *Attach* a la carte sales motion is designed to empower our customers to ‘mix and match’ their licenses to best meet their end users’ needs. Customers can identify individual user requirements and license them accordingly.

1. Users with simple needs can opt for lower priced Professional SKU vs. fully customizable Enterprise SKUs
2. Users with single application requirements can purchase a Base license while users with complex needs can buy additional applications at a ‘better together’ price.

20. If customers have Customer Engagement Plan and determine that they need Sales Enterprise, Customer Service Professional and Field Service capabilities for each user, will they need to license all three applications separately?

Yes, in this scenario customers will need to buy three separate applications. The admin will need to individually assign a qualified *Base* license and the *Attach* license to each user.

For example, the qualified *Base* license could be Sales Enterprise or Field Service with the remaining two applications assigned as the *Attach* licenses.

Base App	Sales Enterprise	\$95	As compared to Customer Engagement Plan: \$115
Attach License #1	Customer Service Professional	\$20	
Attach License #2	Field Service	\$20	
Total		\$135	

At first renewal after October 1, 2019, customers should work with their Account Managers to access transitions options.

21. Will the individual Dynamics 365 Business Applications have tiered pricing?

There are no pricing changes to individual Business Applications. Note, Microsoft Relationship Sales solution (MRSs) continues to be available with tiered pricing.

22. Does this change impact capacity add-on pricing?

No, capacity add-ons remain in their current form at their current pricing.

23. How does this change impact Finance and Operations capacity add-ons like Storage, Order Lines and Sandboxes?

The capacity add-ons continue to be offered in their current form at their current pricing.

How to Buy

24. What if the customer cancels their *Base* license?

A *Base* license is a prerequisite to have multiple applications for a user. If a customer's *Base* license is cancelled, that user's *Attach* license(s) will stop working. To be able to use the existing *Attach* license, customers will need to:

- Reactivate the original *Base* license or purchase a new *Base* license, or
- Re-assign the *Attach* license to another user with an active qualifying *Base* license

25. What options do customers have if they don't maintain a qualified *Base* license for each of their users?

Only users with a qualified prerequisite *Base* license are eligible to have an *Attach* license(s). However, if a customer purchases an *Attach* license for a user by mistake they have three options:

- Customer purchases a qualifying prerequisite *Base* license for the user, or
- Customer return the *Attach* license and purchases the corresponding *Base* license (e.g., cancel the Sales Professional SKU (\$20) and purchase the Sales Professional SKU (\$65), or
- Admin reassigns the *Attach* license to another user with a qualifying prerequisite *Base* license

26. Can customers change their *Attach* license to a *Base* license?

The Admin may return the *Attach* license and buys a *Base* license or reassign the *Attach* license to another user with a qualified *Base* license.

27. Can customers step-up a Professional *Base* license to a Enterprise *Base* license?

Customers with a Professional *Base* license may step-up to the applicable Enterprise *Base* license.

28. How many licenses may a customer purchase at the 'better together' prices?

There is no limit to the number of Business Applications licenses customers may purchase for a single user at the flat price of \$20 per Customer Engagement application or \$30 per Unified Operations application ([Marketing: see question #7](#)) if the they have qualified prerequisite *Base* license.

29. Will Unified Operations Applications continue to have minimum purchase requirements?

Yes, Supply Chain Management, Finance, and Retail have a 20-user minimum purchase requirement.

30. Do *Attach* licenses count toward the minimum purchase requirement?

Only *Base* licenses count toward the minimum purchase requirement.

31. Do Customer Engagement licenses count towards Unified Operations minimum purchase requirements?

No, the following combinations may be used to meet the minimum purchase requirements for Unified Operations.

- Enterprise Agreement (EA)/MP SA: To satisfy the minimum purchase requirement for the *Base* license, Supply Chain Management, Finance, and Retail USLs may be combined



- Cloud Solution Provider program (CSP): To satisfy the minimum purchase requirement, each *Base* license (Supply Chain Management, Finance, and Retail) must meet the minimum purchase requirement of 20 USLs for each purchase



20 Supply Chain Management **Base** USLs

OR

20 Finance **Base** USLs

OR

20 Retail **Base** USLs

The Talent application will continue to have a 5-user purchase requirement and cannot be combined with other applications to satisfy the minimum.

32. Will academic Customer Engagement customers have a 20 user purchase requirement for their Base licenses?

Business Applications on the Academic price list must purchase a minimum of 20 Customer Engagement *Base* licenses. Sales, Customer Service, Field Service and/or Project Service Automation may be combined to meet the minimum.

33. What will be the process for existing Customer Engagement customers to license Unified Operations applications?

Customer may return their Customer Engagement license and purchase Unified Operations as their Base license. Or they wait until renewal. Customers always have the option to buy any application at the standard price.

34. Is Project Service Automation available as an *Attach* license?

No, Project Service Automation is available as a Base license only.

35. Is Talent available as an *Attach* license?

No, Talent is available as a Base license only.

36. Can customers attach a device license to the *Base* Application?

Device SKUs are not USLs and are not available as *Base* or *Attach* licenses. Customers may purchase the Customer Engagement device SKUs (Sales, Customer Service, and Field Service) for \$145/user/month and the Operations device for \$50/user/month.

37. How will the *Base* and *Attach* SKUs look on the price list?

There will be two versions of the same SKU, the name and price will differ between the two. For example: Sales Enterprise (\$95) is a *Base* SKU and Sales Enterprise Attach (\$20) is an *Attach* SKU.

Base License

The existing Business Applications may be purchased as the prerequisite *Base* license at the standard price. Two new Unified Operations Business Applications will be added: Supply Chain Management (\$180) and Finance (\$180).

Attach License

New *Attach* SKUs will be introduced at the flat price of \$20 per Customer Engagement application ([Marketing: see question #7](#)) and \$30 per Unified Operations application.

38. Do *Base* and *Attach* licenses have dual use rights?

There is no change in dual use rights. Dual use rights vary by application, for more information reference the Dynamics 365 Licensing [Guide](#).

39. Will there be any changes to the Microsoft Relationship Sales solution SKUs?

No change to the Sales Enterprise + LinkedIn bundle.

Qualified Offers, Promotions and Pilots

40. What are the options of CRM Online customers?

Existing customers: There is no change to customers' existing agreement. They can true up seats at anniversary as required.

At renewal (beginning October 2019), customers must renew to the new *Attach* a la carte sales motion. They must have a qualified *Base* license for each user and assign the additional *Attach* licenses to their multiple application users as required.

41. What are the options of on-premises customers renewing to the Dynamics 365 online?

At renewal (beginning October 2019), customers must renew to the new *Attach* a la carte sales motion. They must have a qualified *Base* license for each user and assign the additional *Attach* licenses to their multiple application users as required.

Base and *Attach* licenses will be offered with a From SA SKU.

42. What if a customer begins their subscription term, with a qualified offer (Cloud add-on or From SA) for Customer Engagement, Unified Operations or Dynamics 365 Plans, prior to October 1, 2019?

Existing customers: There is no change to customers' existing agreement. They can true up seats at anniversary as required.

Base and *Attach* licenses will be offered with a From SA SKU.

43. What are the options for CSP Multi-Year Pilot customers?

Existing customers: There is no change to customers' existing agreement. They can true up seats as required.

At renewal (beginning October 2019), customers must renew to the new *Attach* a la carte sales motion. They must have a qualified *Base* license for each user and assign the additional *Attach* licenses to their multiple application users as required.

New customers (beginning October 2019), will no longer have an option to purchase CSP Multi-Year Pilot SKUs for the Plan SKUs being discontinued. The Pilot Plan SKUs will be retired as part of this change and no longer available to new customers. Further details on this pilot will be communicated separately.

Resources

44. Where do I find more information about this change?

Additional information (decks, videos, etc.) can be found [here](#) (internal) and [here](#) (partners).

45. Who can I contact for support?

Business Applications licensing support:

- Licensing [Support](#)
- Partner Center: [Frontline Support](#)

Appendix A: Base and Attach License Combinations

Customer Engagement

Dynamics 365 CE Business Applications	Base License	Attach License					
		Sales Ent	Sales Pro	Customer Service Ent	Customer Service Pro	Field Service	Project Service Automation
Sales Enterprise	\$95	-	-	\$20	\$20	\$20	NA
Sales Professional	\$65	-	-	-	\$20	-	NA
Customer Service Enterprise	\$95	\$20	\$20	-	-	\$20	NA
Customer Service Professional	\$50	-	\$20	-	-	-	NA
Field Service	\$95	\$20	\$20	\$20	\$20	-	NA
Project Service Automation	\$95	\$20	\$20	\$20	\$20	\$20	NA
Marketing (reference question #7)	\$1500	NA	NA	NA	NA	NA	NA

Unified Operations and Customer Engagement

Dynamics 365 UO Business Applications	Base License	Attach License								
		Supply Chain Management	Finance	Retail	Talent	Sales Ent	Sales Pro	Customer Service Ent	Customer Service Pro	Field Service
Supply Chain Management	\$180	-	\$30	\$30	NA	\$20	\$20	\$20	\$20	\$20
Finance	\$180	\$30	-	\$30	NA	\$20	\$20	\$20	\$20	\$20
Retail	\$180	\$30	\$30	-	NA	\$20	\$20	\$20	\$20	\$20
Talent	\$40	NA	NA	NA	NA	NA	NA	NA	NA	NA