



White paper: Microsoft solutions vs. Office Central

Outlook 2003 with Business Contact Manager, Office Central for Outlook 2003 and Microsoft CRM

Learn about the differences between Outlook 2003 with Business Contact Manager, Office Central for Outlook 2003 and Microsoft Business Solutions Customer Relationship Management (Microsoft CRM).

- Outlook 2003 with Business Contact Manager is an add-on to Outlook 2003 that can help small businesses connect with customers by managing contacts and sales opportunities.
- Office Central for Outlook 2003 is both an add-on to Outlook 2003 and an individual product, which is designed to help small and medium businesses with organizing the business contacts, communication flow and sales opportunities.
- Microsoft CRM is a full-featured CRM system that can help larger organizations build profitable customer relationships.

Key Differences

Key differences between the three programs include:

- **Functionality**
Microsoft CRM is a full CRM system and Office Central for Outlook 2003 is a single- or multi-user product, which organizes the internal and external communication flow (emails and documents) while Outlook 2003 with Business Contact Manager is a single-user, desktop business contact management program.
Microsoft CRM offers rich CRM functionality, such as account and contact management, order management, account hierarchies, lead management, competitive tracking, workflow support, and customer service.
Office Central for Outlook 2003 gives small and medium sized businesses or smaller groups in enterprise organizations a possibility to collaborate on the same accounts / contacts and provides the user with an overview of the entire communication flow to and from the business contacts.
Outlook 2003 med Business Contact Manager gives small businesses rich contact management functionality to help users manage customer contacts, accounts, and sales opportunities.
- **Architecture**
Outlook 2003 with Business Contact Manager is a single-user desktop program that extends the features of Outlook 2003. Office Central for Outlook 2003 is both a single-user and a multi-user product, which extends the original functionality in Outlook. Microsoft CRM is a client/server application that works in a multi-user environment.
- **Integration**
All three products; Outlook 2003 with Business Contact Manager, Office Central for Outlook 2003 and Microsoft CRM integrate with Microsoft Office programs. Microsoft CRM additionally offers deep integration with enterprise resource management (ERM) systems and third-party programs by working with SOAP and Extensible Markup Language (XML).
- **Configuration and customization**
Microsoft CRM can meet a company's particular needs with customizable data schema, forms, and business processes. Office Central for Outlook 2003 can help small and medium sized companies to control and organize their internal and external communication flow (emails and documents). Outlook 2003 with Business Contact Manager can help meet the contact management needs of small business users out of the box.
- **Customer profiles**
Microsoft CRM is intended for businesses with 25 to 500 employees and at least \$5 million US in revenues. Office Central for Outlook 2003 is designed for businesses with less than 50 employees that has a need for a single-user or a multi-user solution. Further more Office Central can be utilized by smaller groups in enterprise organizations. The size of the revenue is irrelevant for Office Central. Outlook 2003 with Business Contact Manager is designed for businesses with fewer than 25 employees and less than \$5 million US in revenues that need a single-user contact management solution.
- **Deployment**
Microsoft CRM requires an IT staff or partner to set it up, as well as additional Microsoft technology, such as Microsoft Windows® 2000 Server, the Microsoft Active Directory® directory service, Microsoft SQL Server™, and optionally, Microsoft Exchange Server. Office Central for Outlook 2003 can be installed and configured with a minimum of administrator resources – however Office Central uses either a Microsoft MSDE or Microsoft SQL database and accesses the Exchange servers public folder area and this may require an administrator. Outlook 2003 with Business Contact Manager works out of the box—making it easy for small businesses with limited IT resources and knowledge to get started.



- Distribution**
 Outlook 2003 with Business Contact Manager is included in Microsoft Office Professional Edition 2003 and Microsoft Office Small Business Edition 2003. Customers licensing Microsoft Office Professional Enterprise Edition 2003 have the rights to Outlook 2003 with Business Contact Manager and can obtain the CD from Microsoft on request. Office Central for Outlook 2003 is sold through the extensive Add-On Products reseller and Partner channel, which you can read more about on www.ms-add-on.com. A product fulfillment fee will apply. Microsoft CRM is sold separately through [Microsoft reseller / partners](#).
- Pricing**
 A direct pricing comparison is difficult since licenses for the three products are sold under different pricing models. Microsoft CRM follows a client/server pricing model and full deployment can cost \$5,000 US to \$100,000 US. Office Central is licensed under the number of defined users. Outlook 2003 with Business Contact Manager is included in Microsoft Office 2003 Editions.
- User Interface (UI) Differences**
 Because Microsoft CRM offers additional functionality and multiple access methods—either Microsoft Outlook or a Hypertext Markup Language (HTML) client—it has a different user interface (UI) from Outlook 2003 with Business Contact Manager and Office Central for Outlook 2003.

Functionality Differences

The table below outlines differences in functionality between Outlook 2003 with Business Contact Manager, Outlook 2003 with Office Central and Microsoft CRM.

	Outlook 2003 with Business Contact Manager	Office Central for Outlook 2003	Microsoft CRM
Companies / accounts	x	x	x
Business contacts	x	x	x
Business opportunities	x	x	x
History tracking for Companies / Accounts, Contacts, and Business Opportunities	x	x	x
Outlook integration	x	x	x
Customer service module			x
Integration with ERM applications		x	x
Multi-user support		x	x
Customizable infrastructure for independent software vendors (ISVs)			x
Workflow and process support			x
Extensive customizable reporting			x
Accessible from a Web browser			x

Find more information on:

Outlook 2003 with Business Contact Manager:

<http://www.microsoft.com/office/outlook/contactmanager/prodinfo/default.aspx>

<http://www.microsoft.com/office/outlook/contactmanager/prodinfo/comparison.aspx>

Office Central for Outlook 2003:

www.office-central.com

Microsoft CRM

<http://www.microsoft.com/businessSolutions/crm/default.aspx>