Licensing Dynamics 365 Commerce

Dynamics 365 Commerce unifies the back-office, in-store, call center, and e-commerce experiences to personalize customer engagement, increase employee productivity, and optimize store operations.
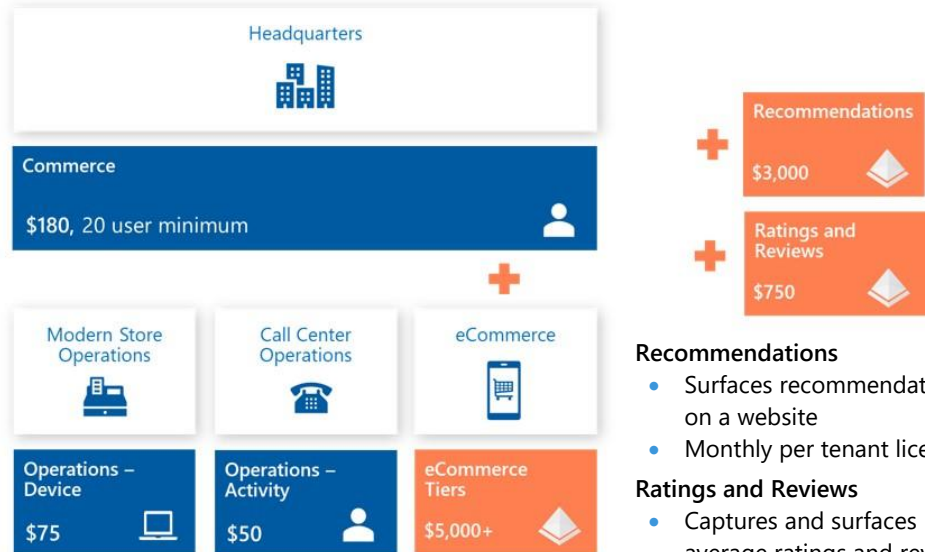
Dynamics 365 Commerce licensing overview

Commerce
- Used to license the users at the head office of a retail operation

Operations – Device
- Used to license devices in stores
- Allows multiple users to use a licensed device to operate a point-of-sale device, shop floor device, warehouse device, or store manager device

Operations – Activity
- Used to license call center staff
- Includes the functionality in the Operations – Device license as well as functionality related to warehousing, receiving, shipping, orders, vendor maintenance, and budgets

eCommerce Tiers
- Used to license eCommerce transactions
- See below for further details

Licenses in orange have the Commerce licenses as a pre-requisite

Recommendations
- Surfaces recommendations on a website
- Monthly per tenant license

Ratings and Reviews
- Captures and surfaces average ratings and review information across a website
- Monthly per tenant license

Dynamic 365 eCommerce Tiers

Licensing eCommerce transactions
Customers select a Band in the table below according to their AOV, and then choose an eCommerce Tier:

	# of monthly transactions per SKU					
	BAND 1 AOV<$50	**BAND 2** AOV $50-$150	**BAND 3** AOV $150-$500	**BAND 4** AOV $500-$2K	**BAND 5** AOV $2K-$5K	**BAND 6** AOV $5K+
Tier 1	4,700	2,400	1,100	480	275	200
Tier 1 overage	780	365	170	80	45	30
Tier 2	29,000	12,000	5,500	2,900	1,700	1,160
Tier 2 overage	1,250	540	230	125	75	50
Tier 3	86,000	38,750	15,500	8,600	5,065	3,400
Tier 3 overage	1,400	625	250	140	85	55

Calculating AOV
Average Order Value (AOV) is the total annual e-Commerce revenue divided by the total number of transactions

Choosing an eCommerce Tier
An eCommerce Tier is chosen based on the expected number of e-commerce transactions in a year. Customers estimate the total annual transactions and then divide by 12 to calculate what they should purchase each month. They then choose an eCommerce Tier with the closest number of included transactions, and add overage SKUs as required. Note that Tier 1 overage SKUs must be added to an eCommerce Tier 1 license etc.
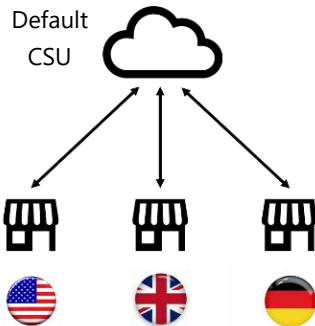
For example: a customer with an AOV of $75 who expects 10,000 transactions for each of the first 3 months, 5,000 transactions for each of the next 6 months, and 4,000 transactions for each of the final 3 months, has an annual estimate of 72,000 transactions, and a monthly estimate of 6,000 transactions.

They would purchase 1 x Band 2 eCommerce Tier 1 + 10 x Band 2 eCommerce Tier 1 overage SKUs each month, licensing the required 6,000 transactions per month.

Dynamics 365 Commerce Scale Units - Cloud

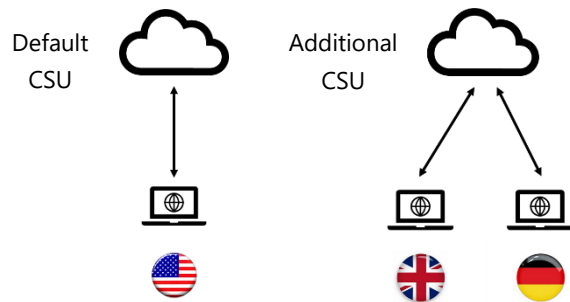A Default Commerce Scale Unit is provisioned when:

- The minimum Commerce user count is met and one or more Operations – Device licenses are purchased, or
- An eCommerce Tier is purchased

Default
CSU

For example: a single Commerce instance supporting all of an organization's stores

Customers can acquire additional Commerce Scale Units when they want additional cloud environments of the commerce service for co-location, performance, additional redundancy, or customization purposes.

Default
CSU   Additional
CSU

For example: an additional Commerce instance supporting local regulations in Europe

Licensing additional Dynamics 365 Commerce Scale Units

Customers can acquire additional Commerce Scale Units to support Commerce Devices or eCommerce transactions.

Commerce Devices

- The Commerce Scale Unit Basic, Standard and Premium SKUs include a Commerce Scale Unit for Devices
- Overage is covered with Operations-Device SLs

eCommerce transactions

- The eCommerce Tier SKUs include a Commerce Scale Unit for eCommerce
- Overage is covered with eCommerce Tier overage SKUs

Commerce

$180

+

Commerce Scale Unit – Basic	eCommerce Tier 1
$6,000	$4,000
Capacity: 65 devices per tenant per month	**Capacity:** 200 - 4,700 transactions per tenant per month

OR

Commerce Scale Unit – Standard	eCommerce Tier 2
$17,000	$14,500
Capacity: 225 devices per tenant per month	**Capacity:** 1,160 – 29,000 transactions per tenant per month

Commerce Scale Unit – Premium	eCommerce Tier 3
$37,000	$31,000
Capacity: 500 devices per tenant per month	**Initial capacity:** 3,400 – 86,000 transactions per tenant per month