

# 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

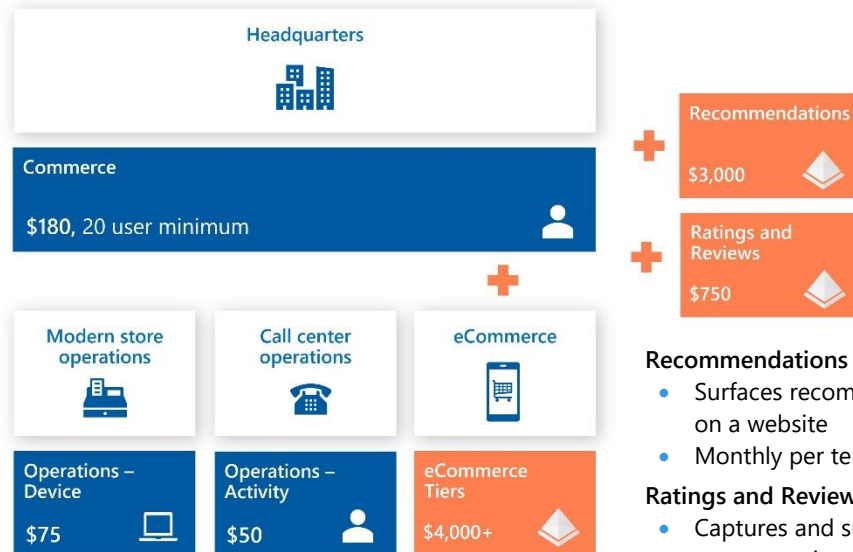
- Used to license the users at the head office of a retail operation

### 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

### 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

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

## 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 value of all transactions processed divided by the total number of orders processed

### Choosing an eCommerce Tier

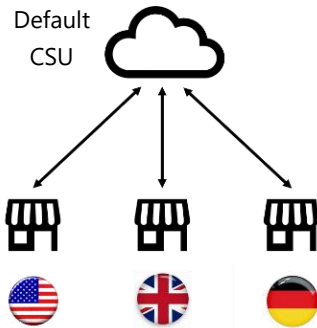
An eCommerce Tier is chosen based on the expected number of e-commerce transactions in a year. Customers estimate the total annual transactions and then divide by 12 to calculate what they should purchase each month. They then choose an eCommerce Tier with the closest number of included transactions, and add overage SKUs as required. Note that Tier 1 overage SKUs must be added to an eCommerce Tier 1 license etc. Pricing for the eCommerce Tier 1, 2 and 3 licenses are shown on the next page, and all overage SKUs are priced at \$500 per tenant per month

**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

A default Commerce Scale Unit is provisioned when:

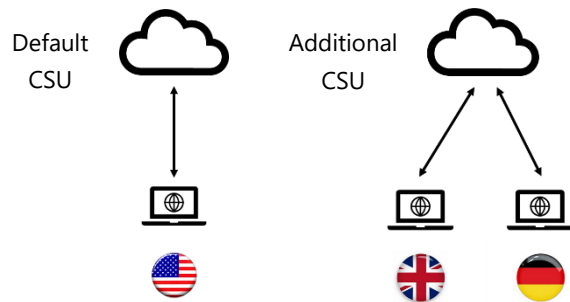
- An eCommerce Tier license is purchased – this Commerce Scale Unit only supports eCommerce transactions, or
- A Commerce Scale Unit license is purchased – this supports Commerce devices only



**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.



**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

Commerce

**\$180**



Commerce Scale Unit – Basic

**\$6,000**

**Capacity:**  
65 devices per tenant per month

Commerce Scale Unit – Standard

**\$17,000**

**Capacity:**  
225 devices per tenant per month

Commerce Scale Unit – Premium

**\$37,000**

**Capacity:**  
500 devices per tenant per month

eCommerce Tier 1

**\$4,000**

**Capacity:**  
200 - 4,700 transactions per tenant per month

eCommerce Tier 2

**\$14,500**

**Capacity:**  
1,160 – 29,000 transactions per tenant per month

eCommerce Tier 3

**\$31,000**

**Initial capacity:**  
3,400 – 86,000 transactions per tenant per month

### eCommerce transactions

- The eCommerce Tier SKUs include a Commerce Scale Unit for eCommerce
- Overage is covered with eCommerce Tier overage SKUs, as covered on the previous page