

## Dynamics 365

### Q: How is Dynamics 365 licensed?

Dynamics 365 simplifies the licensing of business applications. The primary licensing method is by named user subscription. The Dynamics 365 user subscriptions classify users into two types. One user type is a "full user" and the other is a "light user."

Full users are the users whose work requires use of the feature-rich business app's functionality. Examples of full users are sales people, customer service representatives, finance employees, controllers, and supply chain managers. Such users have also been referred to in the past as "pro users" or "power users." In the Dynamics 365 license model, full users are licensed with a Dynamics 365 application subscription.

Often, many users in an organization are considered light users. Light users may consume data or reports from line-of-business systems and complete light tasks like time/expense entry and human resources record updates. In the Dynamics 365 model, light users are licensed with the Dynamics 365 for Team Members subscription.

### Q: What are Dynamics 365 application subscriptions?

Application subscriptions are named user subscriptions that license a user for core Business Applications (Sales, Customer Service, Field Service, Project Service Automation, Finance, Supply Chain Management, Retail, and Talent). Customers may purchase a single application as the Base license for a user. Users requiring multiple applications may purchase as many Attach licenses as needed at a reduced price. Each Attach license can only be assigned to a user with a qualifying prerequisite Base license.

Application subscriptions also include use rights to PowerApps for mobile app creation and use against Dynamics 365 data.

### Q: How do the Dynamics 365 apps use AI?

AI capabilities in Dynamics 365 exclusively use Microsoft Azure services. We chose the Azure cloud because Azure services are built to Microsoft's [Responsible AI](#) standards and with the enterprise security, privacy, and compliance controls that our customers expect.

## Dynamics 365 Customer Insights

### Q: What is Dynamics 365 Customer Insights?

Dynamics 365 Customer Insights offering combines the standalone Dynamics 365 Customer Insights and Dynamics 365 Marketing apps into a single offering. While the name is unchanged, the new Customer Insights offering is expanded to include both the Customer

Insights – Journeys (formerly Dynamics 365 Marketing) and Customer Insights – Data (formerly the standalone Customer Insights) applications.

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**Q: Why are the Dynamics 365 Marketing and current Dynamics 365 Customer Insights apps being combined into one offering?**

To provide the most value to users and empower them with the most personalized experiences, we're combining the power of a unified customer profile with the ability to orchestrate customer journeys in real-time, at every customer touchpoint, into one, simple, low-priced offering. The new, combined offering simplifies licensing to make it easier for customers to buy and use the applications as their business grows.

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**Q: What current certifications are in place for the new Customer Insights offering?**

The current Exam MB-260: Microsoft Customer Data Platform Specialist and Exam MB-230: Microsoft Dynamics 365 Marketing Functional Consultant won't be combined at this time, but they're renamed to reflect the product changes.

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**Q: How many application installations can I have for either the Customer Insights - Journeys or Customer Insights - Data app?**

Customer Insights includes rights to install both Customer Insights - Journeys (real-time journeys) and Customer Insights - Data applications in an unlimited number of production or sandbox Dataverse environments.

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**Q: Can you buy just the standalone Dynamics 365 Marketing product or Dynamics 365 Customer Insights product and not the other?**

On September 1, 2023, only the new Customer Insights combined offering will be available for new customers.

Existing, standalone Dynamics 365 Marketing and/or Customers Insights customers have an opportunity to renew their existing licensing for one contractual cycle before transitioning to the new Customer Insights combined licensing. This renewal, however, must be contracted before September 1, 2025.

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**Q: What happens to customers who only have a Dynamics 365 Marketing or Dynamics 365 Customer Insights license or have licensed both applications?**

After General Availability on September 1, 2023, existing customers can choose to remain and renew on the standalone licensing model for another contractual cycle. This renewal must be made during the transitional offer window that will run through September 1, 2025, with a final contract maturity date that can't extend beyond September 1, 2027. At the end of the renewed contractual period, customers will then need to transition to the new Customer Insights licensing.

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**Q: What is an interacted person?**

An interacted person is any entity (such as a contact, lead, or Customer Insights - Data profile) engaged in an interaction. Entities that are stored, but not marketed to using Customer Insights - Journeys interactions don't count towards the interacted people quota. After an interaction (see below) is logged for a person. It doesn't matter how many interactions occur on that entity, it's counted once. After an interacted person hasn't received or engaged an interaction for 12 months, the entity becomes inactive and is no longer counted.

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#### **Q: What is an interaction?**

An interaction is an outbound message orchestrated through Customer Insights - Journeys. Inbound interactions, such as form submissions, aren't counted. The interaction can be sent through out-of-box channels available in Customer Insights - Journeys (for example, email, SMS, or push notifications), other Microsoft channels (for example, ACS), or third-party systems integrated with Customer Insights - Journeys (for example, other text message (SMS) providers). Safe use limits allow 10x interactions per interacted person licensed. The exact system events counted against interactions in the interaction quota are EmailSent, EmailCcSent, SmsSent, PushNotificationSent, VoiceChannelSent, and CustomChannelSent.

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#### **Q: Which interacted people count against my quota?**

Interacted people are licensed at the tenant level. Any entities across all Dataverse environments on a tenant where Customer Insights - Journeys orchestrates interactions count toward the total interacted people for the tenant. This applies to any environment, including production, sandbox, developer, or trial.

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#### **Q: Where can I see my quotas and quota usage?**

You can calculate your paid quota based on your licenses, visible at [admin.microsoft.com](https://admin.microsoft.com) > Your Products. See the official pricing page for details about the quota granted with each offer. In Customer Insights - Journeys, see your usage by going to Settings > Overview > Quota limits. For Customer Insights - Data, your used quota is the total number of Customers across all instances on your tenant.

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#### **Q: What is my monthly interaction quota?**

Your monthly interaction quota is 10 times the number of interacted people you buy, per month. For example, if you have 1 interacted person, you can interact with them 10 times per month. Or, if you have 10,000 interacted people, you can send 100,000 total interactions per month. We don't track interactions at the individual level, only total at the tenant level. If you need more than 10 interactions, increase the number of interacted people you buy to match your monthly volume. Plan for your peak month to make sure you have the right number of interacted people for your needs.

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#### **Q: How long is a person considered interacted?**

When an entity (contact, lead, or Customer Insights - Data profile) is interacted with, it's counted as an interacted person and stays that way until it hasn't been interacted with for 12 months. Interacted person consumption is cumulative throughout the license period and even post license extension, subject to the 12-month rule mentioned above.

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### Q: Why can't I see my licenses in geos other than my home tenant geo? —

To see your licenses in all geos, your tenant must be set up as a "multi-geo" tenant. Any employee in business applications or support can do this for you. To get help converting your tenant to multi-geo so licenses replicate across all geographies, contact your account manager. After June 14, 2024, this restriction is removed.

### Q: Do I get the base quota for each application install? —

No, the quota is at the tenant level. While each environment drives consumption, the total quota is counted and managed at the tenant level across all environments.

### Q: One month of the year I send more than the 10x interactions per month allowed. —

#### What should I do? —

Buy enough quota to cover the highest usage you expect in any month. The quota gives you the right scale and performance to support your highest volume.

### Q: Why does usage on sandbox environments count against my entitlement? —

The concept of sandbox and production environment types exists to support platform application lifecycle management features and doesn't intersect with any consumption usage metrics. Dynamics 365 Customer Insights, Dataverse add-ons, and other licenses are specified as tenant-level explicitly to capture usage across any and all environments of any and all types. Microsoft accrues the cost of database storage and transactions regardless of the environment type and therefore doesn't make any distinctions about usage by environment type with regard to entitlements. Entitlements are tenant-level, which is the sum of all usage at the tenant level, regardless of environment type.

## Dynamics 365 Team Members ^

### Q: What is the Dynamics 365 Team Members subscription license? —

Team Members user licenses are intended for those who support multiple lines of business and are not tied to a specific business unit. Licensed users are granted read-only access to all Dynamics 365 data and basic Dynamics 365 capabilities for designated scenarios, such as expense entry or updating contacts.

## Dynamics 365 Sales ^

### Q: Can you step-up to D365 Sales Premium if you already have MRSS? —

No. Customers with Microsoft Relationship Sales Solution (MRSS) subscription licenses cannot step-up to Dynamics 365 Sales Premium.

Microsoft Relationship Sales (MRS) is a distinct bundled offering that includes Dynamics 365 Sales Enterprise and LinkedIn Sales Navigator Advanced Plus. However, Dynamics 365 step-up licenses are only available for eligible software or online services editions within the same product family.

See the [Dynamics 365 Licensing guidance](#) and the [Step Ups Licensing guidance](#) for more information.

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