



CRM vs ERP



Which System Does Your Growing Business Need First?

A decision framework for businesses in the \$5M - \$50M range.

THE QUICK DEFINITION



CRM

"Front Office System"

- Sales | Marketing | Service
- Key Module: Dynamics 365 Sales

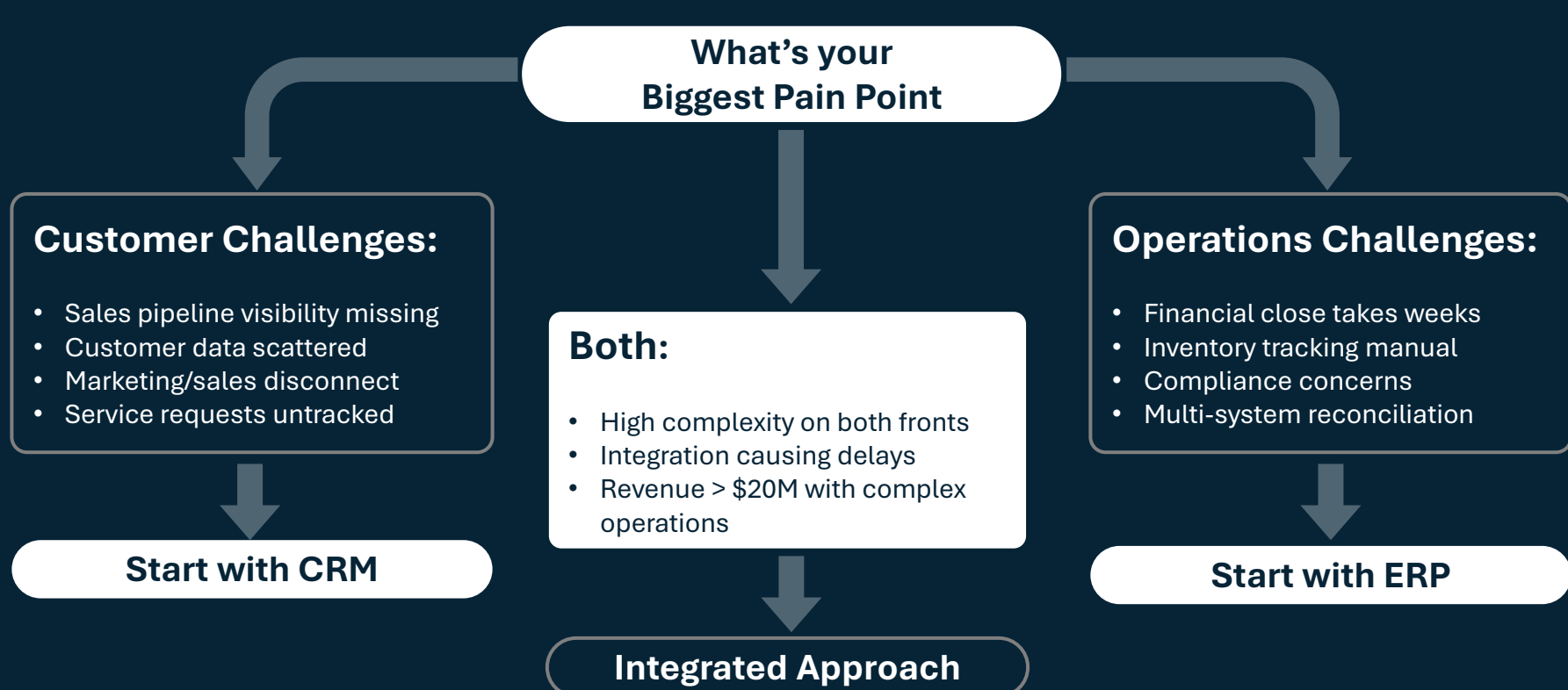


ERP

"Back Office System"

- Finance | Supply Chain | Operations
- Key Modules: D365 Finance, Business Central

THE DECISION MATRIX



INDUSTRY QUICK GUIDE



MANUFACTURING

"ERP First Priority"

- **Need:** MRP, shop floor, supply chain
- **Then:** CRM for B2B growth



DISTRIBUTION

"Depends on Model"

- High-volume = ERP first
- Consultative B2B = CRM first



PROFESSIONAL SERVICES

"CRM First Priority"

- **Need:** Client relationships, projects
- **Module:** D365 Sales + Project Operations



RETAIL

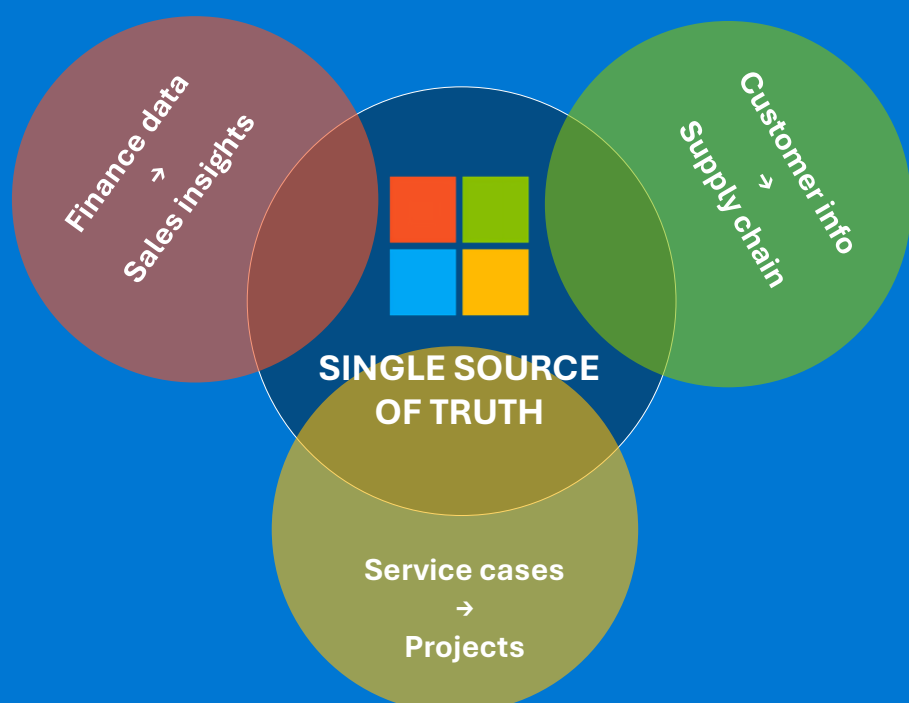
"ERP First Priority"

- **Need:** Multi-location inventory, financials
- **Solution:** Business Central

QUESTIONS TO ASK

1. **Where** is your biggest operational pain?
2. **Which** solution most directly impacts revenue/margin?
3. **What's** your realistic timeline?
 - ERP: 4-8 months typical
 - CRM: 2-4 months typical

THE INTEGRATION ADVANTAGE



Not separate systems. One connected platform.

Need Help Deciding?

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