

Office 365 Contacts

Type of Contact	Description of Contact	Advantages	Disadvantages
Office 365 Contacts	Office 365 contacts are created by the administrators and are available under People to all users in Office 365.	The contacts are visible to all users in Microsoft Outlook, Outlook on the Web, and mobile devices.	<p>These contacts can only be created and updated by Office 365 administrators.</p> <p>You can't add custom fields for birthdays, anniversaries, etc.</p>
SharePoint Contacts	SharePoint Contacts app can be used to store business contacts for SharePoint Online users. The contacts will be visible not only on the SharePoint site, but also on the SharePoint mobile app.	<p>Users who have access to the SharePoint team sites and SharePoint mobile apps will be able to see and update these contacts.</p> <p>The contacts are flexible and can use custom fields, views, workflows, etc.</p>	<p>These contacts cannot be used outside SharePoint in Outlook or People in Office 365.</p> <p>Requires some basic knowledge of the SharePoint lists.</p>
Microsoft Access Contacts	You can use the Access Contacts app to store your customers contacts. They will be visible in Access, or in a SharePoint site if hosted there.	<p>User who have access to Access app or SharePoint site that hosts the app will be able to see and update the contacts.</p> <p>Contacts will be much more customizable and useful because you will be able to take advantage of the functionality in Access.</p>	<p>Unless your Office 365 plan already includes Access, you'll have to purchase it.</p> <p>Only users that are familiar with Access will be able to take advantage of this contact solution.</p>

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Dynamics CRM Online Contacts	<p>If you have purchased Microsoft Dynamics CRM Online, you can use it to store and manage your customer contacts, along with other customer relationship management (CRM) features.</p> <p>Using this for contacts will only make sense if you plan to use Microsoft Dynamics CRM in your business.</p>	<p>Dynamics completely integrates with Office 365 so there won't be a need to have another contact list in Office 365 or SharePoint.</p>	<p>More complicated than other options and will require customization.</p> <p>Pretty expensive as a "contacts" solution on its own. Even if you are a one-person shop, Dynamics CRM will cost you at least \$250/month.</p>
Third-Party Contacts	<p>One of the above contacts should be sufficient for you, but if for some reason you want to use a third-party contact, you can either use a third-party app available in the office Store or purchase a third-party contact software that integrates with Office 365. These types of contacts are rarely needed in Office 365.</p>	<p>These will be likely to cost much more than other contacts in Office 365 (except for Dynamics, which will be most expensive), unless you find a third-party contact app in the Office Store. However, you are likely to get many more features in a third-party app.</p>	<p>Depending on the level of integration, you may need a separate login.</p> <p>The type of integration with Office 365 may be questionable.</p> <p>You have to rely on the third-party for technical support.</p>