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A Comparative Study of Oracle ERP Netsuite and Microsoft Dynamics 365 Contributions to Contemporary Business Development in India

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Abstract - ERP systems centrally provide support to a company's business operations and are capable of providing solutions in the area of resource management, process streamlining, and making data-driven decisions. Acceptance of ERP systems is growing in India as companies begin to become more efficient and competitive. Among the most prominent players are Oracle ERP Netsuite and Microsoft Dynamics 365, both holding unique attributes which pose a challenge for businesses when choosing the right system. The aim of this paper of study is to compare between Oracle ERP Netsuite and Microsoft Dynamics 365 by exploring their contribution to business development in India. With respect to the implementation complexity, user satisfaction, ROI, and overall business impact, this research study weighs the merits and demerits of each platform according to India. Although high-end multinationals prefer it for its strength and integrated features, the SME prefers Microsoft Dynamics 365 because of its flexibility and smooth integration with other products of Microsoft. Basing the conclusion drawn from the afore findings, the study does provide recommendations to the Indian business in the choice of the most appropriate ERP system. Thus, valuable inputs into the understanding of the adoption of ERP in India are expected from this article.

Keywords—Enterprise Resource Planning (ERP), Business Development, Comparative Analysis, Indian Market, Technology Adoption.

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1. INTRODUCTION

Since the business environment in India is rapidly changing, and enterprise resource planning can indeed make an enterprise more operationally efficient and able to sustain its competitiveness, the question remains: “does your business need Enterprise Resource Planning (ERP)?” In simple terms, an ERP system integrates many business processes - finance, supply chain management, and human resources, for example - into one platform that lets businesses optimise their resources and make data-driven decisions [1]. Slowly, the adoption of ERP systems is gaining pace in India as firms come to realise that these systems can raise output and cater to clients' needs in a better way. With their unique attributes and functionalities, two most popular ERP systems—Oracle NetSuite and Microsoft Dynamics 365—have increased recognition across various firms [2][3]. ERP systems are now an

essential requirement for any business organisation to streamline their operation, enhance the decision-making capability, and thereby raise overall performance.

Oracle ERP NetSuite and Microsoft Dynamics 365 are two of the most applied ERP suites in various industries; its usage has various merits. Even though Oracle NetSuite has garnered appreciation in highly integrated cloud-based solutions supporting global scale, it is primarily chosen by Small and Medium-sized Enterprises (SMEs) for flexibility, cost-effectiveness, and integration of other Microsoft products [4]. Very significant for the success of ERP are these implementations of the ERP systems. Research has shown that integration of ERP with other enterprise applications is very critical in terms of achieving maximum operational efficiency, better management of resources, and information-driven decision-making capabilities [5],[6]. However, this has been one significant challenge affecting businesses within the Indian context as well because large expenses and long periods of deployment remain the key limitations that still only limit the very extensive scope and depth of ERP adoption [7]. A comparative study as to how Oracle ERP NetSuite and Microsoft Dynamics 365 contribute to modern business developments in India would focus on the aspects of ROI, user satisfaction, and the associated operational impact [5]. Understanding both its strength and weaknesses can thus guide Indian enterprises towards ERP adoption decisions and further optimise their processes in pursuit of a long-term future.

Oracle NetSuite is among the ERP technologies that are cloud-based, and it fully favours fast-growing business organisations as well as multinational companies due to its wide features and scalability [3]. The tool possesses multiple business operations like finance, CRM, and e-commerce, and facilitates firms in performing complex operations in diverse regions [8]. Large corporations looking to upscale their business and increase the functionality of compliance processes worldwide will find Oracle NetSuite particularly attractive, as the cloud architecture also allows easier real-time analysis of data and seamless operations in international markets [9]. Tremendous scalability and flexibility also make it a perfect choice for companies with complex, multi-layered business processes [10]. Instead, it has become one of the most used among SMEs simply because it is integrated with other Microsoft products like Office 365 and Azure and has a modular setup [4]. The flexibility in the platform allows certain capabilities to be put together by organisations depending on the need, thus reducing complexity and upfront cost [11]. Microsoft Dynamics 365, an attractive option for SMEs where reasonably priced and simply connected solutions of ERP will be realised, as the solution is properly set up for user-friendly design and interoperability with other Microsoft technologies [12]. The flexibility and cost-effectiveness of the solution have improved its standing in the SME circles to be used in the pursuit of scalability and efficiency in its operations [13].

ERP is a system which is gaining much importance for companies eyeing the future of smooth running of operations, facilitating better decision-making processes, and amplifying scalability and hence performance. Of the leading ERP platforms, there are Oracle ERP NetSuite and Microsoft Dynamics 365. Here, Oracle NetSuite has strong infrastructure in the cloud and with its high scalability. It then becomes very apt for large-scale companies whose functions tend to be complex [14]. On the other hand, Microsoft Dynamics 365 happens to be one of the strong ERP solutions for SMEs because it is quite cost-effective as well as easily integrates with other platforms like the other Microsoft applications [15]. In India, it still experiences problems in implementations including its high cost and complex stages to deploy processes [16]. In line with best practices, the adoption of two systems indicate that tailored ERP solutions for distinct business requirements will be optimised for both return on investment and operation efficiency [17]. With growing pace of cloud-based ERP systems, their impact in support of digital transformation across industries will come out [18].

Oracle NetSuite and Microsoft Dynamics 365 have been the highest contributors to digital transformation in the Indian business environment. In the cloud-based architecture of the solutions, costs associated with enterprise IT infrastructure are reduced, easy access is facilitated, and communication among geographically spread teams is made instant [9]. This flexibility is exactly what the companies in India need to implement scalable, flexible ERP in support of their global operations and corporate growth [19]. Besides, strategic value of these ERP systems is enhanced due to the in-built usage of cutting-edge technologies such as big data analytics, machine learning, and Artificial Intelligence (AI) that allows predictive analytics, through which increased levels of accurate decision-making take place. This paper compares Oracle NetSuite with Microsoft Dynamics 365 over how each one of them has impacted contemporary business development in India. It addresses important domains which are ROI, user satisfaction, installation problems, and overall firm impact, providing Indian companies looking to implement or ERP enhancement with critical information [5],[6]. The results are expected to contribute to a better understanding of how various ERP systems play a role in the growth of businesses as well as in business efficiency in the Indian changing marketplace [16],[17]. This report also focuses on the difficulties Indian companies face when it comes to implementing ERP and demonstrates differences in technology infrastructure and regulatory compliance. There are also recommendations made by the study to allow ERP plans to be as general as they can be for the digital transformation process, enabling companies to overcome their ERP implementation challenges and adjust their systems for efficiency [20].

2. LITERATURE REVIEW

Enterprise resource planning solutions such as accounting, supply chain, and human resources have changed the face of business operations in many areas [6]. ERP systems are the need of the day due to increased flexibility and scalability following the shift from on-premises to cloud-based solutions [7]. Oracle NetSuite and Microsoft Dynamics 365 are the two leading ERP platforms, which, along with their wide range of features, offer flexibility with the aim of reaching a maximum number of industries. From accounting to supply chain management and human resources, ERP solutions have transformed the core three pillars of business functioning. Due to its flexibility and the scalability of moving from on-premises to the cloud [7], ERP systems have become significant in today's business world. Among the very best ERP platforms available are Oracle NetSuite and Microsoft Dynamics 365, where the two stand out very well due to their high level of versatility and broad-ranging feature set that satisfies the needs of many sectors of industry. Because of its ease of use, flexibility in operation, and compatibility with other Microsoft products such as Office 365 and Azure, Microsoft Dynamics 365 had become the preferred one [11]. Dynamics 365 has been really instrumental in the Indian manufacturing sector, where complex supply chain and customer relationship management (CRM) processes are accommodated [12]. Because of the modular architecture of the platform, SMEs can now afford adding only the capabilities required [13]. Comparatively, studies between Microsoft Dynamics 365 and Oracle NetSuite reveal that Oracle NetSuite is more flexible and affordable for small and medium-sized businesses, and NetSuite excels at unified worldwide operations [14]. The choice of one platform over the other often depends on specific business requirements, including the size of the firm, the importance the industry lays on it, and the technology infrastructure already in place.

In spite of the advantages, ERP implementation has its own disadvantages. These include high costs, long implementation times, and the need for intense training to the workers in implementing the system [15]. All these complications are further complicated by the heterogeneity of the business environment prevailing in India and by the differences in the rates of development of technology across sectors [16]. For example, Microsoft Dynamics 365 and Oracle NetSuite have alleviated the issues; both offer a wide range of support options and flexible deployment options [17]. The cause behind a rise in adoption of the ERP cloud-based systems, such as Microsoft Dynamics 365 and Oracle NetSuite, is the fact that the applications allow for scalable and flexible solutions that change to meet the demands of varying business sizes and types. Studies also indicate that cloud ERP solutions reduce TCO, such as requiring less money in upfront equipment costs and providing frequent updates without the need for a large amount of IT staff [18]. The cloud model also improves accessibility and communication amongst teams spread geographically, which is an important benefit to international businesses doing business in India [19]. According to various studies, the implementation of cloud-based ERP systems has improved work efficiency via the automation of corporate operations and enhanced real-time data analytics [20]. The advanced data analytics capabilities provided by both Oracle NetSuite and Microsoft Dynamics 365 enable users to make well-informed decisions, thus improving customer relationship management, inventory control, and financial management.

Tarafdar and Qrunfleh discussed the strategic relevance of data analytics in ERP systems, which improves organizational decision-making, optimizes resource allocation, and develops competitive advantage [21]. Hofmann and Kunz discussed the integration of AI and ML in cloud-based ERP systems, showing their potential for improving decision-making processes and operational efficiencies [22]. Together, these studies highlighted advanced technologies in the ERP system that have transformed the business environment into a dynamic perspective, helping organization achieve strategic objectives. The strategic significance of these systems further lies in the fact that they facilitate the application of advanced technologies, including ML and AI. In handling customization and solutions specific to particular industries, how exactly they do these forms one of the main differences that Microsoft Dynamics 365 and Oracle NetSuite exhibit.

Oracle NetSuite comes with pre-configured industry-specific modules that are industry-tailored to meet the specific needs of different industries, such as manufacturing, financial services, and retail [23]. However, Microsoft Dynamics 365 boasts extremely high customization possibilities. That is, companies can customise the platform to fit their precise set of operational needs [24]. The other main reasons why Dynamics 365 is extremely attractive to SMEs and organisations dealing with specific operational challenges are because it offers flexibility. Therefore, happiness and acceptance of ERP implementation are a determinant of success. It has been found that appropriate training programs and noncomplex interface lead to successful adoption [25]. The friendly user design of Microsoft Dynamics 365 and hassle-free integration with other Microsoft products have appreciated highly for lowering the learning curve on the part of users [26]. Large businesses, on the other hand, appreciate the detailed capabilities and large capability of Oracle NetSuite, though they would require more training and support [27].

ERP solutions, rightfully, are needed for advancing programs in digital transformation, which is true and indispensable to developing nations such as India. The ability for connectivity of ERP systems with other digital technologies like big data, Internet of Things (IoT), and AI becomes increasingly necessary these days [28]. Both

the Microsoft Dynamics 365 and Oracle NetSuite solutions are becoming actively and rapidly enhanced within the areas and are providing holistic solutions to assist the aspirations of the vision of Indian organisations towards digital transformation [29]. Much more lacking in research areas that focus specifically on the ways Oracle ERP NetSuite and Microsoft Dynamics 365 are contributing to business development, such as SMEs, in India: Extensive research has been done previously on the implementation, benefits, and challenges of these software programs mainly in global and large-scale enterprises. Moreover, very few comparative studies could identify the specific socioeconomic and cultural features characterising ERP adoption and use in India. Such a deficit reflects a deep need for further exploration into how these systems of ERP practice contribute toward the growth of today's business of Indian SMEs. There is potential consideration of local compliance with regulations, user adoption, scalability, and cost-effectiveness.

ERPs have been determined to have impact on Indian enterprises primarily on accuracy in data, speeding up real-time decision-making, and improving operations. The aggregate solutions of ERPs in the supply chain optimization, customer relationship management, and finance management enhance productivity and efficiency in business operations. Scalability is also supported by ERPs since they help companies adapt to the market swings by providing for their growth and change. Oracle ERP NetSuite helps the Indian industries through a cloud-based solution to advance their financial management, analytics, and scalability across the world. Small and mid-sized enterprises will, obviously, benefit greatly from it considering the integration possibilities with a seamless set-up process. Microsoft Dynamics 365 brings in completely holistic solutions for operations, finance, and customer insight, keeping a heavy focus on AI and its data-driven decision-making capabilities. Due to its seamless workflow support and productivity-enhancing interaction with other Microsoft products and cloud services, it is an ideal fit for those businesses that focus on and look for dependable, adaptive solutions. Indian companies using both ERPs will be in a position to benefit from automation and advanced analytics, thereby innovating and maintaining their gainful competitive advantages in a rapidly changing marketplace.

The recent studies have also expanded the horizon for the ERP research by integrating new technologies such as blockchain, Internet of Things, and data analytics into the ERP systems. For instance, Gupta and Singh highlighted that the blockchain technology can offer transparency and security to the ERP systems, particularly in supply chain management, since data integrity and traceability are prime requirements for such management. Chandra et al. further explained that through the implementation of IoT in an ERP system, assets can be monitored in real-time, and this brings tremendous improvement of operations efficiency for the production industries. Furthermore, Mishra and Roy pointed out that, as time passes, the role of data analytics in ERP systems will play an increased role in making better decisions by providing predictive insights into what consumers may behave in like manner as well as trends in the market. These studies expose that the future of the ERP system is its flexibility and integration capacity for using the advanced technologies in ways to raise its strategic value for a business organisation [30],[31],[32].

3. RESEARCH METHODOLOGY

3.1. Flowchart Illustrating the Research Methodology.

In this study, the methodology defines the objective and outlines a comparison between the ERP functions of Oracle ERP NetSuite and Microsoft Dynamics 365 based on functionality, adaptability, cost-effectiveness, and contributions toward business development in India. Their comparative framework was positioned based on key performance indicators, such as operational efficiency and return on investment, to guide the analysis. Thereafter, data is acquired from case studies and industry reports with proper ethical consideration for a guarantee of the private and responsible use of the data. The collected data is then analyzed in the comparative framework assessing each system's strengths and weaknesses with a proper result interpretation highlighting the impact on business. Finally, recommendations are made to the businesses regarding the findings while always keeping ethics right.

The flow chart as shown in Figure 1 depicts the steps taken in carrying out the research study in a systematic manner. It explicitly states the research objective, which then defines the direction of the study. A comparative framework is thereby established to structure criteria for sound analysis. Finally, data collection methodology seeks to outline how information shall be collected through tools and methods. In this instance, ethical considerations are addressed: regard for the rights of the participants and maintaining confidentiality. Data is collected then analyzed to make meanings and interpreted for an understanding regarding its relevance to the set research. Lastly, the conclusion contains summaries of key findings and recommendations on possible actions or further research areas. This helps to ensure that each phase builds upon the previous one towards obtaining valid and reliable outcomes.

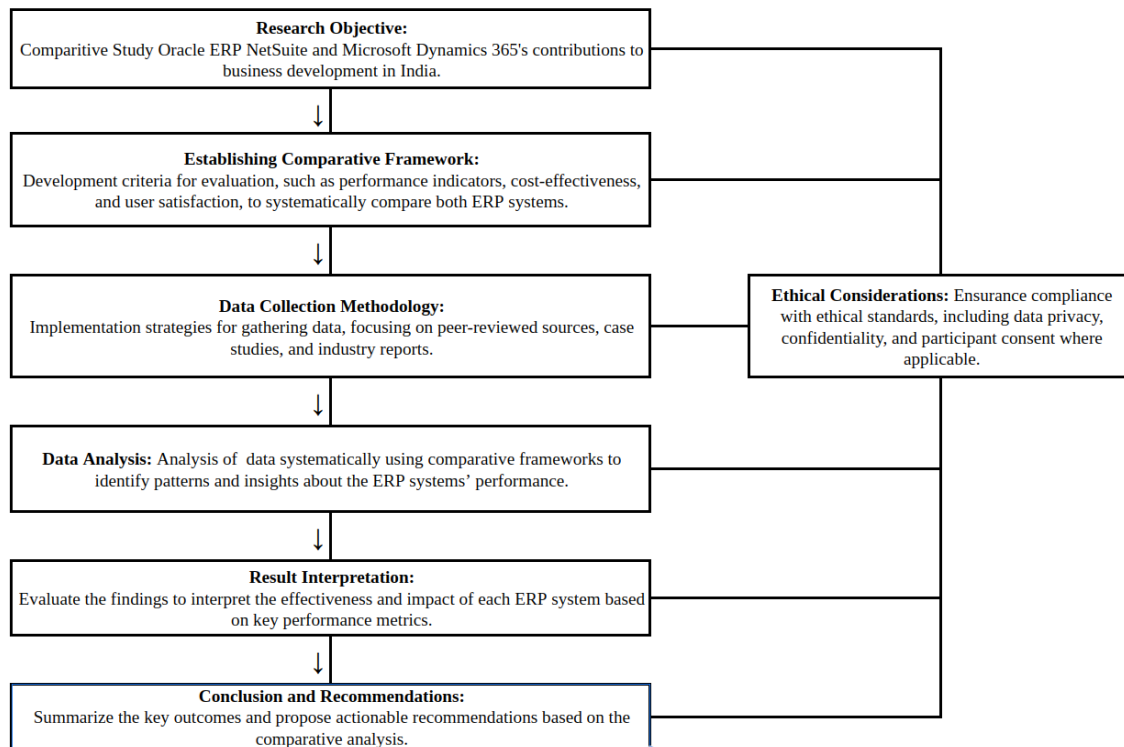


Figure 1. Flowchart Illustrating The Research Methodology Implemented

3.2. Comparative Framework

In this research project, comparative methodology will be used to determine the contribution of Microsoft Dynamics 365 and Oracle ERP NetSuite towards the development of a new-age Indian business. The selective KPIs that would be required in determining the effectiveness of an ERP system will form the focal point for this framework. As part of operational efficiency, it became necessary to examine each contribution of either ERP system toward the total improvements made within a company's productivity, automation, and process optimization by [19]. The scalability factor measures the ability of the ERP systems to scale with the business, given by factors such as cloud infrastructure and multi-location capability [20]. It then compares these benefits against the TCO based on the cost of installation, upkeep, and licence payments, using the cost-effectiveness method [18]. The User Adoption and Satisfaction factor includes all elements of user experience, ease of use, to level of training and support provided. Integration Capabilities [22] examines the ability of the ERP system to work amicably with other enterprise systems such as BI tools, CRM, and SCM. Effect on Strategic Decision-Making helps in checking how far the ERP systems go in supporting data-driven choices and overarching corporate strategy [21]. To carry out the comparison, a comparison matrix will be prepared on the KPIs in comparing Oracle NetSuite with Microsoft Dynamics 365. Eventually, the research will unveil which of these systems better answers to the unique needs of Indian firms.

3.3. Data Collection

In this research, only secondary data from indexed peer-reviewed publications and case studies in the Web of Science will be used. The following action will be part of the data collection process. Literature Review is intended to seek the empirical research, case studies and theoretical evaluations concerning Microsoft Dynamics 365 and Oracle NetSuite. Proper stress will be provided by the sources with the required information regarding the performance of ERP in terms of user acceptance and business effect in the Indian scenario. [6],[27]. Key Information Extraction: Significant information will be derived from the selected literature, and emphasis will be made on the KPIs outlined in the comparative framework. To enable direct comparison between the two system ERPs, data will be classified. Synthesis and Analysis: The retrieved data will be synthesised in a logical dataset to fill the comparative matrix. The synthesis process of combining data points and making sure that there is uniformity in the interpretation and application of the information are the fundamental aspects of synthesis [23]. Validation Stages The validation stage includes the study of cross-verifying data from other sources and consideration of the environment in which the original research was conducted to ensure the validity and reliability of the findings [24]. This ensures that the method used will take into account all biases or constraints within the

current literature. Using real data from the most trusted sources, the methodology compiles an all-inclusive and all-exhaustive comparison of Microsoft Dynamics 365 to Oracle NetSuite.

4. COMPARATIVE ANALYSIS

4.1. Microsoft Dynamics 365 vs Oracle NetSuite

ERP systems, such as Microsoft Dynamics 365 and Oracle NetSuite, are greatly impacting corporate development in India, especially with cloud-based products that make systems more efficient in terms of data management. For operations and strategic decision-making, ERP systems are beneficial. Comparative analyses of these discussions contribute to aspects including cost-effectiveness, functionality, adaptability, and user experience for the development of modern business in India. Both are very efficient systems that cater to the distinct needs of a business, so it can optimise its resources and improve performance. In terms of analysing functionality, features, and scalability, the Oracle NetSuite system is known for its scalability and flexibility, hence appropriate for a small as well as medium-sized enterprise and a large organisation. It supports various business functionalities, such as the financial administration, customer relationship management (CRM), and e-commerce platforms, along with industry-specific modules that heighten its usability in different industries [9],[10],[23]. However, despite its modular architecture wherein organisations can shape their respective solutions based on a particular need, Microsoft Dynamics 365 still leverages effortless connectivity to the wider Microsoft ecosystem, including Office 365 and Azure [14],[17],[24].

About flexibility and personalization, Oracle NetSuite has massive functionality with respect to customization through SuiteScript and SuiteFlow that answer many operational specific needs [8],[23]. The same thing with Microsoft Dynamics 365, having the capability of great user customization through tools such as Power Apps and Power Automate, wherein a business can effectively design its applications and workflows [17],[24],[26]. Regarding cost-effectiveness, the deployment of Oracle NetSuite would be relatively more costly to most companies, especially for small companies, while the cross-cutting functionality by Oracle NetSuite makes it worthwhile for the bigger companies [10],[9]. Microsoft Dynamics 365, on the other hand, generally falls within the SMEs' budget due to its dynamic pricing levels, as well as the connection to other Microsoft products offers financial benefits [11],[15]. Oracle NetSuite is rather demanding in its process of implementation and quite involved, and much support and training are needed for successful implementation [27]. On the other hand, Microsoft Dynamics 365 has the back-up of its products because adoption is simple and they have ample training resources, as their support infrastructure is quite huge [11],[26]. Finally, the Oracle NetSuite is also impacting business performance in India by showing how it supports better financial management and efficiency in operation, as managing complicated activities becomes easy. In contrast, Microsoft Dynamics 365 has been shown to improve productivity by optimised workflows and advanced capabilities in data analytics, with price and harmonisation with the Microsoft-technology-product-family are a factor that most Indian organisations attract [12],[17].

Table 1 portrayed that Oracle ERP NetSuite and Microsoft Dynamics 365 have different functionalities, which are used for various business requirements. Oracle ERP NetSuite has a wide range of modules, integrating an inventory control module, e-commerce module, customer relationship management module, and financial management modules, in addition to sector-specific modules. These modules are tailored according to different types of industries; thus, it provides the best solutions for these businesses [14]. On the other hand, Microsoft Dynamics 365 is based on modular design so that businesses can choose the required functionalities according to their needs and offers integrated flow with other products of Microsoft such as Office 365 and Azure [4]. In this regard, it is not wrong to say that Oracle ERP NetSuite offers all sorts of adaptability and customisation through SuiteScript and SuiteFlow, which are well suited for complex operating needs [15]. Conversely, customization on Microsoft Dynamics 365 is also offered flexibly through Power Automate and Power Apps [15]. Oracle ERP NetSuite, on the other hand, comes with high upfront and ongoing charges and mostly suitable for large enterprises. However, it's much more economical for SMEs as it offers pricing tiers and savings through integration [15]. The implementation and training processes are quite different because while Oracle ERP NetSuite requires a lot of prior planning and resource input because it's complicated, Microsoft Dynamics 365 receives easy implementation and effective training support [15]. Lastly, the two systems differ in how they influence business performance; Oracle ERP NetSuite enhances financial management and operational efficiency, hence becoming suitable for all needs, whereas Microsoft Dynamics 365 helps increase productivity and analytics capability, hence attracting especially SMEs and companies requiring modular solutions [16].

Table 1. Criteria-based Comparison of Oracle ERP NetSuite and Microsoft Dynamics 365 in Indian Industries

Criteria	Oracle ERP NetSuite	Microsoft Dynamics 365
Functionality and Features	<ul style="list-style-type: none"> ● Complete one-stop shop that combines inventory control, e-commerce, CRM, and financial management [8], [9] ● Sector-specific modules tailored to various industries [23] 	<ul style="list-style-type: none"> ● Supply chain, customer care, and sales applications can all be chosen thanks to modular design [4], [13]. ● Integration of Microsoft products with ease [17], [26]
Adaptability and Customization	<ul style="list-style-type: none"> ● SuiteScript and SuiteFlow provide extensive customisation capabilities [8], [27]. ● Ideal for specialised requirements and intricate business procedures [8], [9] 	<ul style="list-style-type: none"> ● Power Automate and Power Apps allow for extensive customisation [24], [26]. ● Flexible integration based on demands is possible using a modular approach [17], [24].
Cost Effectiveness	<ul style="list-style-type: none"> ● Increased starting and continuing expenses [10], [14] ● Appropriate for bigger businesses with intricate needs [10], [14] 	<ul style="list-style-type: none"> ● For SMEs, more reasonably priced options and adaptable pricing schemes [11], [15] ● Cost savings are possible through integration with current Microsoft technologies [11], [15].
Implementation and Training	<ul style="list-style-type: none"> ● Extensive planning and resources are needed for this complex implementation [27], [28]. ● Successful deployment requires enough training and assistance [27], [28]. 	<ul style="list-style-type: none"> ● Because of the interaction with Microsoft tools, implementation is simpler [11], [26]. ● Many resources for training and support are accessible [11], [26].
Impact on Business Performance	<ul style="list-style-type: none"> ● Improves financial management and operational effectiveness [8], [9] ● With its extensive features, it is appropriate for a variety of businesses [8], [23]. 	<ul style="list-style-type: none"> ● Increases efficiency and production through data analytics and optimised procedures [12], [17] ● advantageous to SMEs and companies looking for modular solutions [12], [24].

4.2. Case Studies: Real-World Examples from Indian Companies

Infosys Ltd, one of India's leading IT services companies, implemented Oracle NetSuite to gain better real-time data visibility at all its locations worldwide and streamline financial processes. The company succeeded in consolidating all the financial systems that it had, which offered it an even better management of finances, faster reporting, and greater compliance with the worldwide requirements [14],[23]. Similarly, Tata Motors, being one of the prominent automobile companies in India, transformed its supply chain along with customer relationship management by adopting Microsoft Dynamics 365. Flexibilities of the system and the ability of integration had helped Tata Motors lower down its cost of inventory by personalising the customer along with demand forecast better. Further, from advanced data analytics insights, Tata Motors initiated more strategic decisions about the business after the adoption of Dynamics 365 [4],[12]. One multinational IT and consulting firm, Wipro Limited, employed the HR management functionalities of Oracle NetSuite to standardise its human resources across different regions. Wipro automated the on-boarding of employees, standardised human resources processes, and enhanced workforce performance metrics in a way that enhanced the performance and satisfaction of the workers while significantly reducing administrative overhead [9],[27]. On the other hand, Mahindra & Mahindra-India's leading automotive sector player-used the Microsoft Dynamics 365 solution to enhance its production processes and promote innovation. It streamlined the launch of new products for the company, enhanced the efficiency of

its production processes, and brought all of its manufacturing facilities on one platform. Scale Dynamism 365 allowed Mahindra & Mahindra to scale the business gracefully, which followed the pulse of future expectations of the market and adapted rapidly according to the rising and changing demands of the marketplace.

Figure 2 illustrates that the adoption of ERP applications is continually rising in India, and both Oracle ERP NetSuite and Microsoft Dynamics 365 are gradually increasing every year. In the duration given above, Microsoft Dynamics 365 has an almost faster growth rate than its counterpart, Oracle NetSuite. This trend mirrors a rising demand from Indian businesses, particularly SMEs that have any coexisting products of Microsoft, for flexible, scalable, and cost-effective ERP solutions. Such rates of adoption for these systems say much about their roles in the digital transformation and efficiency enhancement of different industries across India.

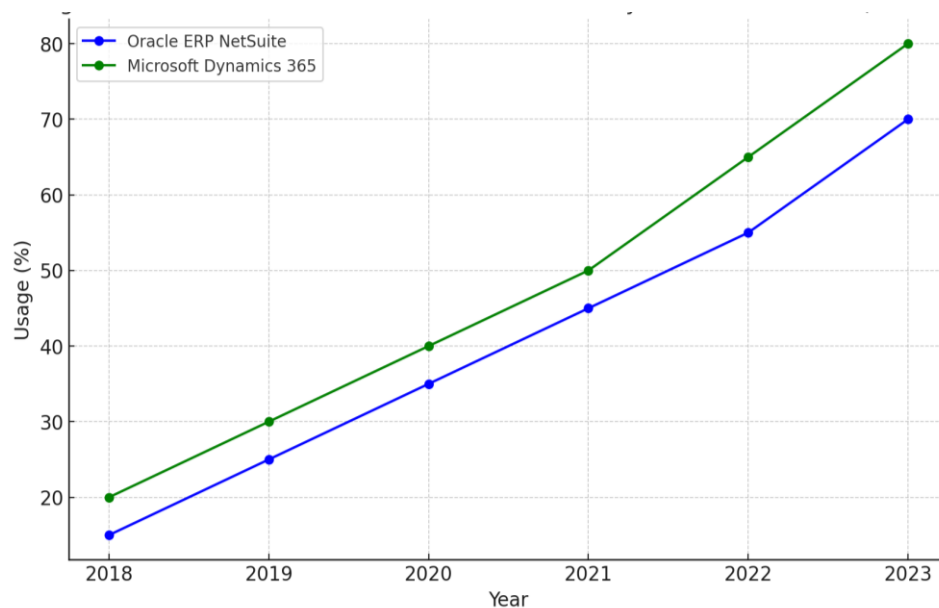


Figure 2. Usage Growth of Oracle ERP NetSuite and Microsoft Dynamics 365 in India

5. DISCUSSION

5.1. Impact on Business Development

With the recent implementation of ERP systems like Microsoft Dynamics 365 and Oracle ERP NetSuite, India's corporate operations can be said to have been changed dramatically, boosting both productivity and growth. Such systems support efficient operations and informed decision-making because they enable companies to integrate various business processes and share real-time data. Especially, with Oracle ERP NetSuite, scalability and adaptability have been specially made easier to allow companies to scale up their businesses without experiencing a noticeable increase in the complexity of their operations [9]. The architecture in the design of these cloud-based ERP systems has thus played a critical role in efforts at digital transformation, especially through its IT cost-cutting capability as well as easy entry into international markets [19],[28]. But Microsoft Dynamics 365, which offers sector-specific modules that cater to the particular requirements of smaller companies, has had a significant influence on SMEs in India [11]. The tie-up with the products of Microsoft's line, which includes Office 365, further enhances productivity and cooperation across company functions [26]. AI and ML integration also provided capability to Microsoft Dynamics 365 in form of predictive analytics, allowing companies to predict what might happen in the market and adjust their strategy accordingly [22]. Although the ultimate decision between Oracle ERP NetSuite and Microsoft Dynamics 365 would depend on specific business demands, a focus on a specific industry, and scalability requirements, both the ERP systems played a vital role in shaping business operations in India [14][23]. Growing popularity of these systems and ongoing digital innovation perpetuate their significance to the modern development of businesses in India.

5.2. Challenges

- High Implementation Costs, i.e. An ERP system comes very pricey upfront, mainly for SMEs. Such costs include expenses for infrastructure, staff training, and licensing software [4],[11].

- Resistance to Change, The Employees may resist the adoption of an ERP system as they might fear losing their jobs or the potential changes in the workflows or their need for new skills. This resistance to change can act as a barrier to adopting a new ERP system [25].
- Problems in Integration, The integration process of ERP systems with existing legacy systems is sometimes cumbersome and time-consuming, thereby necessitating time lags in business operations and additional costs incurred [16],[17].
- Data Management and Quality issues, The quality of data input often determines the efficiency of ERP systems. Incorrect data management procedures can impact decisions taken during the process [20].
- Customization Challenges of implementation practicality difficulties in real time, i.e. customization has to be both in Oracle NetSuite and Microsoft Dynamics 365, excessive customisation is going to make the system complex and difficult to upgrade [24],[27].

5.3. Solutions

- Phased Implementation: An organisation can experience a step-by-step approach whereby the ERP system is rolled out step by step so that the steep cost of the implementation may not be borne at one go. Thus, companies can gradually get accustomed to the system as well as space out the cost over time [4].
- Change Management Strategies: To curb resistance, a comprehensive change management plan can be formulated method to direct support and training towards employees. Organisational buy-in can be orchestrated through the explanation of the benefits of the new system and involving the employees during the implementation process [25],[27].
- Steps Involved in Engaging IT Specialists: Engaging IT consultants or specialists can help migrate the old systems and the new ERP solution into the business. They can also assist in tailoring the system to suit the firm's needs but not make it unnecessarily cumbersome [17],[24].
- Policies on Data Governance: There must be a set of effective data governance practices. To ensure that the information that fills the ERP system is accurate, have regular audits of the data and make information input training more productive to have high-quality data [20].
- Utilising Modular Solutions: Both, Microsoft Dynamics 365, and Oracle ERP NetSuite offer modular functionality. To mitigate the problems related to customization, a business organisation can begin with modules that are specific to their business needs and gradually adapt to other modules whenever required [14],[19].

In this regard, strategic solutions that shall create antecedents for the solution of such issues will allow business houses to function at maximum efficiency with the potential of ERP systems like Oracle NetSuite and Microsoft Dynamics 365 to fuel efficiency and growth in the current modern Indian business landscape.

5.4. Ethical Considerations

ERP systems such as Oracle NetSuite and Microsoft Dynamics 365, therefore involve many critical ethical considerations because of their impact on business development in India.

5.4.1. Data Privacy and Security

ERP systems manipulate large amounts of sensitive data; that's why the concern for data security and privacy is one of the major ethical issues. Concerning breach measures, it is obligatory for organisations to adhere to the data protection regulations of India and take measures against breaches through encryption, regular security audit, and treating data transparently [21],[22]. Stakeholder-informed consent is also very important [19].

5.4.2. Labor Practices

ERP implementation usually leads to job loss due to automation. Ethical obligation entails offering appropriate training and reskilling programs for employees to keep pace with the new technologies; in this manner, they are not abandoned [24],[27].

5.4.3. Equitable Access

ERP deployment creates job loss by automating jobs. This type of loss of jobs can be prevented from arising if the proper training and reskilling program can be provided to the employees so that they do not lose as a result of the technology acceptance process [24],[27].

5.4.4. Transparency and Accountability

Maintaining stakeholder trust requires transparency in ERP-driven decision-making. Ensuring protection against prejudice or unfairness of matters that arise, ethical standards call for the establishment of measures of accountability and frequent clear articulation of decision-making processes [18],[22].

6. CONCLUSION

6.1. Summary Of Findings

The vast popularity of Oracle NetSuite and Microsoft Dynamics 365 among Indian industry leaders speaks to unique advantages across a wide array of industries. SMEs, for instance, are attracted to Microsoft Dynamics 365 because it is not expensive and flexible. But larger companies and multinational firms choose Oracle NetSuite as it is scalable and has robust cloud infrastructure [9],[11],[14]. The performance of business improves substantially through both ERP systems due to process simplification, better decision making, and optimization of resource management. Whereas Microsoft Dynamics 365 certainly has built-in flexibility and malleability that enables users already in the same Microsoft ecosystem to integrate it harmoniously with any other product, Oracle NetSuite provides ease of real-time data access and integration for large businesses due to its cloud-native architecture, thereby potentially handling many locations that a company may operate from [5], [14], [19]. In the aspects of customization and flexibility, Oracle NetSuite is cited to be less flexible, whereby tremendous changes are not allowed as compared to Microsoft Dynamics 365 which shows high capabilities tailored for SMEs' specific business processes [12], [23], [24]. Both systems face implementation challenges, which in this case, would be severe in India. This is because it often has issues with lack of infrastructure, aversion to change, and a lack of adequate personnel with adequate training. Because of the flexibility and reach of Microsoft Dynamics 365, its deployment time is relatively shorter compared to the far more complex and time-consuming one of Oracle NetSuite [16], [17]. Empowered with AI, IoT, and big data analytics for operation optimization and decision support, both these ERP systems are taking front-stage positions in the digital transformation of Indian businesses. Oracle NetSuite, in fact, stands at an advantage with a powerful architecture in the cloud, while Microsoft Dynamics 365 is increasingly relying on AI and machine learning to enhance the experience of its users [22], [29], [18].

6.2. Recommendations

A higher proportion of Indian SMEs that have need for flexible and cost-effective ERP should be targeted by Microsoft Dynamics 365 by remaining focused on the SME segment through enhanced features of customization and offering value-for-money tiered pricing levels [11], [15]. Oracle NetSuite will also have to upgrade its capacity in the cloud while simultaneously keeping pace with this increased demand for flexible, real-time solutions. This would be particularly facilitated by investing in high-end AI and ML for those industries that necessitate complex data analysis [10], [22]. Oracle NetSuite and Microsoft Dynamics 365 need to make their installation processes in the Indian market easier. This may include extending regional support, funding IT professional training, and solving infrastructure-related issues [16], [27]. With the rising trend of data privacy, both systems have to increase their data security measures: namely, complying with regulations concerning data protection in India and installing robust encryption and data management-related solutions [21], [20]. Further, since the emergent technologies such as IoT, big data and AI mainly enhance functionality and give businesses tools to be competitive in a fast-changing market then both ERP systems should continue using them [19], [29].

Briefly said, Oracle NetSuite and Microsoft Dynamics 365-both with special benefits tailored to the different needs of businesses-have contributed a great deal to the development of modern business in India. Oracle NetSuite is ideal for large businesses that require superior scalability and integration capability around the world, but it is really helpful for SMEs that can afford and implement Microsoft Dynamics 365. Because both the ERP systems as well as integration of emerging technologies such as AI and IoT make efforts to enhance operational efficiencies as well as decision-making, these play an essential role in digitally transforming the pace. However, challenges such as implementation complexities and data security issues must be addressed to tap the fullest potential. Companies should develop decisions aligned with their strategic goals based on careful evaluation of the specific requirements and unique benefits associated with each ERP system.

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CONFLICT OF INTERESTS.

No conflict of interests were disclosed.

ETHICS STATEMENTS

The paper follow The Committee of Publication Ethics (COPE) guideline.

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