

CENTAUR CRM AND THE ALTERNATIVES

Five good CRMs. One built around AI agents.

Salesforce, HubSpot, monday CRM, Dynamics 365 and Pipedrive are all capable products, and each now sells AI. The difference is how. In most, AI is a layer you add and pay for by usage. In Centaur, the agents are how the CRM works.

Agents that do the job

They answer the inquiry, qualify the prospect, book the meeting and update the deal. A rep approves, or lets them send.

Your AI, at cost

Connect your own AI key and pay your AI provider directly. No credits to buy, no per-conversation fees, no markup.

Live in a day

Your spreadsheets import as they are and the AI drafts its own training from your website. No consultants and no implementation project.

	Centaur CRM	Salesforce	HubSpot	monday CRM	Dynamics 365	Pipedrive
BUILT FOR	B2B sales teams of 15 to 200 with more inbound than they can answer	Large organizations with complex, customized sales processes	Marketing-led teams wanting marketing, sales and service in one	Teams already running work on monday.com boards	Enterprises standardized on the Microsoft stack	Small sales teams who want a simple visual pipeline
ITS AI	Six agents built in: outreach, deal updates, meeting briefs, call notes, sequences and an assistant	Agentforce agents, added to Sales Cloud	Breeze agents and assistants across the hubs	AI columns, agents and a notetaker	Copilot plus sales agents built in Copilot Studio	AI assistant, reports, email drafts and summaries
HOW AI IS CHARGED	Your own AI key. You pay the provider at cost, with no markup	Separately: per action, per conversation or a per-user add-on	Credits: a monthly allowance by plan, then overage	AI credits: a monthly allowance that doesn't roll over	Copilot Credits, bundled only with the top plan	Included, with email AI on higher plans; several paid add-ons
WHO'S IN CONTROL	Drafts wait for approval by default; guardrails and one pause switch	Configured by an admin per agent	Configured per agent and hub	Configured per board and automation	Configured by an admin in Copilot Studio	Suggestions the rep accepts or ignores
GETTING LIVE	Guided setup, typically a day	Usually an admin or implementation partner	Self-serve to start; onboarding on higher tiers	Self-serve	Usually a Microsoft partner	Self-serve
STRONGEST AT	Answering and qualifying inbound, and keeping deals current without rep admin	Depth, customization and the largest app ecosystem	Inbound marketing and content tools	Flexibility and a low starting price	Fit with Microsoft 365, Power Platform and ERP	Ease of use for a small team

Based on publicly available information as of October 2026. Products, plans and pricing models change; check each vendor's current terms. All product names are trademarks of their owners.

ONE BY ONE

What each does well, and where Centaur differs.

Salesforce

SALES CLOUD +
AGENTFORCE

WHAT IT'S KNOWN FOR

The market leader. Almost anything can be modelled in it, and thousands of apps plug in. Agentforce adds AI agents that can act across sales and service.

HOW ITS AI IS CHARGED

On top of the CRM licence: by action, by conversation, or as a per-user add-on.

WHERE CENTAUR DIFFERS

The agents are built into the CRM and run on your own AI key, so the AI cost is whatever your provider charges. Setup is a guided day, where Salesforce usually needs an admin or a partner to configure it.

CHOOSE SALESFORCE IF

You are a large organization that needs deep customization and has people to run it.

HubSpot

SALES HUB + BREEZE

WHAT IT'S KNOWN FOR

Grew up as a marketing platform and is excellent at it. Marketing, sales and service sit together, with Breeze agents for prospecting and customer conversations.

HOW ITS AI IS CHARGED

With HubSpot Credits. Each plan includes a monthly allowance; usage beyond it is billed. Most agents need the Professional or Enterprise tier.

WHERE CENTAUR DIFFERS

Centaur is built for the sales team first. Its Outreach Agent works from the rep's own mailbox and calendar, books the meeting and turns the lead into a deal, with no credits to watch.

CHOOSE HUBSPOT IF

Inbound marketing and content are the heart of how you win business.

monday CRM

MONDAY.COM WORK
PLATFORM

WHAT IT'S KNOWN FOR

A flexible, board-based CRM on the monday.com work platform. Quick to start, easy to reshape, and a low price to get going. AI columns, agents and a notetaker are available.

HOW ITS AI IS CHARGED

With AI credits: a monthly allowance that does not roll over, and more to buy as usage grows.

WHERE CENTAUR DIFFERS

Centaur is a sales CRM from the ground up: qualification methods, forecasting, lead routing and competitor tracking are built in, and the agents use them. Nothing has to be assembled from boards.

CHOOSE MONDAY CRM IF

Your teams already run on monday.com and want sales in the same place.

Dynamics 365

SALES + COPILOT

WHAT IT'S KNOWN FOR

Microsoft's enterprise CRM, tightly joined to Microsoft 365, Power Platform and its ERP products. Copilot and sales agents add research, qualification and drafting.

HOW ITS AI IS CHARGED

Agents draw down Copilot Credits. Credits are bundled with the top plan only; other plans buy them.

WHERE CENTAUR DIFFERS

Centaur works from the mailbox and calendar your reps already use, without the enterprise weight. The agents start in draft mode, and a team is typically live in a day.

CHOOSE DYNAMICS 365 IF

You are standardized on Microsoft for ERP and data, with a partner to implement it.

Pipedrive

PIPELINE CRM

WHAT IT'S KNOWN FOR

A clean, visual pipeline that small teams pick up in an afternoon. Its AI helps reps with reports, email drafts, summaries and suggestions.

HOW ITS AI IS CHARGED

Included in the plans, with the email AI on the higher tiers. Lead capture, campaigns and web visitor tracking are separate paid add-ons.

WHERE CENTAUR DIFFERS

Pipedrive's AI assists the rep. Centaur's agents carry the conversation: they reply, qualify, book the meeting and keep the deal record current. Campaigns, landing pages and lead routing are part of the product.

CHOOSE PIPEDRIVE IF

You are a small team that mainly needs a simple pipeline.

AN HONEST FIT CHECK

Centaur is not for everyone. Here is who it is for.

Centaur is a strong fit when

- You are a B2B sales team of roughly 15 to 200 people.
- Your team lives in its inbox and calendar.
- Inbound inquiries wait too long for a reply, or get missed.
- Reps spend hours a week updating the CRM instead of selling.
- You want AI you can switch on in draft mode and trust step by step.

Another CRM may suit you better when

- You need heavy customization, custom objects or a large app marketplace.
- Marketing automation matters more to you than sales execution.
- You are a team of two or three who only need a pipeline board.

QUESTIONS WORTH ASKING ANY VENDOR

Five questions that cut through the AI claims.

Does it act, or only suggest?

Ask to see the AI reply to a real inquiry and book a real meeting, end to end.

What does the AI cost at volume?

Ask for the bill at ten times today's usage, including credits, add-ons and overage.

Who stays in control?

Ask how a draft is approved, what the AI may never promise, and how to pause it.

How long until we are live?

Ask who does the setup, how long it takes and what it costs before the first rep logs in.

Will it overwrite my team's data?

Ask what happens when the AI and a rep disagree about a deal's value or close date.

See the difference on your own pipeline.

The beta program is open now, with a lifetime discount for teams that join early. Book a demo and watch the agents handle a real inquiry.

[Book a demo →](#)

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