



# CRM SOFTWARE

A PEEK INTO WHAT REAL USERS REALLY THINK

2015

## IT Central Station helps enterprise tech professionals by providing

A comprehensive list of all enterprise level CRM Solutions.

Several real user reviews from enterprise tech professionals and vendor information.

Specific information to help enterprise tech professionals select the product that is right for their specific needs.

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## ABOUT IT CENTRAL STATION

**User reviews, candid discussions, and more for enterprise technology professionals.**

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The Internet has completely changed the way we make buying decisions. We now use ratings and review sites to see what other real users think before we buy electronics, book a hotel, visit a doctor or choose a restaurant. But in the world of enterprise technology, most of the information online and in your inbox comes from vendors but what you really want is objective information from other users. **We created IT Central Station to provide technology professionals like you with a community platform to share information about enterprise software, applications, hardware and services.**

We commit to offering user-contributed information that is valuable, objective and relevant. We protect your privacy by providing an environment where you can post anonymously and freely express your views. As a result, the community becomes a valuable resource, ensuring you get access to the right information and connect to the right people, whenever you need it.

### Use IT Central Station to:

- Read and post reviews of vendors and products
- Request or share information about functionality, quality, and pricing
- Contact real users with relevant product experience
- Get immediate answers to questions
- Validate vendor claims
- Exchange tips for getting the best deals with vendors

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[ITCentralStation.com](http://ITCentralStation.com)

244 5th Avenue,  
Suite R-230  
New York, NY 10001  
USA  
+1 (646) 328-1944

[info@ITCentralStation.com](mailto:info@ITCentralStation.com)

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## ABOUT THIS REPORT

This report is comprised of a comprehensive list of all CRM solutions. We have also included several real user reviews posted on ITCentralStation.com. The reviewers of these products have been validated as real users based on their LinkedIn profiles to ensure that they provide reliable opinions and not those of product vendors.

## IMPORTANT NOTICE

Did you find this whitepaper helpful? At IT Central Station, our philosophy is “Give to Get”. Our active community and unbiased reviews are made possible by your participation and as such, we ask that you share your expertise with us as well. Please expect to be contacted shortly by an IT Central Station Community Manager. We will ask you for 10 minutes of your time to review a product that you use, either via a 10 minute phone interview or email questionnaire. You can choose to review anonymously, or not, and your company name will not be included in the review.

If you found this report and/or the reviews on IT Central Station useful, we would greatly appreciate your participation in giving back to our community.

## VENDOR & PRODUCT LIST

VENDOR	PRODUCT
salesforce.com	Sales Cloud
Microsoft	Dynamics CRM
Zoho	Zoho CRM
SugarCRM	SugarCRM
Oracle	Siebel CRM
Pegasystems	Pega
Intuit	Quickbase
Amdocs	Amdocs CRM
salesforce.com	Assistly
Blackbaud	Blackbaud
BPMonline	BPMonline CRM
KANA	Ciboodle
eGain	eGain
Infor	Epiphany
FrontRange	GoldMine
Interactive Intelligence	Interactive Intelligence
Maximizer	Maximizer
NetSuite	NetSuite CRM+
Aptean	Onyx
Oracle	Oracle CRM
Pipeliner CRM	Pipeliner CRM

Aptean	Pivotal
Presence Technology	Presence Technology
Oracle	RightNow
Sage	SageCRM
Infor	SalesLogix
SAP	SAP CRM
salesforce.com	Service Cloud
KANA	Service Experience Management
Moxie Software	Spaces
Artificial Solutions	Teneo
KANA	Trinicom
Eptica	WCS Suite

# Sales Cloud

Vendor: salesforce.com



## REVIEW BY A REAL USER

**Trevor Lobel** Verified by IT Central Station  
Salesforce certified system admin at a cloud provider with 1-500 employees

### PROS

- Multiple editions available and all cloud based.
- The entire organization is now on the same page, with one source of truth.
- Forced people to become compliant in reporting and updates - if it's not in Salesforce it did not happen.
- No more "versionitis," data, reports all in one central place.

### CONS

- I have been involved with the deployment of a number of versions starting with contact manager (very reasonable) all the way up to their enterprise version. You get what you pay for and whilst the enterprise version is not cheap, it's worth every penny.

### SUMMARY

Spend as much time as you can scoping your needs and understanding what you want to achieve today, next year and in 2 years time.

## REVIEW BY A REAL USER

**Fernando Fernandez** Verified by IT Central Station  
Senior Developer at a tech vendor with 1-500 employees

### PROS

- The ability to customize many things, from the UI to the business logic.
- The fact that the solution uses a cloud platform.
- It has sped up development and delivery within the organization.
- Initial setup was straightforward. It is just a

## WHAT REAL USERS ARE SAYING...

"Could add more options to customize the user interface but has sped up development and delivery within the organization."

"Highly customisable CRM system - ever expanding feature set can be daunting."

"Could add more options to customize the user interface but has sped up development and delivery within the organization."

"Very satisfied with this solution but alarms for overdue tasks needs improvement."

"Simple, intuitive, user friendly software with certain challenges in digitizing complex business processes around CRM."

matter of receiving the initial user credentials, change its password and create the other users after logging in.

## CONS

- The areas for improvement are adding more options to customize the UI, and the business logic.

## SUMMARY

If seeking help, make sure that the people who will work on your project are certified (don't merely ask if they are certified, ask for a list of their certification numbers prior to agreeing with their statement of work).

If you're in a large company (has divisions/regions), before attempting companywide adoption, choose a smaller group of users and make sure they are so pleased that they become champions of the product.

## REVIEW BY A REAL USER

**Pratyush Singh** Verified by IT Central Station  
IT Leader at a tech services company  
with 5000+ employees

## PROS

- Chatter, Mobile Platform along with Mobile Push, Salesforce synchronization for MS Outlook.
- Simple & smart analytic dashboard.
- User Adoption has improved a lot resulting in improvement of Data quality & ROI of Software.

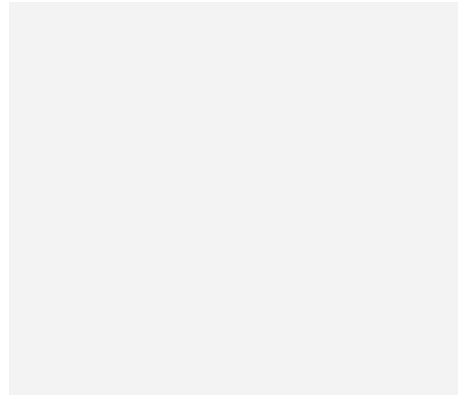
## CONS

- Address interface challenges between Salesforce and On-premise enterprise Software.
- Lot of dependency on affiliate software such as Service Max & Marketo.
- Stability issues in Data synchronization & Replication.
- When we moved beyond 3000 seats, we had challenges in meeting some Performance & Scalability standards.
- Setup cost was way higher than expected. We

spent close to \$1.5 million on setup including interfaces for 3000 seats. Our d-d cost is approx. 900k.

## **SUMMARY**

Unfortunately, we don't have a comprehensive way to capture ROI however we can observe both tangible & intangible benefits of using Software (Better user adoption, simplified data entry, better decision making through alerts of software, etc.) I strongly recommend it for a small to mid size company.





# Dynamics CRM

Vendor: Microsoft



## REVIEW BY A REAL USER

**Paul McElvaney** Verified by IT Central Station  
Owner at a tech company with 1-500 employees

### PROS

- The user interface for Salesforce is really slick and easy to use.
- It's also really quick which is a big thing although there is a different interface (not just different configuration) for service users (service cloud) compared to sales users (sales cloud).
- I think its fair to say that Salesforce is a lot more polished and therefore implementation looks to be a lot easier than with Dynamics which is very much a framework that needs to be customised and adapted.
- Salesforce are pretty comfortable at the moment. They know they have dominance in the market and that their product works. Their roadmap is more evolutionary because they've done their innovating already.

### CONS

- Although it is 'free' it's also completely unusable so you've really got 2 options – you can either pay through the nose for a partner who'll license one (because you can't buy it in the marketplace because it doesn't exist) or you can 'roll your own' and take the cost of developing and maintaining this yourself.

## WHAT REAL USERS ARE SAYING...

“Easy and fast to implement. Very flexible. But complicated to manage when using with Outlook and SharePoint.”

“Customizable and easy to deploy, but requires an SI for effective use.”

# Zoho CRM

Vendor: Zoho



## REVIEW BY A REAL USER

**Deanna Mannix J.P.** Verified by IT Central Station  
Director at a financial services firm  
with 1-500 employees

### PROS

- Ability to work out the CRM and customize it, without too much help.
- Complete customer relation management
- Ability to add further apps if needed.

### CONS

- As a paid user the wait is usually around 48 hrs, it would be great as a paid user to always be able to have support 24/7.

## WHAT REAL USERS ARE SAYING...

“Customizable and easy to deploy, but requires an SI for effective use.”

“Zoho is a very good CRM system to use to start out, but you may find that you outgrow the functionality.”

“Pipeline management and reports are great. I'd like to see better tools for email campaigns.”

# Siebel CRM

Vendor: Oracle



## REVIEW BY A REAL USER

**Pratyush Singh** Verified by IT Central Station  
IT Leader at a tech services company  
with 5000+ employees

### PROS

- Opportunity, Siebel Marketing, Accounts and Service Request.
- We moved from an excel sheet to Siebel so it did help us initially in digitizing CRM related business processes and was positioned as single source of truth for CRM.
- The reminders are fantastic!
- Uploading documents really makes sharing and keeping things in a central location very handy.

### CONS

- Lots of issues during deployment starting from installation of software to configuration to customization.
- We had to struggle a lot to get the software running with all relevant data.

## WHAT REAL USERS ARE SAYING...

“Functionally is very rich with a lot of challenges related to user adoption and performance.”

“Pros: integration, customization, escript. Cons: browser dependency.”

## REVIEW BY A REAL USER

**Robert Goodman** Verified by IT Central Station  
BI Expert at a university with 500-5000 employees

### PROS

- Quickbase allows quick and easy control of your data structures.
- It provides an Excel-like capability to create calculated fields and derived data. It also makes it a snap to create reports and setup email/dashboard notifications based upon data movement.
- Quickbase has a very flexible security model and allows field-level security by role.

### CONS

- You must ensure that users have the right roles in order to be able to access the appropriate areas of the product. For example, you don't want a report consumer to be able to login and change the data model. This takes time to do correctly for each application.

### SUMMARY

Use this tool to handle project management and processes that require workflow. I use Quickbase as a platform rather than a product.

## WHAT REAL USERS ARE SAYING...

“Great product. Flexible, handles workflow, and has built-in reporting and notification capabilities.”

## Join the IT Central Station Community

This report features just a few of the CRM reviews on IT Central Station. If you would like to read more about what real users are saying about the many CRM solutions on the market, visit the CRM page at IT Central Station:

<http://www.itcentralstation.com/category/crm>

There are a number of ways you can participate in the IT Central Station community! Write a review, read a comment, or just follow a product. Either way, we'll be sure to let you know when people are talking about the solutions you care about!

## Give to Get

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