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Salesforce.com

# Sales Force Automation Software

*SearchCRM.com Product Directory*

2009 EDITION

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Welcome to SearchCRM.com's **Sales Force Automation Software Product Directory**. This directory was designed to be a valuable resource for those getting started with research or evaluating vendors in the sales force automation market.

In the listings below, you'll find basic information about the major vendors in the sales force automation market and the products they sell. Each listing is accompanied by a short description and a long description, including limited information about functionality and product use. You'll find products for businesses of all sizes as well as products that can be deployed on-demand and on-premise. Use this list to get started with the evaluation process. For more information about any of the products or to speak to a sales representative, please visit the vendor website or product website.

SearchCRM.com will launch a series of directories throughout the year to address unique segments of the CRM market. To view the entire collection of CRM product directories, [click here](#). If you'd like to submit a product listing to be included in a future directory, [click here](#).

Happy shopping!

For questions for the editors or to make suggestions for improving the directory, write to us at [editor@searchcrm.com](mailto:editor@searchcrm.com).

# Choosing the best SFA software for your organization

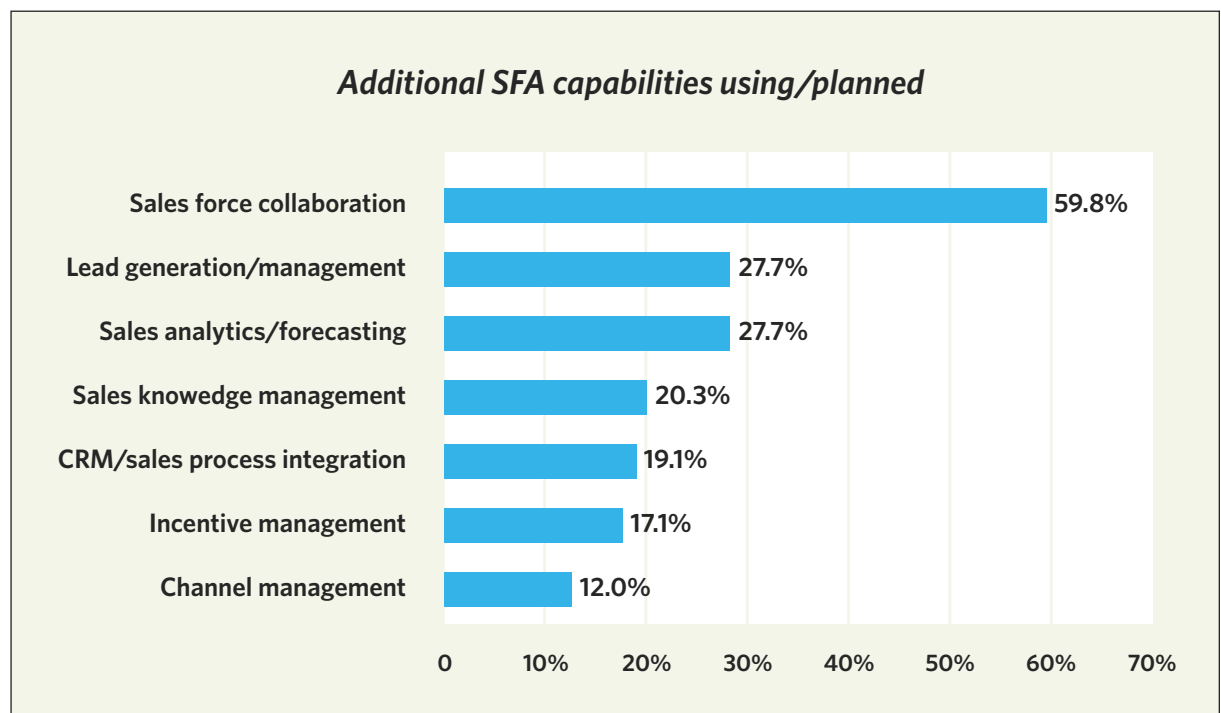
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**S**ALES FORCE AUTOMATION (SFA) is a subset of CRM that includes core sales functionality such as contact management, territory management, opportunity management, pipeline/forecast management and, often, some level of sales content and process management, to assist sales reps. Hitting sales and revenue targets in today's tight economy is more challenging than ever before. Only 58% of salespeople made their quotas in 2008, and many companies are looking for any advantage they can find to opti-

mize sales performance. Leveraging SFA software is at the top of the list for many companies.

But how do you determine which products can help increase the efficiency and effectiveness of your sales teams? The task of evaluating SFA is more complex than might first meet the eye. CSO Insights recently completed our 2009 Sales Performance Optimization (SPO) study, and based on that data, I'd suggest that a contemporary "buyer's guide" for SFA, should really be called a "buy now, buy again, buy next guide."

Here is why. Of the 1,800+ firms we



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surveyed, 71.4% had already implemented SFA. Of the 28.6% of firms currently not utilizing SFA, 40.4% said they planned to implement a product in the next 12 months, so they need “buy now” advice. Of the large number of companies using SFA already, 13.0% said they plan to replace the system they are currently using, so they need “buy again” guidance. But another interesting trend is that once organizations have deployed an SFA system, they don’t stop there. The following chart from our 2009 survey shows the additional capabilities that existing SFA users said they are adding into the technology framework to support their sales teams. So “buy next” advice can also be valuable for that group.

This article will serve to provide insights you can use whether you are buying SFA for the first or second time or are looking to enhance the SFA investments you have already made.

### SFA REQUIREMENTS-GATHERING PROCESS

Gary W. Loveman of Harvard Business School once commented that, “Gains come not because of technology, but because it supports breakthrough ideas in business process.” This is a key concept to consider as you start any type of SFA technology evaluation. The tools are an enabler, not a solution in and of themselves. So what are you looking to enable?

Requirements gathering starts with assessing what your organization needs to improve about the way it sells. To start to understand this, assemble a group of your salespeople and ask them one question: “Why can’t I double your quota?” When you do this, be ready for

some blank stares, or maybe a couple of people asking what you mean. But in a few minutes the dialogue will start, and they will tell you all the reasons it is hard to make the quota they already have, such as:

- The scope of products they have to sell is so vast they can’t be experts on all of them.
- The complexity of the products is at the point where it takes way too much time to configure a solution or develop a proposal.
- They have inaccurate/incomplete information on the stakeholders you want them to sell to.
- The time required to roll up their forecast is way too long.
- The quality and quantity of the leads they are getting are way too poor, etc.

These become the problems that need to be addressed. Next, you need to understand the cause of each of these issues, and then prioritize them in terms of importance. In the end, you will have a list of process-focused objectives:

- Streamline the forecasting process.
- Help sales reps to more easily generate their own leads and research prospects.
- Enable sales reps to complete a client-needs analysis in a single call.
- Optimize access to sales training and support materials.
- Facilitate sales reps linking compensation directly to deals closed, etc.

There are also practical considerations to be addressed during the

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evaluation process:

- How much can you invest?
- What level of IT support is available?
- What levels of information security do you need to achieve?
- How soon do you need the system up and running?, etc.

## INITIALLY EVALUATING SFA VENDORS

Now you are ready to start to evaluate SFA vendors. In putting together your “long list” of vendors, I encourage you to take the time to go beyond the brand names of SFA to see whether there are some boutique solutions more focused for your needs. For example, we have found lesser-known vendors that are taking a vertical-industry approach to CRM, targeting the specific needs of reps selling pharmaceuticals, medical products, financial services and professional services. We even uncovered an SFA company dedicated specifically to yoga studios and health clubs. Here the Internet becomes invaluable. Google or Bing terms like “SFA” and “your industry” to discover some lesser-known options on the market.

You might be tempted to send a requirements’ request for information (RFI) next, but I would counsel against it. The reason for this is that the SFA industry is actually more mature than you may be aware. The first products entered the market in 1983 in the form of an IBM mainframe-based tool from Early Cloud, and a DOS-PC-based application from LeMain. Over the last 26 years, the core capabilities of SFA have become well understood; if you ask vendors whether they support terri-

tory management, contact management, content management, etc., with their application, the answer from all of them will be a resounding “yes” (and therefore this information is useless to help you differentiate their offerings).

Instead, schedule initial fact-finding conversations with potential vendors, share with them the improvement objectives you defined during your requirements-gathering phase, and then ask them to share specifics about how their tools could help you get new salespeople up to full productivity faster, reduce the administrative burden you are currently placing on your reps, and enable proposals to be produced in

**“In putting together your ‘long list’ of vendors, I encourage you to take the time to go beyond the brand names of SFA.”**

—JIM DICKIE

hours versus days, and so on.

This will accomplish three things. First, you will move the conversation toward a problem/solution discussion (versus a feature/function discussion). Second, you will be able to assess the value-add that the vendor can bring to the product over and above the application it has developed. Finally, you will start to surface best practices that you can apply to your sales challenges, regardless of which vendor you eventually choose.

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## DEVELOPING YOUR SFA

### VENDOR SHORT LIST

Your short list of vendors should include those that were best able to answer your questions during the initial discussions about how they can help meet your sales challenges. Next, move the dialogue beyond conceptually discussing how the vendors could help you to the specifics of what they can do to help you achieve your objectives, when, and at what cost. Because this is going to involve a time commitment on your part, you want to get your short list down to three, or at the most four, vendors.

Yes, you should ask for and call references. Yes, you should validate that all the functionality you need is commercially available in their current release (or under development). But beyond that, you should schedule a half-day product review with each vendor. During those half-day sessions, give each vendor a list of the specific sales challenges you want to address in phases one and two of your SFA implementation process, and give them two hours to come in and share with you the specifics of how they can help you leverage their system to overcome those problems.

Ask them to pull all the fluff slides from their presentation (we have been in business for X years, we have Y revenues, we have Z number of customers)—they wouldn't be here if you didn't think they were a legitimate player in their industry. At this point, you selfishly want to know what they are going to do for you, not Wall Street or the rest of their customer base. You should also allow a couple of hours to ask hard questions. Consider asking such questions as: Why should I have

confidence in your implementation timeline? What is an estimated hard dollar ROI for my company, based on the SFA initiative? How are you going to ensure my success?

You may even go so far as to make an audio recording of the session, and then send them a copy and ask them to include all of the claims and commit-

**“The history of SFA is littered with underperforming initiatives, so manage your project via milestone commitments.”**

—JIM DICKIE

ments they made during that session in the written proposal. For the proposal itself, make sure they include an implementation timeline; all project costs, including training, customization, projected three-year ongoing costs for support, new releases, etc.; and, again, their projected ROI that you can use to justify the investment.

### SFA LICENSING SUPPORT

#### AND OTHER CONSIDERATIONS

The history of SFA is littered with underperforming initiatives, so manage your project via milestone commitments. Where at all possible, start your implementation with a pilot where you license the software for a small number of users, get them up and running, and prove to yourself that what was prom-

ised is being delivered. If it doesn't meet expectations during the pilot, don't move forward to the full rollout until it does.

Software as a Service (SaaS) SFA is a very attractive way to get up and running quickly at a low cost. But what if you are successful—do you want to pay a licensing fee forever? If you think you may want to bring the system in-house somewhere down the road, then work out the terms and conditions now for how that transition could take place, including the additional software costs and the scope of effort for making that transition.

Finally, agree on a process for handling issues that may come up. For example: If the project is late by X weeks, how does the issue get resolved? If the project goes over budget by Y dollars, who needs to be involved on both sides to revalidate the expenses going forward? If the promised feature Z is delayed, who is responsible for coming up with a workaround until the technology is delivered?

Sound like a lot of work? It is. But SFA is no longer an option. We need to technology-enable our sales teams if we are to have a prayer of their being able to meet the demands/expectations of

**“Software as a Service (SaaS) SFA is a very attractive way to get up and running quickly at a low cost.”**

**—JIM DICKIE**

their customers while at the same time ensuring that they can do so more effectively than a competitor. To assist you in this process, the following product directory should serve as a great starting point for helping you make the right decisions to successfully leverage technology to meet your revenue goals for 2009 and beyond. ■

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#### ABOUT THE AUTHOR

**Jim Dickie** is the Managing Partner of [CSO Insights](#), a research firm that specializes in benchmarking how companies are leveraging people, process and technology to optimize the way they market to, sell to, and service customers. He has more than 29 years of sales and marketing management experience. Jim began his career with IBM and Sterling Software and then went on to launch two successful software companies.

Jim is also a contributing editor for *CRM Magazine*, *CustomerThink*, *SoftwareMag.com*, a contributing author for the *Harvard Business Review*, and the author of *The Chief Sales Officer's Guide to CRM*, *Insights into High Tech Sales and Marketing*, and the co-author of *The Sales & Marketing Excellence Challenge* and *The Information Technology Challenge*. He is a board member of Baylor University's Center for Professional Selling, a member of the Senior Advisory Board for William Patterson University's Russ Berry Institute for Professional Selling, a guest host on *World Business Review*, a Trustee for The Morris Animal Foundation, and an often-requested keynote speaker at sales effectiveness, sales management, CRM/SFA, and Web 2.0 conferences. He can be reached at [jim.dickie@csoinsights.com](mailto:jim.dickie@csoinsights.com).

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## LEGEND

**Vendor:** Vendor/developer of product at directory press time

**Product:** Product name

● **SaaS or services:** technology available as SaaS, hosted, on-demand, ASP and Web Services

◆ **On-premise:** software or systems on premise

⦿ Descriptions were written by the SearchCRM.com editorial team based on information gathered from vendor websites.



## CDC SOFTWARE

### Saratoga CRM

*Saratoga CRM's sales force automation system lets users track and manage all prospects and relationships throughout the sales process. ♦*

**COMPANY WEBSITE:** [www.saratoga-systems.com](http://www.saratoga-systems.com)

**FOUNDED:** N/A

**SUMMARY:** Saratoga CRM allows users to manage all accounts with integrated email, calendar, notes and relevant back-office information. The system allows users to produce and analyze customized reports, profile and score leads as they are tracked through the sales cycle, analyze the sales pipeline and forecasting, and record customer relationship history. Saratoga CRM's Visual Advisor analytics package provides users with tools that allow them to view detailed contact history and information on any individual or prospect organization. The analytics package also alerts users to deal-breakers and critical influencers in every deal. ◉

**PRICING:** Declined to provide pricing.

## CONSONA

### Consona CRM

*Consona CRM aims to increase sales effectiveness and revenue through processes automation, data capture and reporting. ♦*

**COMPANY WEBSITE:** [www.consona.com](http://www.consona.com)

**FOUNDED:** 1994

**SUMMARY:** Consona CRM provides an on-premise CRM product for the enterprise. Consona automates sales processes and data capture in online sales, channel sales, inside sales and field sales. From marketing to account management and customer support, companies have insight into all activities to help ensure that customers are handled appropriately by all customer-facing teams. Managers and sales staff can review and manage their opportunity pipeline to chart progress against sales goals, forecast revenue and track data. ◉

**PRICING:** Declined to provide pricing.

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## FRONTRANGE SOLUTIONS

### **GoldMine Enterprise Edition**

*FrontRange Solutions' GoldMine Enterprise Edition includes sales management tools that provide organizations with the ability to manage the entire sales process. ♦*

**COMPANY WEBSITE:** [www.goldmine.com](http://www.goldmine.com)

**FOUNDED:** 1989

**SUMMARY:** GoldMine Enterprise Edition's sales management functionality helps route, manage and prepare quotes and close sales opportunities in real time. The product's dashboard provides real-time viewing and reporting and a customizable homepage that gives users easy access to data. GoldMine Enterprise Edition's sales lifecycle management tool gives managers the ability to assign opportunities via territories, products or business rules. The product's sales forecasting functionality includes quota tracking, forecast audit tracking and more. GoldMine Enterprise Edition's additional capabilities include quote management, interaction management and business process automation.

**PRICING:** GoldMine Enterprise Edition starts at \$1,395.

## INFOR

### **Infor CRM**

*Infor CRM's sales product gives sales professionals access to extensive, detailed customer information so they can close sales successfully. ♦*

**COMPANY WEBSITE:** [www.infor.com](http://www.infor.com)

**FOUNDED:** 2001/2002

**SUMMARY:** Infor CRM's sales product provides organizations with customer intelligence and simplifies the ordering and configuration process of complex products. Data from across the enterprise is centralized in the product, giving sales professionals access to the entire scope of every customer's previous interactions with the organization, through all stages of the sales cycle. The product aims to streamline the quote-to-order process, shorten the sales cycle and limit product configuration and pricing errors. Infor CRM's additional sales features include lead routing and prioritization, contact management, opportunity and pipeline management, and mobile access. ◉

**PRICING:** Declined to provide pricing.

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## MAXIMIZER SOFTWARE

### Maximizer CRM Sales Force Automation

*Maximizer CRM and Maximizer Mobile CRM provides sales force automation to enable sales professionals to collaborate on opportunities, effectively manage the pipeline, and accurately create forecasts to meet revenue objectives and make a greater impact on the bottom line. ● ◆*

**COMPANY WEBSITE:** [www.maximizer.com](http://www.maximizer.com)

**FOUNDED:** 2002

**SUMMARY:** Sales force automation with Maximizer CRM is designed to enable access and updates to customer information across sales, marketing and customer service departments. Retrieve and update key details on leads, contacts and opportunities through the desktop or web or leverage the convenience of the latest mobile smartphones with the power of CRM. Stay on top of priority opportunities and ensure rapid follow-up on leads by automating tasks and setting up alerts. Gain business insight from dashboards that provide real-time visual indicators for critical metrics including the status of opportunities, leads and cases and receive timely automated reports.

**PRICING:** Maximizer CRM is available in four editions: Entrepreneur, Group, Professional and Enterprise. Pricing starts at \$229 for Entrepreneur Edition. Maximizer Mobile CRM is available in two editions: MaxMobile and MaxMobile Lite, starting at \$99.

## MICROSOFT

### Microsoft Dynamics CRM

*Microsoft Dynamics CRM is a fully integrated CRM system that is designed to enhance a company's sales, marketing and customer service processes. ● ◆*

**COMPANY WEBSITE:** [www.microsoft.com](http://www.microsoft.com)

**FOUNDED:** 1975

**SUMMARY:** Microsoft Dynamics CRM gives sales professionals real-time access to leads, provides a complete view of customer data, and identifies up-sell/cross-sell opportunities, allowing sales reps to close deals quickly and efficiently. The product is tightly integrated with key Microsoft products and technologies and can be customized and integrated with third-party application tools as needed. Additional sales features include lead and opportunity management, account and contact management, territory management, forecasting and sales analytics, and offline/mobile access. ○

**PRICING:** Microsoft Dynamics CRM (server-based) can ballpark anywhere from \$1,000 to \$2,000 per named user. This is the one-time cost of the software alone. Any implementation, customization, training, support and required hardware would also have an associated cost. Microsoft CRM Online costs around \$40 to \$60 per user per month. For more information, visit the Microsoft dynamics "how to buy" page.

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## NETSUITE

### NetSuite CRM+

*NetSuite CRM+'s online sales force automation allows users to streamline sales cycles and serve customers more efficiently. ●*

**COMPANY WEBSITE:** [www.netsuite.com](http://www.netsuite.com)

**FOUNDED:** 1998

**SUMMARY:** NetSuite CRM+ is a hosted, Web-based CRM application that includes sales force automation (SFA), marketing automation, customer support and service products. NetSuite's SFA offers users team selling, territory tracking and assignment, opportunity management, incentive management and quote generation, among other capabilities. NetSuite's team selling capability allows users to track multiple members of the sales team based on customer records and sales transactions. The product also features an offline sales client that allows sales reps to access and update leads, prospects, customers and contacts without Internet access when on the road. NetSuite Small Business is available for small and medium-sized businesses (SMBs) and allows companies to add functionality as they grow. ○

**PRICING:** NetSuite CRM+ costs \$129 per user per month.

## ORACLE

### Oracle E-Business Suite

*Oracle E-Business Suite's Sales Applications use enterprise information and selling tools to accelerate the sales cycle. ◆*

**COMPANY WEBSITE:** [www.oracle.com](http://www.oracle.com)

**FOUNDED:** 1977

**SUMMARY:** Oracle E-Business Suite's Sales Applications provide organizations with the tools to increase selling effectiveness across sales, marketing, service, fulfillment and finance divisions. Oracle Sales integrates with other E-Business Suite applications including Oracle Marketing and Oracle Service. The product's iStore e-commerce application lets companies build, manage and personalize their Internet storefront. Oracle Sales' additional functionality includes incentive compensation management, partner management, tele-sales and a proposals application. ○

**PRICING:** Licensing for marketing is \$4,995 and \$1,098.90 for support per application user. For additional details, see the full price list: <http://www.oracle.com/corporate/pricing/applications-price-list.pdf>

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## PeopleSoft Enterprise Sales

*The PeopleSoft Enterprise Sales product helps to increase operational efficiency and lower selling costs by integrating sales processes across the enterprise. ♦*

**COMPANY WEBSITE:** [www.oracle.com](http://www.oracle.com)

**FOUNDED:** 1977

**SUMMARY:** Oracle's PeopleSoft Enterprise Sales Product provides real-time views for sales pipeline and opportunity management and includes context-specific selling knowledge based on competitors, partners and the market. The product's role-based interface can be configured and personalized to meet the user's needs. Access to customer data and applications is available through mobile and wireless devices. Additional capabilities include order capture, services management and strategic account planning. ⦿

**PRICING:** Component pricing starts at \$750 and goes up to \$11,995 depending on the component per application user. For additional details, see the full price list: [www.oracle.com/corporate/pricing/peoplesoft-price-list.pdf](http://www.oracle.com/corporate/pricing/peoplesoft-price-list.pdf)

## Siebel Sales

*Siebel Sales is designed to help your sales force meet their challenges and improve pipeline visibility, increase sales effectiveness and raise bottom line results. ●♦*

**COMPANY WEBSITE:** [www.oracle.com](http://www.oracle.com)

**FOUNDED:** 1990

**SUMMARY:** Siebel Sales is designed to improve forecast accuracy, pipeline visibility and sales effectiveness by managing the creation of quotes, proposals and any configured products or services the user requires. The product is integrated with the Siebel Enterprise product family, including CRM On Demand. Siebel Sales gives users a total view of the customer, including service history, order management, interactions and account profiles. The Siebel Forecasting tool allows sales organizations to manage revenues and forecasting and run real-time analyses of revenues, profit margins and close dates. Additional features include territory management, integration with Microsoft applications, opportunity management and sales methodologies. Siebel Sales is also available on-demand. ⦿

**PRICING:** Siebel Sales pricing is \$3,750 per license and \$825 for software update license and support per application user.

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## RIGHTNOW TECHNOLOGIES

### RightNow Sales

*RightNow Sales supports frontline sales and sales lead management teams and is designed to provide them with the information they need for sales efficiency. ●*

**COMPANY WEBSITE:** [www.rightnow.com](http://www.rightnow.com)

**FOUNDED:** 1997

**SUMMARY:** RightNow Sales can provide organizations with a variety of tools to manage and prioritize relationships and opportunities, gain insight into the sales pipeline and more accurately forecast revenue. The product supports complex sales processes, and it guides workflow, provides role-based reports and dashboards, and allows users to integrate sales interactions with other interaction types, making for a consistent customer experience. Additional capabilities include contact, account and task management, opportunity management and forecasting, lead management, territory and quota management, and integration with Microsoft Outlook. ○

**PRICING:** RightNow's per seat pricing begins at \$100 per user per month with a one-year subscription.

## SAGE SOFTWARE

### ACT! By Sage

*ACT! By Sage is a contact, customer and sales opportunity management system. ●◆*

**COMPANY WEBSITE:** [www.sagecrmsolutions.com/](http://www.sagecrmsolutions.com/)

**FOUNDED:** 1976

**SUMMARY:** ACT! aims to help users organize, access and manage their customer information. ACT! supports desktop, laptop, Web browser and handheld device access methods that work with a centralized database. Sage Software also offers ACT! Premium products that include all ACT! features and provide sales teams and workgroups with additional functionality in the areas of centralized administration, team scheduling, enhanced opportunity tracking and advanced data security. ACT! can also be partner or customer hosted using the ACT! for the Web product. ○

**PRICING:** ACT! is priced at \$229 per user. ACT! Premium (for sales teams) costs \$399.99. ACT! Premium for Web costs \$399.99. ACT! Premium Dual Access (Windows-based ACT! Premium and browser-based ACT! Premium for Web in a single user license) pricing begins at \$529.99 per user.

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## SAGE SOFTWARE

### Sage SalesLogix

*Sage SalesLogix is a CRM product that includes sales automation, marketing, customer service and support, and mobile automation products. ♦*

**COMPANY WEBSITE:** [www.sagecrm-solutions.com/](http://www.sagecrm-solutions.com/)

**FOUNDED:** 1976

**SUMMARY:** Sage SalesLogix's sales software automates key sales processes, allowing users to manage all aspects of the sales cycle and monitor, track and forecast sales activity in a single application. Users can access Sage SalesLogix over a network or on the Web, offline or through wireless devices. Sage SalesLogix's real-time dashboard view of the sales pipeline allows users to analyze and manage the sales pipeline, and integrated reports give managers detailed information on individual or team effectiveness. The product also includes opportunity management, back-office integration and integration with Microsoft Outlook. ◉

**PRICING:** Sage SalesLogix v7.2 pricing begins at \$795 per user license, and Sage SalesLogix Mobile v5 pricing begins at \$295 per user license. For more details, visit [www.sagecrm-products.com](http://www.sagecrm-products.com) or call (800) 643-6400.

## SALESFORCE.COM

### The Sales Cloud

*Salesforce.com's Sales Cloud provides sales teams with a complete customer view that is shared with sales and marketing in real time. ●*

**COMPANY WEBSITE:** [www.salesforce.com](http://www.salesforce.com)

**FOUNDED:** 1999

**SUMMARY:** The Sales Cloud is an on-demand product that can be customized based on the user's needs. The product's lead management feature optimizes lead flow across sales and marketing and gives sales reps instant access to the latest prospects. The opportunity management feature provides a single place for updating information, tracking opportunities and recording opportunity-related interactions. The product's mobile CRM capabilities allow sales reps to stay connected to the office while on the road via BlackBerry, wireless PDAs or laptops. Salesforce.com is integrated with Microsoft Office products. Additional features include global forecasting, territory management, workflow automation and contract management. ◉

**PRICING:** Declined to provide pricing information.

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## SALESPAGE

### SalesPage CRM

*SalesPage CRM documents entire customer lifecycles in a single, consolidated product. ●◆*

**COMPANY WEBSITE:** [www.salespage.com](http://www.salespage.com)

**FOUNDED:** 1983

**SUMMARY:** SalesPage CRM offers marketing automation, sales management, customer service and support, and reporting and analytics. The product provides multiple methods for extracting and analyzing data, including simple search tools, expansive query tools and reporting capabilities. The product's sales management capabilities include territory management, forecasting, opportunity management, and quote and proposal generation. Sales data can be analyzed across a timeline, allowing managers to evaluate progress toward established sales goals or forecast future demand. ○

**PRICING:** The overall cost of a SalesPage CRM implementation consists of three components:

- **SOFTWARE:** One-time fee based on volume of concurrent users, list price starting at \$1,400 per concurrent seat.
- **PROFESSIONAL SERVICES:** Requirements and planning, configuration, customization, data conversion, system integration, deployment, training and documentation.
- **SUPPORT + MAINTENANCE:** 17% of list price of software licenses.

## SALESPLACE

### Salesplace CRM

*Salesplace CRM is built on the IBM Lotus collaborative platform and is designed specifically for Lotus Notes and BlackBerry. ●◆*

**COMPANY WEBSITE:** [www.salesplace.com](http://www.salesplace.com)

**FOUNDED:** 1994

**SUMMARY:** Salesplace CRM has four modules; sales, marketing, customer service and mobility. These modules can be purchased as a full package or individually, based on need. Salesplace CRM's sales tools manage activities, communications, leads, opportunities, accounts, forecasts and quotes, aiming to shorten the sales cycle, increase close rates and, ultimately, improve customer retention. Salesplace CRM's mobility module allows users to access the system online and offline via Web, BlackBerry or PDA. ○

**PRICING:** Salesplace CRM's user license costs \$300 to \$850 per user. A server license costs \$5,000. salesNOWCRM is \$25 per user per month.

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## SAP

### SAP CRM

*SAP CRM helps organizations plan, manage and analyze sales operations throughout the sales cycle. ●◆*

**COMPANY WEBSITE:** [www.sap.com](http://www.sap.com)

**FOUNDED:** 1972

**SUMMARY:** SAP CRM's sales planning and forecasting capabilities can provide users with a complete picture of projected revenue and sales volume over time and aims to help sales managers coordinate and execute sales activities. Sales team performance is optimized through the product's territory management capabilities, allowing managers to distribute sales resources, manage account coverage and improve resource utilization across territories. SAP CRM's additional sales capabilities include accounts and contacts management, activity management, sales analytics, and incentive and commission management. SAP CRM can also be deployed on-demand or as a hybrid version. ○

**PRICING:** There is no standard pricing for SAP CRM because the scope and business requirements of each customer's implementation varies. (Declined to provide additional pricing details.)

## SUGARCRM

### SugarCRM Sales Force Automation

*SugarCRM is an open source CRM product that offers flexible deployment options, including on-demand, appliance and on-premise. ●◆*

**COMPANY WEBSITE:** [www.sugarcrm.com](http://www.sugarcrm.com)

**FOUNDED:** 2004

**SUMMARY:** SugarCRM's Sales Force Automation product allow sales professionals to track and share contacts and opportunities, manage and up-sell accounts, monitor and manage performance via dashboards, and forecast revenue. The product integrates with Microsoft Outlook, and users can work offline using SugarCRM's mobile products. SugarCRM's Sales Force Automation tools allow users to share sales data across the enterprise and monitor quotas and overall business performance. SugarCRM is also available on-demand. ○

**PRICING:** Sugar Professional On-Site is \$275 per user per year; Sugar Professional On-Demand is \$40 per user per month; Sugar Professional FastStack is \$499 per production deployment. Sugar Enterprise On-Site is \$449 per user per year; Sugar Enterprise On-Demand is \$75 per user per month; Sugar Enterprise FastStack is \$449 per user per year.

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Vendors were invited to submit listings via a form on the website. For vendors that did not submit listings, our editorial team compiled listings by excerpting information from the vendor's website. All entries, whether they were vendor-submitted or compiled by our team, were edited for length and clarity and to remove overt marketing language. In order to best assist our readers in assessing products, our editorial team attempted to obtain basic pricing information for all products in this directory—requesting information from vendors multiple times via email. Vendors that did not respond, or refused to provide any pricing information, have this statement on their listings: "Declined or failed to provide pricing." Vendors that provided only some information, but no dollar figures, have their submitted information reflected here, along with this statement: "Declined to provide additional pricing details."

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