Sales Force Automation Software

SearchCRM.com Product Directory

2008 EDITION

Welcome!

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.

Index at a Glance
Click on the product name at left to jump to a longer description.

PAGE	VENDOR	PRODUCT	SAAS OR SERVICE	ON PREMISE
4	CDC Software	Saratoga CRM		◆
4	Consona CRM	Onyx CRM		◆
5	FrontRange Solutions	GoldMine Enterprise Edition		◆
5	Infor	Infor CRM Epiphany		◆
6	Maximizer Software	Maximizer CRM Sales Force Automation		◆
6	Microsoft	Microsoft Dynamics CRM	●	◆
7	NetSuite	NetSuite CRM+	●	
7	Oracle	Oracle E-Business Suite		◆
8	Oracle	PeopleSoft Enterprise Sales		◆
8	Oracle	Siebel Sales	●	◆
9	RightNow Technologies	RightNow Sales	●	
9	Sage Software	ACT! By Sage	●	◆
10	Sage Software	Sage SalesLogix		◆
10	Salesforce.com	Salesforce SFA	●	
11	SalesPage	SalesPage CRM		◆
11	Salesplace	Salesplace CRM	●	◆
12	SAP	SAP CRM	●	◆
12	SugarCRM	SugarCRM Sales Force Automation	●	◆

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

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 CRM

Onyx CRM

Onyx CRM aims to increase sales effectiveness and revenue through processes automation, data capture and reporting. ◆

COMPANY WEBSITE: www.consona.com

FOUNDED: 1994

SUMMARY: Onyx CRM provides an on-premise CRM product for the enterprise. Onyx 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: Based on 100 users, the list price of the Onyx CRM Suite is $1,750 per named user. This includes core CRM functionality (sales, service, support and marketing), operational reporting and workflow management tools. Specialized suite enhancements may be purchased and can include Mobile Products.

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

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 Epiphany

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

COMPANY WEBSITE: www.infor.com

FOUNDED: 2001/2002

SUMMARY: Infor CRM Epiphany'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 Epiphany's additional sales features include lead routing and prioritization, contact management, opportunity and pipeline management, and mobile access. ◉

PRICING: Declined to provide pricing.

MAXIMIZER SOFTWARE

Maximizer CRM Sales Force Automation

Maximizer CRM's Sales Force Automation component allows sales professionals to collaborate on sales opportunities, manage the sales pipeline and create sales forecasts. ◆

COMPANY WEBSITE: www.maximizer.com
FOUNDED: 2002
SUMMARY: The sales force automation functionality in Maximizer CRM allows for the accessing and sharing of information across sales, marketing and customer service departments. Leads and contacts can be entered and retrieved through the desktop client, Web access or on handheld or smartphone devices. An unlimited amount of detailed customer information is sorted, stored and accessible at any time. The product's management dashboard gives managers a look at opportunities, leads, cases and account status and provides real-time updates on daily, weekly or monthly metrics. The product integrates with Microsoft Office and Microsoft Outlook, and mobile and Web access is available. ◉

PRICING: Maximizer CRM is available in four editions: Entrepreneur, Group, Professional and Enterprise. Pricing starts at $229 for Entrepreneur Edition.

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
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.

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
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
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, telesales 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

ORACLE

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

FOUNDED: 1977

SUMMARY: 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

ORACLE

Siebel Sales

The Genesys Customer Interaction Management platform deploys and manages inbound and outbound customer interactions, including voice, email, multimedia and work items. ● ◆

COMPANY WEBSITE: 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.

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

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/

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.

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/

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 or call (800) 643-6400.

SALESFORCE.COM

Salesforce SFA

Salesforce SFA provides sales teams with a complete customer view that is shared with sales and marketing in real time. ●

COMPANY WEBSITE: www.salesforce.com

FOUNDED: 1999

SUMMARY: Salesforce SFA 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. Salesforce SFA's mobile CRM capabilities allow sales reps to stay connected to the office while on the road via BlackBerry, wireless PDAs or laptops. The product is integrated with Microsoft Office products. Additional features include global forecasting, territory management, workflow automation and contract management. ◉

PRICING: Declined to provide pricing information.

SALESPAGE

SalesPage CRM

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

COMPANY WEBSITE: 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
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.

SAP

SAP CRM

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

COMPANY WEBSITE: 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
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.

SearchCRM.com

SearchCRM.com is free resource dedicated to customer relationship management (CRM) decision makers. CRM is a business process that requires a special combination of customer-centric strategy and technical know-how. Activate your free SearchCRM.com membership to ensure you are notified once new product directories become available. SearchCRM.com members also benefit from the latest original daily news, expert tips, discussion forums, webcasts and customized researchthat will help you develop, design and implement CRM initiatives.

Become a SearchCRM.com member for:

- **Independent content:** Award-winning, vendor-independent news and analysis.
- **Expert advice:** Our Ask the Experts section features advice from some of the leading authorities in the CRM domain.
- **Learning guides:** Browse or search our comprehensive library for useful how-to guides on any CRM topic.
- **Peer input/community:** Share tips, ask questions and network with other engaged, active IT professionals in our ITKnowledge Exchange.
- **Vendor-produced content:** We hand-select white papers and webcasts to address the most relevant CRM trends, issues and products.

BECOME A MEMBER TODAY!

To compile this guide, our editorial team initially consulted research reports by major analyst firms covering the call center software market and contacted vendors about products reviewed by those firms. Editors also conducted additional Internet research and solicited feedback from our expert contacts. A notice about the project was posted on SearchCRM.com and listed regularly in our email newsletters.

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."

Collection of data for this directory took place during the second calendar quarter of 2008. As with any directory of this kind, products and vendors may change substantially at any time. Though every effort was made to make this directory as complete and accurate as possible, there may be changes, errors, omissions or vendors in this market not included in this guide. Nothing in this guide should be construed as endorsements, professional suggestions or advice. This directory should be used simply as a resource. We strongly urge you to supplement this with your own research and to contact vendors for the most up to date information about their companies or products. It is our intent to update this directory annually, but that is subject to change.