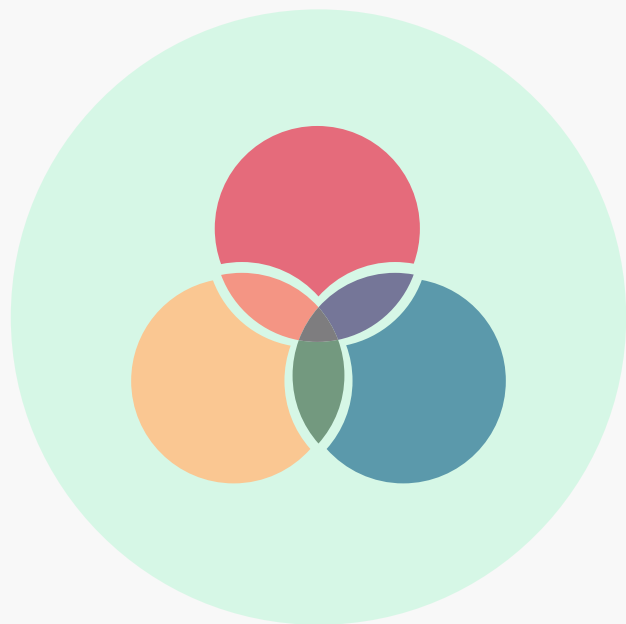


CRM Comparison Guide



Whether you're a large enterprise or a growing business you need a concrete way to organize your consumer database in order to maintain existing clients and develop new ones. This is where Customer Relationship Management (CRM) comes into play and businesses are starting to see it as a much needed invaluable asset.

There are a lot of options when it comes to CRM and finding the right one that fits your business needs can be challenging. Use this side by side comparison guide as a reference guide to help benchmark the right CRM solution for your business.

Vendor: Product Solution	CRM Features		
	Target	Type (on premisis or cloud)	Price
SAP 360 Customer	Medium Biz and Enterprise	On-Premises	\$\$\$\$
Salesforce	Medium Biz and Enterprise	Cloud	\$\$\$
Oracle Siebel CRM	Enterprise	On-Premises	\$\$\$\$
Oracle Sales Cloud	Medium Biz and Enterprise	Cloud	\$\$\$
Microsoft Dynamics CRM	Medium Biz and Enterprise	Cloud or On-Premises	\$\$\$
Sugar CRM	Medium Biz and Enterprise	Cloud or On-Premises	\$\$
Sage CRM	SOHO and Medium Biz	Cloud or On-Premises	\$\$
Swiftpage ACT!	SOHO	Cloud or On-Premises	\$\$
OnePageCRM	SOHO	Cloud	\$
Goldmine	SOHO and Medium Biz	Cloud or On-Premises	\$\$
Zoho CRM	SOHO	Cloud	\$\$
NetSuite CRM+	Medium Biz	Cloud	\$\$\$
HighRise	SOHO and Medium Biz	Cloud	\$
OnContact CRM	SOHO and Medium Biz	Cloud or On-Premises	\$\$
Info Epiphany	Medium Biz and Enterprise	On-Premises	\$\$\$

CRM Features (continued)					
Vendor: Product Solution	Customer Service and Support	Native ERP Integration	B2B or B2C Focus	App Ecosystem	Industry Specific Offerings
SAP 360 Customer	✓	✓	B2B		✓
Salesforce	✓	✓	B2B	✓	✓
Oracle Siebel CRM	✓	✓	B2B	✓	✓
Oracle Sales Cloud	2	✓	B2B	✓	✓
Microsoft Dynamics CRM	✓	✓	B2B	✓	1
Sugar CRM	2		B2B	✓	1
Sage CRM	✓	✓	B2B		
Swiftpage ACT!			B2C	✓	
OnePageCRM			B2B	✓	
Goldmine			B2C	✓	
Zoho CRM	1		B2B	✓	1
NetSuite CRM+	✓	✓	B2B		✓
HighRise	✓		B2C	✓	
OnContact CRM	✓		B2B		
Info Epiphany	2	✓	B2B		✓

Vendor: Product Solution	CRM Features (continued)				
	Social Media Integration	Native or Third Party Project Management	Integrated Analytical CRM	Mobile Device App	Big Data Strategy Articulated
SAP 360 Customer	✓	✓	✓	✓	✓
Salesforce	✓	✓	1	✓	✓
Oracle Siebel CRM	✓	2	✓	✓	2
Oracle Sales Cloud	2		✓	✓	2
Microsoft Dynamics CRM		✓	2	✓	✓
Sugar CRM	✓	✓	2	✓	
Sage CRM	✓	✓		✓	
Swiftpage ACT!	✓			✓	
OnePageCRM	✓			✓	
Goldmine	✓	✓			
Zoho CRM	✓			✓	
NetSuite CRM+		✓	✓	✓	✓
HighRise				✓	
OnContact CRM	✓			✓	
Info Epiphany		2	✓	✓	✓

Features	Definitions
Customer Service and Support	Integrated modules or built in functionality to handle post sales customer service.
Native ERP Integration	Data connections available that tie the CRM system directly to the ERP system database.
B2B or B2C Focus	Business-to-Business or Business-to-Consumer oriented functions.
App Ecosystem	Third party developers have created extensions or ties to accomplish tasks not built into the base CRM system.
Industry Specific Offerings	Software vendor has tailored screens, processes and terminology to match different industries.
Social Media Integration	Ability to view and post about the companies offerings on Social Media. Also includes the ability to view a customers social media postings from within the CRM system.
Native or Third Party Project Management	Project management is available from within the CRM for coordinating large, non-standard selling efforts.
Integrated Analytical CRM	The ability to analyze activities and modify analytical processes to match the companies needs. Also can include predictive analytical processes built into the CRM system.
Mobile Device App	Separate app available on one or more mobile device platforms that provides native functionality rather than only through a browser session.
Big Data Strategy Articulated	Software vendor either has connections to Big Data storage existing or has stated an official pathway to work with Big Data in the future.

\$ < \$20 per month per user or expected equivalent for perpetual license with maintenance over 36 months

\$\$ between \$20 and \$60 per month per user or expected equivalent for perpetual license with maintenance over 36 months

\$\$\$ between \$60 and \$120 per month per user or expected equivalent for perpetual license with maintenance over 36 months

\$\$\$\$ > \$120 per month per user or expected equivalent for perpetual license with maintenance over 36 months

1 - May be available in the app ecosystem

2 - Available from vendor as a separate product