



Hosted CRM Comparison Guide

	Salesforce.com Inc. Salesforce Enterprise Edition	SalesBoom On Demand CRM, Enterprise Edition	Sage Software SageCRM.com	RightNow Technologies Inc. RightNow CRM, Enterprise Edition	Oracle Oracle CRM On Demand
Pricing	\$125 per user, per month	\$75 per user, per month	Starting at \$69 per user, per month	\$100 per user, per month	Starting at \$70 per user, per month
SFA (Sales Force Automation) Features	<ul style="list-style-type: none"> • Lead and opportunity management • Microsoft Office integration • Mobile CRM solutions • Territory management • Account and contact management • Approvals and workflow • Analytics and forecasting • Documents and contracts management • Product catalog 	<ul style="list-style-type: none"> • Accurate revenue forecasting • Sales collaboration • Scheduling tools • Advanced reporting engine • Real-time sales views • Trend analysis 	<ul style="list-style-type: none"> • Real-time pipeline management and analysis • Sales forecasting • Point-and-click reporting and analysis • Territory management • New- and existing-account management 	<ul style="list-style-type: none"> • Forecasting tools • Relationship and opportunity management • Workflow automation • Sales information available everywhere • Best-practice methodologies • Historical reports 	<ul style="list-style-type: none"> • Forecast management and analytics • Lead and opportunity management • Account and contact management • Calendar and task management • Offline and mobile access • Lead routing • Collaboration tools
Service and Support	<ul style="list-style-type: none"> • Agent console • Call scripting • Email management • CTI (computer telephony integration) • Knowledge management • Case and activity management • Resolution and activity analytics • Self-service customer portal 	<ul style="list-style-type: none"> • Automatic online ticket generation • Email alerts for new cases • Knowledge-management system • Case-user groups • Case-escalation system 	<ul style="list-style-type: none"> • Real-time access to customer data • Centralized customer data • Complete customer-history data • Central knowledge base • Service-agreement management 	<ul style="list-style-type: none"> • Customer inquiries are handled by phone, chat, email or in-person • Service interactions are leveraged across all channels • Most interactions take place via the Web or a self-service voice system • Generate leads from service interactions 	<ul style="list-style-type: none"> • Service-request management • Historical reporting and analytics • Real-time knowledge base • Asset and product management • Warranty and contract tracking • Integrated voice tools
Marketing	<ul style="list-style-type: none"> • Campaign management • Email marketing • Email auto-responder • Search-based marketing • Lead and list management • Workflow automation • Analytics and dashboards 	<ul style="list-style-type: none"> • Customer-life-cycle views • Campaign ROI (return on investment) and effectiveness analysis • Automated lead routing • Market segmentation • Contact-list management • Response tracking • Mass email marketing • Custom reports and analytics 	<ul style="list-style-type: none"> • Assign, schedule and track campaigns • Advanced email management • Outbound call management • Real-time access to prospects and campaigns • Targeted and criteria-based list management 	<ul style="list-style-type: none"> • Easy-to-use marketing message system • Create and distribute large mailings • Anti-spam tools • Track campaign results and ROI 	<ul style="list-style-type: none"> • Lead assignment and notification • Lead management and tracking • One-step lead conversion • Campaign management • Real-time budget tracking • Segmentation tools • Email marketing



Hosted CRM Comparison Guide

	NetSuite Inc. NetSuite CRM	Zoho Zoho CRM	Microsoft Corp. Dynamics CRM Online	SugarCRM Inc. Sugar Professional Sugar Enterprise
Pricing	<p>\$79 per user, per month for NetSuite CRM</p> <p>\$129 per user, per month for NetSuite CRM+, which includes partner-relationship-management and order-management capabilities</p>	<p>\$12 per user, per month for the Professional edition</p> <p>\$25 per user, per month for the Enterprise edition</p>	<p>\$44 or \$59 per user, per month</p> <p>The pricing range is due to hosting options and number of users served. Hosted solutions are available through Microsoft Partners.</p>	<p>Starting at \$40 per user, per month for the Professional Edition</p> <p>Starting at \$75 per user, per month for the Enterprise edition</p>
SFA Features	<ul style="list-style-type: none"> • Team-selling and distributed-commissions tools • Territory tracking and lead routing • Opportunity management and competitor tracking • Advanced sales forecasting and reporting • Offline sales tools 	<ul style="list-style-type: none"> • End-to-end lead management • Web-based lead capture • Automatic lead routing • Lead to opportunity conversion tools • Skype support • Standard and customizable lead reports • Sales tracking • Built-in escalation process • Generate quotes, sales orders and invoices • Track purchase history • Centralized-account and contact 	<ul style="list-style-type: none"> • Lead-conversion tools • Sales tracking • Analytics tools • Complex price-quote-generation tool • Sales-force management • Sales-literature creation • Direct email marketing 	<ul style="list-style-type: none"> • Shared sales data among teams • Spotlight on the most profitable deals • Presentations and proposals for customers • Monitoring of quota progress and business performance
Service and Support	<ul style="list-style-type: none"> • Feedback management • Issue tracking • Notification, collaboration and resolution management • Product-version tracking • Self-service customer portal 	<ul style="list-style-type: none"> • Tracking and monitoring of all customer-reported cases • Web-to-case form • Automated case routing • Custom case-escalation process • Central knowledge base • Solution management 	<ul style="list-style-type: none"> • Central case management • Automated routing • Automatic-response email • Email management • Searchable knowledge base • Service contracts and scheduling 	<ul style="list-style-type: none"> • Central view of customer issues • Incident reporting • Issue escalation • Analytics to measure effectiveness
Marketing	<ul style="list-style-type: none"> • Online lead forms • Target customer segmentation and personalization • Target group creation • Lead and referral tracking • Campaign-effectiveness reporting • Email marketing • Marketing analytics 	<ul style="list-style-type: none"> • Develop and manage campaigns • Track customer inquiries • Monitor campaign ROI • Automated email-response system • Email marketing • Anti-spam tools • Drip campaigning 	<ul style="list-style-type: none"> • Marketing-campaign planning, automation and management • Email-marketing management • Customization and automation capabilities • Reporting features integrate with other Microsoft applications 	<ul style="list-style-type: none"> • Lead and campaign management • Email-marketing management • Campaigns generated and monitored across all channels • Create Web form pages for lead capture • Use customizable ROI reports and dashboards



Hosted CRM Comparison Guide

	InsideSales.com Hosted CRM	Infusionsoft Infusionsoft CRM	Aplicor Inc. Aplicor Online CRM	SAP SAP CRM On-Demand	CDC Software Pivotal CRM On Demand
Pricing	<p>\$45 per user, per month for CRM only</p> <p>Starting at \$30 per user, per month in volume.</p> <p>Other services are also available.</p>	<p>\$299 per five users, per month</p> <p>\$5,000 one-time setup</p> <p>The package includes training, one-on-one solutions training and unlimited support.</p>	<p>\$89 per user, per month</p>	<p>\$149 per user, per month</p>	<p>Pivotal CRM has several pricing models based on customers' specific needs and configuration (number of users and varying levels of support).</p>
SFA Features	<ul style="list-style-type: none"> • Lead routing • Automated call distribution • Automated voice-response system • Inbound 800 numbers • Automated voice-message blasts • Ratio dialing tools • Web form callback • Click-to-call service 	<ul style="list-style-type: none"> • Lead routing and distribution • Company and individual pipeline reports • Lead stage and status reports • Call-log reports and statistics • Lead tracking • Mobile-device access 	<ul style="list-style-type: none"> • Historical activity and transactions tracking • Opportunity tracking and reporting • Sales forecasting • Opportunity advancement • Competitor-information library • Quota management • Products inventory 	<ul style="list-style-type: none"> • Opportunity and pipeline management • Calendar and task management • Sales analytics and forecasting • Centralized account and contact information • Microsoft Office integration • Quotation management • Support for multiple languages and currencies 	<ul style="list-style-type: none"> • Industry-specific solutions • Centralized sales data • Revenue forecasting • Microsoft Office integrated tools • Automated workflow system • Collaborative tools
Service and Support	<p>Contact company</p>	<ul style="list-style-type: none"> • Centralized customer-support management • Automated ticket status and actions 	<ul style="list-style-type: none"> • Capturing and tracking of customer requests • Holistic customer view • Automated customer-support tools • Centralized customer-contact information • Complete customer history 	<ul style="list-style-type: none"> • Service analytics • Ticket escalation and distribution • Customer-service features • Help-desk support 	<ul style="list-style-type: none"> • Searchable knowledge base • Service automation • Contract, SLA (service level agreement) and escalation management • Email management • Online ticket submission and tracking • Self-service reporting
Marketing	<p>Contact company</p>	<ul style="list-style-type: none"> • Create and store marketing pieces • Market via email, fax, direct mail, phone and tasks • Automate distribution of marketing pieces • Build multistep and multimedia campaigns • Web forms • Campaign reports and ROI • E-commerce and Web-site tie-in 	<ul style="list-style-type: none"> • Lead management and follow-up • Real-time lead-status views • Campaign tools • Campaign effectiveness and ROI reports • Marketing-budget tools • End-to-end lead tracking 	<ul style="list-style-type: none"> • Campaign management • Lead management • Marketing analytics 	<ul style="list-style-type: none"> • Automated lead-management system • Multichannel campaign tools • Lead generation and multitouch nurturing • Campaign tracking and analysis • Lead-qualification and conversion tools