

Select and Implement a Customer Relationship Management Platform

Info-Tech's CRM Vendor Landscape



Select and Implement a CRM Platform

VENDOR LANDSCAPE

Review the CRM Vendor Evaluation



Review Info-Tech's Vendor Landscape of the CRM market to identify vendors that meet your requirements

Vendors Evaluated



Each vendor in this landscape was evaluated based on its **features**, **product considerations**, and **vendor considerations**. Each vendor was profiled using these evaluations and, based on its performance, qualified and placed in specific use-case scenarios.

These vendors were included due to consideration of their market share, mind share, and platform coverage



Included in this Vendor Landscape:

Infor: A vendor that has maintained a good blend of sales and marketing capabilities.

Maximizer: A vendor with exceptional usability and competitive pricing.

Microsoft Dynamics: A CRM mainstay, Dynamics CRM is well-known for interoperability with other Microsoft products.

NetSuite CRM: A popular SaaS-only vendor with excellent marketing management and e-commerce features.

Oracle CX: A highly tailorable CRM ecosystem with an extensive feature set and exceptional vendor credentials.

Sage CRM: A vendor with robust sales enablement capabilities that has a particularly strong mid-market focus.

Salesforce: The dominant cloud-only vendor that sets many industry benchmarks for CRM capabilities.

SAP: A well-rounded vendor with strong ERP integration.

SugarCRM: An affordable vendor with a particularly strong architecture and impressive analytics.

Table Stakes represent the minimum standard; without these, a product doesn't even get reviewed



The Table Stakes

Feature:	What it is:
Account Management	Flexible account database that stores customer information, account history, and billing information. Additional functionality includes: contact de-duplication, advanced field management, document linking, and embedded maps.
Order History Tracking	Ability to view all interactions that have occurred between sales teams and the customer, including purchase order history.
Basic Pipeline Management	View of all opportunities organized by their current stage in the sales process.
Basic Case Management	The ability to create and manage cases (for customer service or order fulfilment) and associate them with designated accounts or contacts.

What does this mean?

The products assessed in this Vendor Landscape meet, at the very least, the requirements outlined as Table Stakes.

Many of the vendors go above and beyond the outlined Table Stakes, some even do so in multiple categories. This section aims to highlight the products' capabilities **in excess** of the criteria listed here.



If Table Stakes are all you need from your CRM solution, the only true differentiator for the organization is price. Otherwise, dig deeper to find the best price to value for your needs.

Table Stakes represent the minimum standard; without these, a product doesn't even get reviewed (continued)



The Table Stakes

Feature:	What it is:
Basic Campaign Management	Basic multi-channel campaign management (i.e. ability to execute outbound email campaigns). Budget tracking and campaign dashboards.
Reports and Analytics	In-depth reports on CRM data with dashboards and analytics for a variety of audiences.
Mobile Support	Mobile access across multiple devices (tablets, smartphones and/or wearables) with access to CRM data and dashboards.

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Advanced features are the capabilities that allow for granular differentiation of market players and use-case performance



Scoring Methodology

Info-Tech scored each vendor's features on a cumulative four-point scale. Zero points are awarded to features that are deemed absent or unsatisfactory, one point is assigned to features that are partially present, two points are assigned to features that require an extra purchase in the vendor's product portfolio or through a third party, three points are assigned to features that are fully present and native to the solution, and four points are assigned to the best-of-breed native feature.

Feature:	What we looked for:
Customer Information Management	Customizable records with detailed demographic information and the ability to create nested accounts (accounts with associated sub-accounts or contact records).
Advanced Case Mgmt.	Ability to track detailed interactions with members or constituents through a case view.
Employee Collaboration	Capabilities for employee-to-employee collaboration, team selling, and activity streams.
Customer Collaboration	Capabilities for outbound customer collaboration (i.e. the ability to create customer portals).
Lead Generation	Capabilities for generating qualified leads from multiple channels.
Lead Nurturing/Lead Scoring	The ability to evaluate lead warmth using multiple customer-defined criteria.
Sales Performance Management	Capabilities for compensation management, commission calculations, and rewards and recognition.

Continued on next slide

Advanced features are the capabilities that allow for granular differentiation of market players and use-case performance



Scoring Methodology

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Feature:	What we looked for:
Pipeline and Deal Management	Managing deals through cases, providing quotes, tracking client deliverables.
Marketing Campaign Management	Managing outbound marketing campaigns via multiple channels (email, phone, social, mobile).
Customer Intelligence	Tools for in-depth customer insight generation and segmentation, predictive analytics, and contextual analytics.
Multi-Channel Support	Capabilities for supporting customer interactions across multiple channels (email, phone, social, mobile, IoT, etc.).
Customer Service Workflow Management	Capabilities for customer service resolution, including ticketing and service management.
Knowledge Management	Tools for capturing and sharing CRM-related knowledge, especially for customer service.
Customer Journey Mapping	Visual workflow builder with automated trigger points and business rules engine.

Vendor scoring focused on overall product attributes and vendor performance in the market



Scoring Methodology

Info-Tech Research Group scored each vendor's overall product attributes, capabilities, and market performance.

Features are scored individually as mentioned in the previous slides. The scores are then modified by the individual scores of the vendor across the product and vendor performance features.

Usability, overall affordability of the product, and the technical features of the product are considered, and scored on a five-point scale. The score for each vendor will fall between worst and best in class.

The vendor's performance in the market is evaluated across four dimensions on a five-point scale. Where the vendor places on the scale is determined by factual information, industry position, and information provided by customer references and/or available from public sources.

Product Evaluation Features

Usability	The end-user and administrative interfaces are intuitive and offer streamlined workflow.
Affordability	Implementing and operating the solution is affordable given the technology.
Architecture	Multiple deployment options, platform support, and integration capabilities are available.

Vendor Evaluation Features

Viability	Vendor is profitable, knowledgeable, and will be around for the long term.
Focus	Vendor is committed to the space and has a future product and portfolio roadmap.
Reach	Vendor offers global coverage and is able to sell and provide post-sales support.
Sales	Vendor channel partnering, sales strategies, and process allow for flexible product acquisition.

Balance individual strengths to find the best fit for your enterprise



Vendor Performance

	Product			Vendor					
	Overall	Usability	Afford.	Arch.	Overall	Viability	Focus	Reach	Sales
Infor									
Maximizer									
Microsoft Dynamics									
NetSuite CRM									
Oracle CX									
Sage CRM									
Salesforce									
SAP									
SugarCRM									



Each vendor offers a different feature set; concentrate on what your organization needs

Feature Performance

	Evaluated Features						
	Customer Information Management	Employee Collaboration	Customer Collaboration	Lead Generation	Lead Nurturing/Lead Scoring	Sales Performance Management	Pipeline and Deal Management
Infor	●	●	●	●	●	●	●
Maximizer	●	●	●	●	●	●	●
Microsoft Dynamics	★	●	●	★	●	●	●
NetSuite CRM	●	●	●	●	●	●	●
Oracle CX	●	●	●	●	●	●	●
Sage CRM	●	●	●	●	●	●	●
Salesforce	●	★	★	●	★	●	★
SAP	●	●	●	●	●	★	●
SugarCRM	●	●	●	●	●	●	●

Legend	★ = Feature is best in its class	● = Feature is fully present: strong
	● = Feature is fully present: competitive	● = Feature is partially present
		● = Feature is absent

Each vendor offers a different feature set; concentrate on what your organization needs (continued)

 Feature Performance

	Evaluated Features					
	Marketing Campaign Management	Customer Intelligence	Multi-Channel Support	Customer Service Workflow Management	Knowledge Management	Customer Journey Mapping
Infor						
Maximizer						
Microsoft Dynamics						
NetSuite CRM						
Oracle CX						
Sage CRM						
Salesforce						
SAP						
SugarCRM						

Legend	= Feature is best in its class	= Feature is fully present: strong
	= Feature is fully present: competitive	= Feature is partially present



USE CASE



Small to Medium Enterprise Fit

Feature weightings for the small to medium enterprise fit use-case scenario



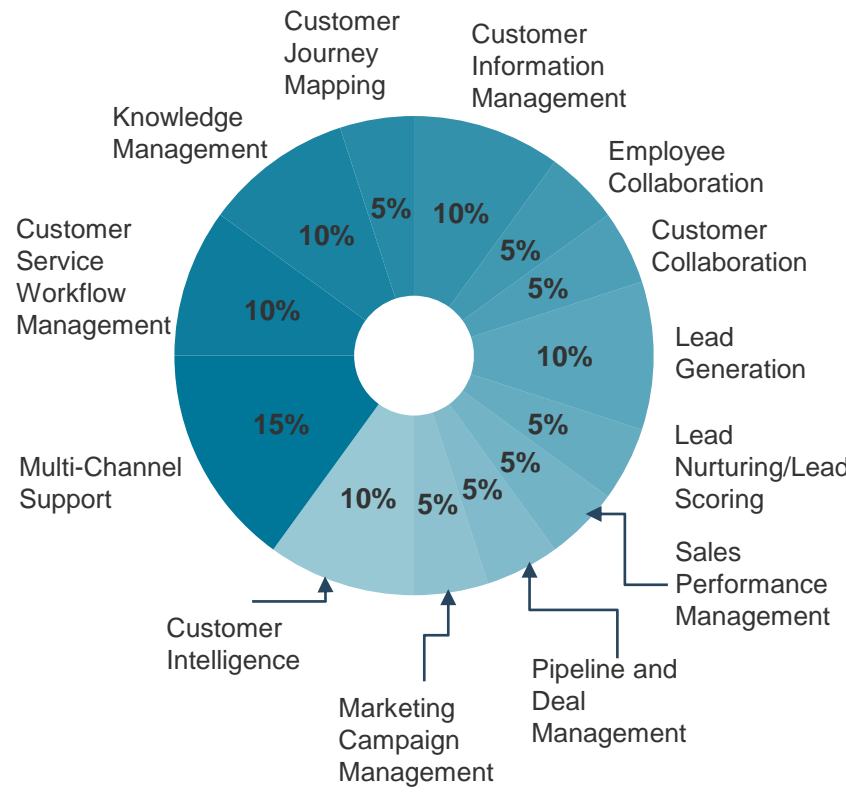
Core Features

Multi-Channel Support	The ability for the user to utilize a wide variety of channels is essential to their experience.
Customer Service Workflow Management	Ticketing and case management capabilities. Automated assignment and escalation ensure adequate customer service.
Knowledge Management	Agents can access the knowledgebase to find, access, and deliver the appropriate answers to the customer.
Customer Intelligence	Customer data and insights allow for informed decision making, leading to new opportunities to grow the business.
Customer Information Management	Enables a complete view of the customers, including activity history, key contacts, and customer communications.

Additional Features

Customer Journey Mapping, Employee Collaboration, Customer Collaboration, Lead Generation, Lead Nurturing/Scoring, Sales Performance Management, Pipeline and Deal Management, Marketing Campaign Management

Feature Weightings



Vendor considerations for the small to medium enterprise fit use-case scenario

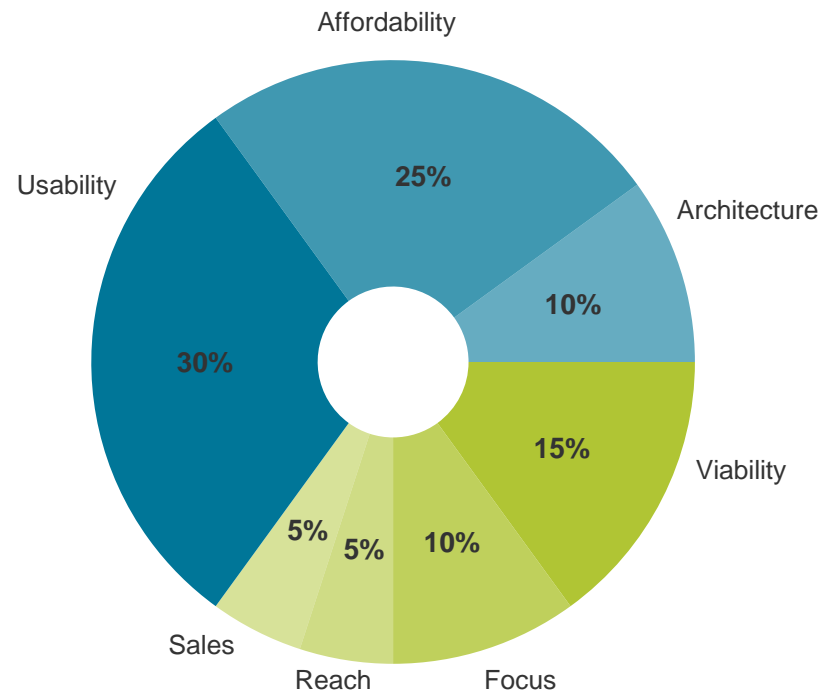


Product Evaluation Features

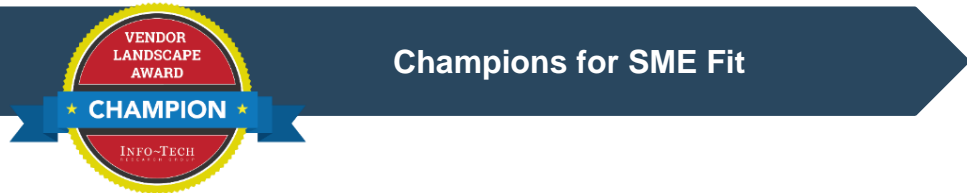
Usability	CRM can change the way a user does their job, so the interface needs to be intuitive.
Affordability	CRM implementations are not inexpensive propositions given all the resources required. Therefore, affordability of the software is minimized for this use case.
Architecture	CRM is more valuable to organizations when it can integrate well with their environment and applications.

Vendor Evaluation Features

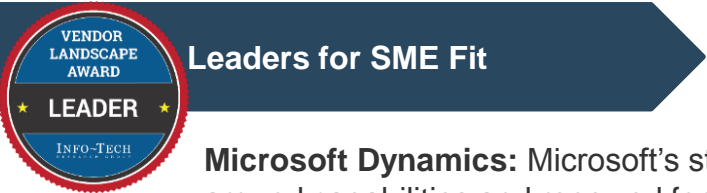
Viability	Business processes are at the heart of all businesses. Viability is important for stability.
Focus	Vendor is committed to the space and has a future product and portfolio roadmap.
Reach	Organizations with processes that cross organizational and geographic boundaries require effective and available support.
Sales	As organizations move from “try it before you buy it” to expanding the install base, vendors need to demonstrate flexibility.



Vendor performance for the small to medium enterprise fit use-case scenario



Salesforce: While Salesforce’s enterprise-level CRM portfolio (Sales Cloud, Service Cloud, Marketing Cloud) maintains a premium price tag, its introduction of significantly more affordable solutions like **SalesforceIQ** and **Desk.com** have significantly reduced cost barriers to its stack for smaller organizations.



Microsoft Dynamics: Microsoft’s strong vendor credentials, all-around capabilities and renewed focus on end-user experience have created a powerhouse for a well-positioned mid-market CRM platform.

SugarCRM: SugarCRM remains one of the best-kept secrets for smaller organizations that need a full-featured CRM but at a much more attractive price point than some of the larger players.

Best Overall Value Award

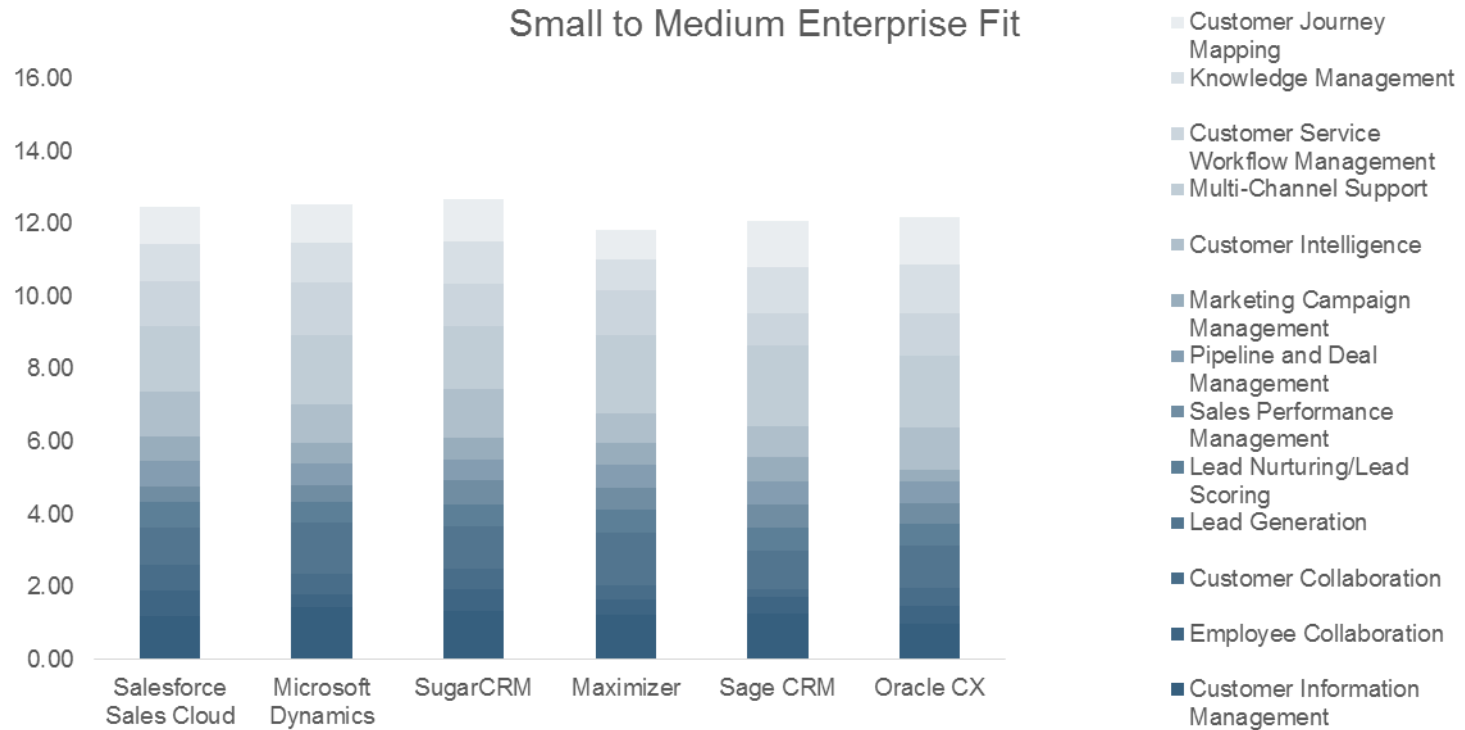


Sage CRM: A very simple user interface paired with good baseline capabilities and an affordable sticker price earn Sage CRM the value award in this scenario.

Players in the SME fit scenario

- Sage CRM
- Oracle
- Maximizer

Vendor performance for the small to medium enterprise fit use-case scenario



Value Index for the small to medium enterprise fit scenario



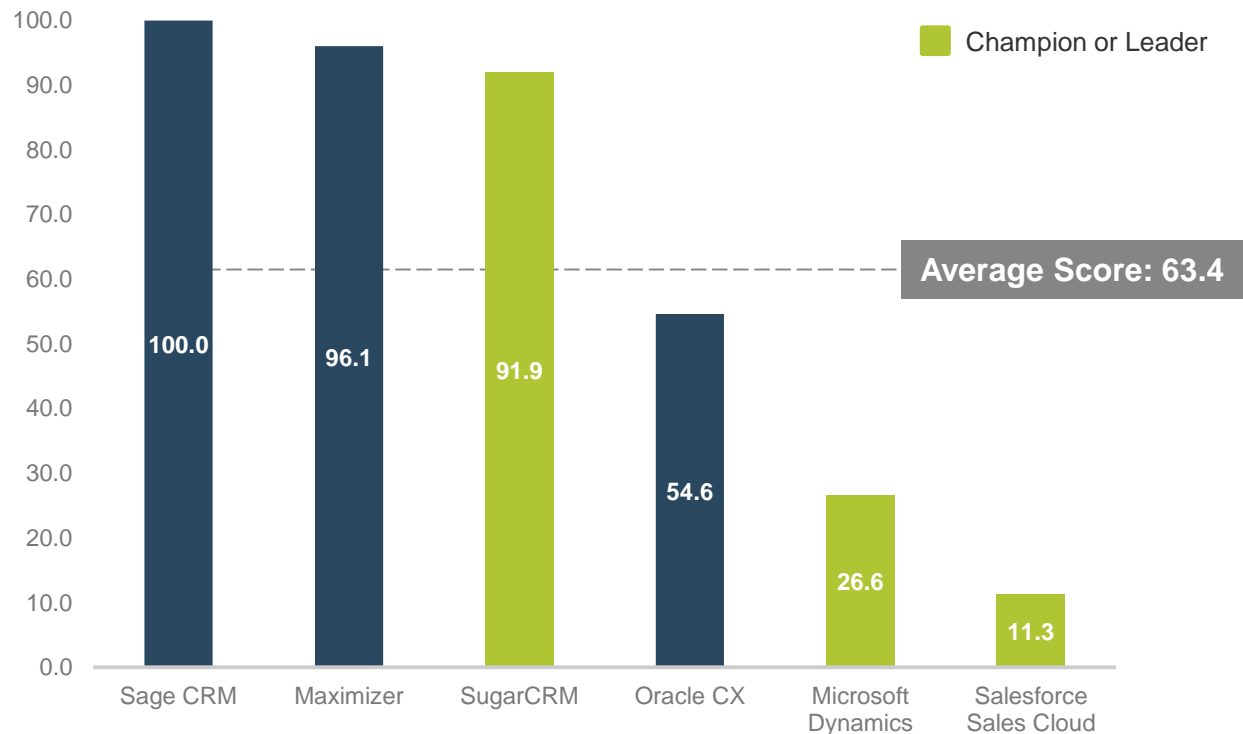
What is a Value Score?

The Value Score indexes each vendor's product offering and business strength **relative to its price point**. It **does not** indicate vendor ranking.

Vendors that score high offer more **bang-for-the-buck** (e.g. features, usability, stability) than the average vendor, while the inverse is true for those that score lower.

Price-conscious enterprises may wish to give the Value Score more consideration than those who are more focused on specific vendor/product attributes.

On a relative basis, Sage CRM maintained the highest Info-Tech Value Score™ of the vendor group for this use-case scenario. Vendors were indexed against Sage CRM's performance to provide a complete, relative view of their product offerings.



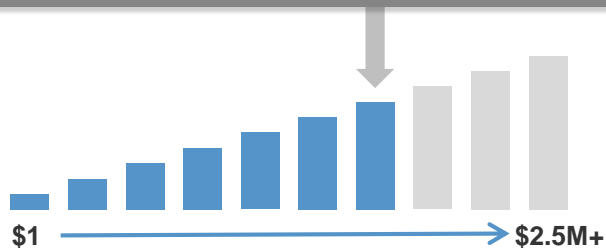
Sage is a stable vendor with a strong partner network and solid product support



Product	Sage CRM
Employees	~13,380
Headquarters	Newcastle, UK
Website	sage.com
Founded	1981
Presence	LSE: SGE



3 year TCO for this solution falls into pricing tier 7, between \$250,000 and \$500,000



Pricing derived from public information

OVERVIEW

Sage is known for strong global reach, with a sizeable network of sales and support offices for CRM and ERP products. Due to the integration route the company has taken, Sage CRM maintains a strong mid-market focus, with over 12,500 customers primarily based outside of North America.

STRENGTHS

- Sage CRM has numerous deployment options including private cloud and virtualized on-premises deployment. Integration with back-office systems is strong.
- The company has made a tremendous amount of investment into the Sage CRM product, adding to an already robust list of features and making them a strong competitor in the CRM space.
- Exemplary interactive dashboards provide secure access to various user groups.

CHALLENGES

- Sage lacks in-depth functionality in certain areas (such as customer collaboration) that are often demanded by larger, more complex organizations.
- Relative to competitors in the space, customer intelligence and customer service workflow management features are not as strong.

Sage is a stable vendor with a strong partner network and solid product support for midmarket organizations



Product				Vendor				
Overall	Usability	Afford.	Arch.	Overall	Viability	Focus	Reach	Sales

Info-Tech Recommends

Sage provides a strong, reliable product for SMBs that need a compelling feature set for sales and marketing enablement.

SMBs with high collaboration and e-commerce requirements may not be satisfied with Sage CRM; however, those with a range of other needs will see value, especially if the organization is considering implementing Sage CRM alongside Sage ERP.

Use Small to Medium Enterprise Fit

Scenario Performance

Player

5
out of 6

100
1 out of 6

Value Index

Vendor Landscape Award
★ BEST OVERALL VALUE ★
INFO-TECH

Features	Customer Information Management	Employee Collaboration	Customer Collaboration	Lead Generation	Lead Nurturing/Lead Scoring	Sales Performance Management	Pipeline and Deal Management	Marketing Campaign Management	Customer Intelligence	Multi-Channel Support	Customer Service Workflow Management	Knowledge Management	Customer Journey Mapping