

Hosted CRM Comparison Guide

Focus Research
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	Salesforce.com Inc. Salesforce Enterprise Edition	SalesBoom On Demand CRM, Enterprise Edition	Sage Software SageCRM.com	RightNow Technologies Inc. RightNow CX	Oracle Oracle CRM On Demand
Pricing	\$125 per user, per month	\$95 per user, per month	Starting at \$69 per user, per month	\$110 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 ▪ Genius: database of deals ▪ Integrated content library ▪ Google Apps integration ▪ Competitor tracking 	<ul style="list-style-type: none"> ▪ Accurate revenue forecasting ▪ Sales collaboration ▪ Scheduling tools ▪ Advanced reporting engine ▪ Real-time sales views ▪ Trend analysis ▪ Sales process visibility ▪ Complete customer view ▪ Lead management ▪ Contact management ▪ Opportunity management ▪ Quote management ▪ Product database ▪ Contract management ▪ Commissions management 	<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 ▪ Mobile device integration ▪ Microsoft Outlook integration 	<ul style="list-style-type: none"> ▪ Relationship and opportunity management ▪ Analytics ▪ Insight into customer interactions and purchase history ▪ Opportunity escalation 	<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 ▪ Business process customization ▪ Quota management

	Salesforce.com Inc. Salesforce Enterprise Edition	SalesBoom On Demand CRM, Enterprise Edition	Sage Software SageCRM.com	RightNow Technologies Inc. RightNow CX	Oracle Oracle CRM On Demand On Demand
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 ▪ Chat ▪ Social networking/Facebook and Twitter integration ▪ Community feedback 	<ul style="list-style-type: none"> ▪ Automatic online ticket generation ▪ Email alerts for new cases ▪ Knowledge-management system ▪ Case-user groups ▪ Case-escalation system ▪ Case and incident management ▪ Solution management ▪ Knowledge base management ▪ Contact center ▪ CVI, IVR, VoIP 	<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 ▪ 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 ▪ Response tracking ▪ Auto-response email 	<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 ▪ Outbound call 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 ▪ Track responses ▪ Knowledge Foundation supports proactive email communication 	<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

	NetSuite Inc. NetSuite CRM+	Zoho Zoho CRM	Microsoft Corp. Dynamics CRM Online	SugarCRM Inc. Sugar Professional Sugar Enterprise
Pricing	\$129 per user, per month	Free edition available for up to 3 users \$12 per user, per month for the Professional edition \$25 per user, per month for the Enterprise edition	\$44 per user, per month	Professional: \$360 per user, per year Enterprise: \$600 per user, per year
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 ▪ Tiered commissions ▪ Team selling ▪ Purchase history ▪ Email merge ▪ Quote generation ▪ Upsell manager 	<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 management ▪ Sales forecasting ▪ Export leads data to spreadsheet software ▪ Identify referrals from accounts and contacts 	<ul style="list-style-type: none"> ▪ Lead-conversion and automation tools ▪ Sales tracking ▪ Analytics tools ▪ Complex price-quote-generation tool ▪ Direct email marketing ▪ Set up territories and teams ▪ Create price lists, discounts and unit groups ▪ Post sales best practices ▪ Role- and group-based permissions ▪ Account tracking ▪ Microsoft Office integration ▪ Pipeline management ▪ Mobile device support 	<ul style="list-style-type: none"> ▪ Shared sales data among team ▪ Presentations and proposals for customers ▪ Monitoring of quota progress and business performance ▪ Advanced reporting and dashboards ▪ Workflow and team security controls ▪ Mobile support ▪ Data services integration ▪ Sales forecasting ▪ Product catalog ▪ Quotes ▪ Mobile support ▪ Outlook integration ▪ Cloud console

	NetSuite Inc. NetSuite CRM	Zoho Zoho CRM	Microsoft Corp. Dynamics CRM Online	SugarCRM Inc. Sugar Professional Sugar Enterprise
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

	Infusionsoft Infusionsoft CRM	Aplicor Inc. Aplicor Online CRM	SAP SAP CRM On-Demand	CDC Software Pivotal CRM 6.0
Pricing	\$299 per month for two users	\$89 per user, per month	Information not provided by vendor	Pivotal CRM has several pricing models based on customers' specific needs and configuration (number of users and varying levels of support).
SFA Features	<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 ▪ Advanced contact management ▪ List management and segmentation 	<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 ▪ Email integration ▪ PDA integration ▪ Reporting and analysis ▪ Content management 	<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 and Lotus Notes integration ▪ Quotation management 	<ul style="list-style-type: none"> ▪ Industry-specific solutions ▪ Centralized sales data ▪ Revenue forecasting ▪ Microsoft Office integrated tools ▪ Automated workflow system ▪ Collaborative tools ▪ Team Selling ▪ Quote and proposal management ▪ Territory management ▪ Mobile solution ▪ Call scripting ▪ Opportunity management ▪ Relationship management ▪ Discount and order management

	Infusionsoft Infusionsoft CRM	Aplicor Inc. Aplicor Online CRM	SAP SAP CRM On-Demand	CDC Software Pivotal CRM On Demand
Service and Support	<ul style="list-style-type: none"> ▪ Centralized customer-support management ▪ Automated ticket status and actions ▪ Custom integration module ▪ Automated billing and collections 	<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 ▪ Browser-based access ▪ Flexible business rules and response mechanisms 	<ul style="list-style-type: none"> ▪ Service analytics ▪ Ticket escalation and distribution ▪ Customer-service features ▪ Help-desk support ▪ Knowledge base management 	<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 ▪ Time and activity tracking
Marketing	<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 ▪ Drip marketing 	<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 ▪ Segmentation management 	<ul style="list-style-type: none"> ▪ Step-by-step campaign designer ▪ List creation and combination ▪ Content personalization ▪ Campaign scheduling and templating ▪ Web registration ▪ Campaign tracking ▪ Batch sending