
The DemandEdge™ Blog

The Blog about demand chain strategies, organizations, systems, and performance measurement.

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SMB Adopts CRM. Shouldn't You?

by [The Editor](#) | [Permanent Link](#)

A recent study by Access Markets International Partners (AMI) reported that U.S. small- and medium-sized business (SMB) spending on enterprise software reached nearly US\$1 billion during 2003. Applications included in that figure were customer-relationship management (CRM), sales-force automation (SFA), enterprise-resource planning (ERP) and supply-chain management (SCM). The study was based on a survey of more than 1,450 IT decision makers from businesses of all sizes in the United States.

Certainly, this growth is a positive trend. While the major software vendors may not have done a great job to-date serving the SMB market, the growth of the hosted CRM market in particular is driving lots of competition and providing SMBs with a slew of very attractive CRM alternatives such as Salesforce.com (www.salesforce.com), SalesBoom.com (www.salesboom.com), Siebel CRM On Demand (www.crmondemand.com), and NetSuite (www.netsuite.com). Let's face it, with costs as low as \$10 per user per month, it's easy to make a solid return-on-investment and dramatically impact revenues and profitability.

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ABOUT DEMANDEDGE

Strategies. People. Systems.
Performance.

DemandEdge is a management consulting firm built on decades of demand chain expertise and innovation. Our partners and staff have deep experience working with more than one hundred clients from a variety of industries. We understand all types of demand chains – from Internet to direct sales to value-added resellers to multi-tier retailers and all points in between. And we help our clients answer their critical questions about strategies, organizations, systems, and performance measurement.

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FEEDBACK

We really want to make The DemandEdge Blog as valuable as possible - so we really need your feedback! Feel free to send us an email with any thoughts or ideas you may have, including ideas for topics we should raise with our readers. Simply click the link below to send an email. Thank you!

The Editor

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ABOUT THIS BLOG

The DemandEdge Blog is dedicated to becoming a valuable resource for our clients as well as demand chain executives and managers in general.

As we become aware of new facts, events, and information that we believe will be of general interest, we'll post an article that overviews the subject, includes some advice on what to do about it, and - where possible - provides links to where you can get more information.

And, if you feel you have information that should be shared with our audience, please send us an email to editor@demandededge.com

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DEMAND CHAIN DEFINITION

Definition: "**Demand Chain**" - The marketing, sales, service, and logistics functions that connect a business with its customers.

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