2011

Next Gen CRM
Buyer's Guide

The Ultimate Buyer's Guides for
Sales & Marketing Software

Volume 1: Next Generation CRM

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SFA vs CRM: The Basics

Sales Force Automation (SFA) software has been around in some form or another for approximately 25 years. When laptop computers were first introduced in the early '80s, manufacturers considered field sales organizations to be their first prospects. But software applications specifically geared toward the needs of mobile sales reps would need to be created. In the beginning, those applications were custom built. Then came SFA software.

SFA software was originally designed to replace the personal organizer or day-planner – basically little more than an electronic address book and calendar. Soon it expanded to include forecasting and opportunity (deal) tracking.

SFA software is still available today and typically includes the following:

- Address book (database)
- To-Do List organizer (Activities and tasks)
- Prospect tracking (notes and history)
- Deal tracking (opportunities and forecasts)
- Sales Reporting and Analytics
- eMail marketing (mass email using mail merge from contact records)

As organizations implemented SFA, it wasn't long before executives realized they should harness the information in their SFA database for use by other departments.

By gaining access to the same SFA system, they reasoned, service and support reps could better create, manage, and nurture client relationships thus the term "customer relationship management" (CRM) was born. It became not just about the selling stage, but rather how to better manage the entire life-cycle of the customer relationship.

Activities involving customers and prospects are often referred to as 'front office' activities.

Indeed, CRM contained newly added functionality such as:

- Customer order records (what was purchased and when)
- Support records (problems and resolutions)

Activities involving customers and prospects are often referred to as 'front office' activities. CRM therefore, was considered to be a front office application. It wasn't long before CRM vendors provided their users with software hooks (programming interfaces) allowing integration with 'back office' programs – those that run non-customer facing departments. Back office software running accounting, HR, and manufacturing, could now interact with the CRM program contributing valuable insight on orders, and availability as well as factors affecting financial planning like revenue forecasts and earned commissions

Back office functionality was not typically built-in to CRM but rather they typically interacted with each other through software integration tools. Back office functions include;

- Inventory management
- Order management
- Business analytics and reporting

CRM is becoming, for many companies, the main operating platform from which all customer data is managed and from which all departments are run. This represents a monumental shift from discreet applications to a centralized, data-sharing application.

Today, CRM vendors continue to offer broadened capabilities to leverage emerging trends such as; web marketing, mobile devices, social networking, and VOIP (voice-over-internet).

Next Gen CRM: What to Buy

In this guide, Pivotal CRM is the featured Next Gen CRM product.

We're often asked for a recommendation on CRM software. It's not possible to recommend one CRM system over another without becoming intimately familiar with an organization's special unique operating environment. What you need from CRM will be different from what others need. What all organizations *do* need, is to know what questions to ask, and what to look for. This guide will give you that.

As the title suggests, this buyer's guide is on "Next Gen" CRM. We are looking beyond the basic SFA/CRM features as described in the first chapter, to explore capabilities that can help an organization well into the future.

As is the case with each of the buyer's guides we publish, we focus on one product as an example to help demonstrate real-life capabilities. In this guide, Pivotal CRM is the featured Next Gen CRM product.

Buying Considerations: Questions to Ask Yourself

Thinking through these buying consideration questions will prepare you for your journey down the buying process.

Whether you are implementing CRM for the first time, or are considering switching to a new CRM solution, the most critical success factors will be how well you understand your needs; the processes that need improvement; who the stake-holders are and what they need to get from the CRM system.

Along with a feature checklist (page 24), we felt it was important to provide a list of considerations - questions that can help you and all constituents come to a mutual understanding of the needs and requirements within your organization.

Thinking through these buying considerations will prepare you for your journey down the buying process. They will equip you for understanding whether a feature is or isn't important. Answering the questions will put the entire selection criteria in context.

Take a look at the list now. Then download a complimentary electronic version. The downloadable version comes in an Excel spreadsheet giving you the ability to customize it as well as to record your answers.

Buying Considerations: Questions to Ask Yourself

Page 1 of 2

Download Spreadsheet

Who	Who in your organization will use the system?
Who	How tech savvy are the potential CRM users?
Who	How open are they to a new system? Have you asked them?
Who	What do your Reps hope to get from the system? Have you asked them?
Who	What is the projected timeline for deciding on a solution? Who in your organization decides? Do they all agree?
What	What information does Sales; Marketing; Finance; Service; other departments need? In what form?
What	What are some of the short-term goals to be achieved with CRM technology?
What	What are some of the long-term goals to be achieved with CRM technology?
Marketing Automation	What communication channels do you support (phone, email, web, etc.)?
Marketing Automation	What information will you want to search for when creating a marketing campaign list?
Marketing Automation	Will you want to send mass email through your CRM system?
Marketing Automation	Will you want to capture contact information from your web-site?
Marketing Automation	Do you have a library of document templates? If not, do you need to? If so, who will write them?
Marketing Automation	Do you have an electronic repository of marketing collateral? Do Sales Reps know where to access it? Do they need to attach to emails?
Marketing Automation	What are the various sources of leads? How do they get logged? How do they get distributed?
Email	Do you need the CRM system to be integrated with your email platform?

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Buying Considerations: Questions to Ask Yourself

Download Spreadsheet

Sales Process	Which of your Sales processes could be more efficient?
Sales Process	How is your sales organization set-up? Who does what? How do their needs differ?
Sales Process	At what point do you hand a lead over to sales?
Sales Process	What reports do your constituencies need? How often? What information needs to be collected?
Sales Process	What does the lead flow process look like?
Sales Process	What terms do you use to describe potential customers? Lead? Prospect? Suspect? Sales-Ready? Do you have a clear definition of each? Does each constituency know what those definitions are and do they agree?
Sales Process	What happens when a prospect stalls or postpones? Whose job is it to stay in touch with them?
Sales Process	What are the criteria for determining a qualified opportunity?
Sales Process	Are incoming leads "scored"? What are the criteria?
Sales Process	How are incoming leads routed to sales and when?
Sales Process	What processes are slowing your Reps down?
Mobility	Is remote access to CRM system required?
Mobility	Is off-line access to the CRM system required?
Customer Data	How do you track your customers today and what information is tracked?
Customer Data	What information do you currently have on your customers?
Social Networking	Do you need to monitor social network chatter or interact with prospects via social networks?

Next Gen CRM: Social Networking

These two elements; Social CRM and Marketing Automation make it a powerful combination.

The next generation of CRM involves two key elements that will generate awareness and nurture leads to the point of a sale; and will open up new channels of communication – giving you insight into conversations that could very well make the difference between winning the sale or not. These two elements; Social CRM and Marketing Automation make a powerful combination.

Social Networking

Unless you've been living under a rock the last few years, you've heard plenty of buzz about the power of social media to transform not just personal interactions, but business interactions as well. In fact, if you're like other forward-thinking businesspeople, you no longer need convincing: you know that the "social revolution" is here to stay and that it requires changes in both your business approach and use of supporting technologies—especially your CRM system; the hub of your prospect and customer interactions.

If the question is "how", the answer is; "with Social CRM"

Odds are your company has already made some forays into the social space. Yet for many companies, these projects have been rolled out in fits and starts, generating initial excitement but failing to maintain momentum or form a coherent social strategy - let alone deliver measurable business results. This is where Social CRM can help.

Best practices and proven strategies for Social CRM have begun to emerge and heady technological evangelism about as-yet-unreleased products has been superseded by the release of products such as Pivotal CRM, which you can implement today.

Social CRM: Five Best Practices

The simple way to approach this is to go where your customers and prospects go.

#1 Treat Social CRM as Part of Your Overall CRM Strategy

In devising your social CRM strategy, look first at your *existing* CRM strategy. Is it working? Are you able to define its value? Do you struggle with user adoption? Is your CRM system flexible enough to accommodate shifting demands and changing business processes—of which social CRM is just one—or have you outgrown it? If you have any qualms about your CRM system's ability to meet your long-term needs, address these issues before investing in social CRM. Here are 3 features to look for.

1. Can CRM users search LinkedIn, Twitter, Facebook and more without leaving the CRM system?
2. Can contact and company records be linked to multiple social network accounts?
3. Can social network activities be monitored from and recorded within the CRM database

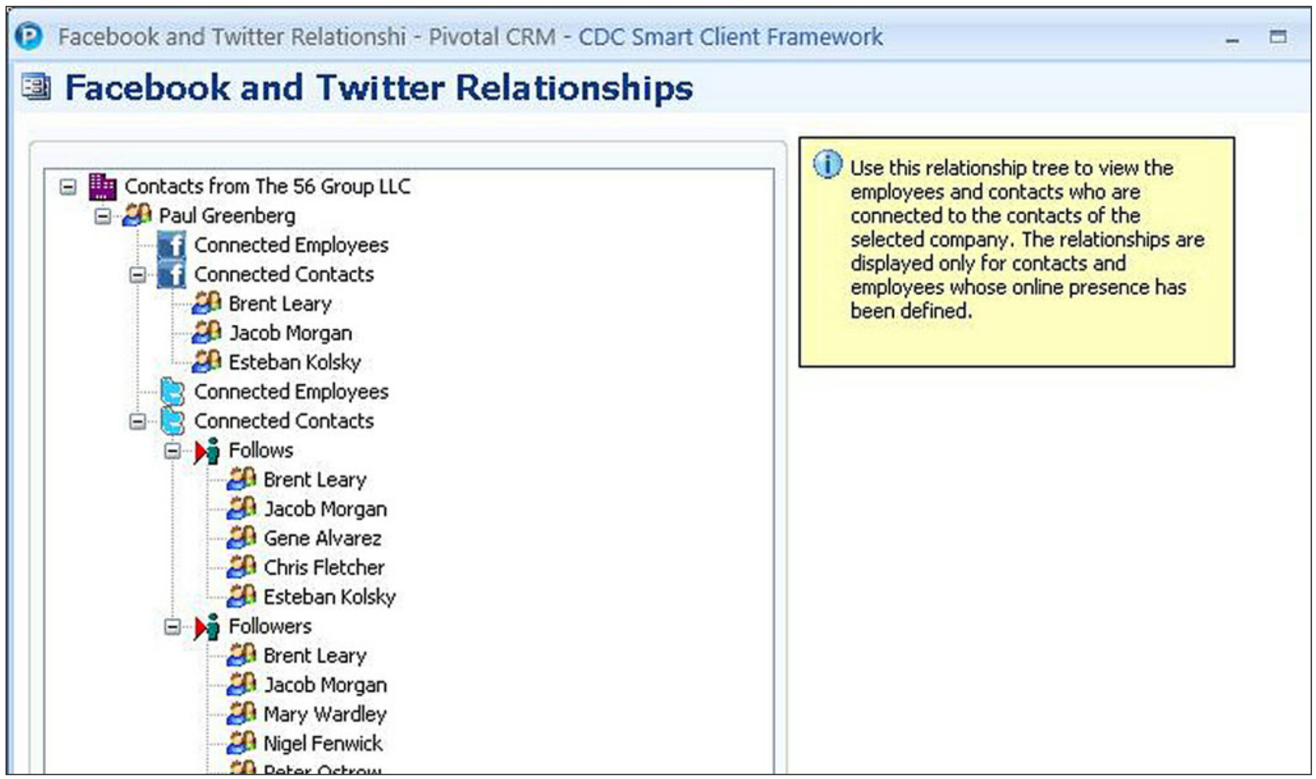
#2 Prioritize and Iterate

One of the biggest challenges of any social CRM program is determining which of the many available channels and tools to focus on first. While it's easy to get caught up in the dizzying array of available options, a pragmatic approach can easily mitigate risk. Companies taking their first serious steps toward social CRM should look for technology maturity and adoption in selecting which social tools to incorporate first.

The simple way to approach this is to go where your customers and prospects go. Do they blog? Do they ask peers for advice on Twitter; share views on Facebook; build their professional profile on LinkedIn?

Different consumer and business groups often show different adoption and usage patterns. Consider which of the following social networks your prospects might be using;

- LinkedIn
- Xing
- Spoke
- FaceBook
- MySpace
- FourSquare



New social tools and channels will continue to appear and to transform the business landscape.

#3 Integrate Social CRM into User Workflows

A fundamental goal of CRM is to create a fluid, integrated, consistent experience across all customer-facing departments and functions. Whether a customer is interacting with your sales, marketing, or service teams - and whether they're dealing with the same service rep they talked to yesterday or a new one - they should encounter the same informed, personalized interaction and overall customer experience. Ask yourself if it would be helpful to:

- Broadcast marketing messages to CRM contacts and social network audiences at the same time.
- Manage Facebook events, invitations, and attendance lists from within your CRM.

#4 Focus on Value

In defining goals and prioritizing phases of your social CRM initiative, keep your focus squarely on value: what value will each social component bring, and how will it be measured? Bear in mind that social activity is by nature a two-way street so ideally, the value generated should be reciprocal. Similarly, more corporate transparency in exchange for more customer feedback results in a win-win scenario. Look for the ability to:

- Monitor social "chatter" from within the CRM system
- Spot customer complaints and issues for proactive resolution
- Create a service ticket, task or other activity record in the CRM system for follow-up

#5 Keep One Eye on the Future

Because of the rapidly changing social landscape, social CRM initiatives should be conducted with a view to future business agility. New social tools and channels will continue to appear and to transform the business landscape.

While you may not be able to anticipate precisely what these will be, you should ensure that your CRM system and social CRM implementation are as open and flexible as possible to accommodate ongoing additions and refinements over time.

Pivotal Social CRM: The Real Deal

Pivotal Social CRM enables users to search LinkedIn, Twitter, Facebook, and more without leaving the CRM system.

Social CRM signifies a major change in the way companies and customers interact, and as with any game-changing development, there is no shortage of evangelism and hype. Until the release of Pivotal Social CRM, few products have come close to delivering on the vision of true social CRM.

Pivotal Social CRM enables users to search LinkedIn, Twitter, Facebook, and more without leaving the CRM system. Contact and company records can be linked to multiple social accounts, and their social activities can be easily monitored from an intuitive CRM dashboard and recorded within the CRM database along with 'tagging' for negative, neutral, and positive sentiments.

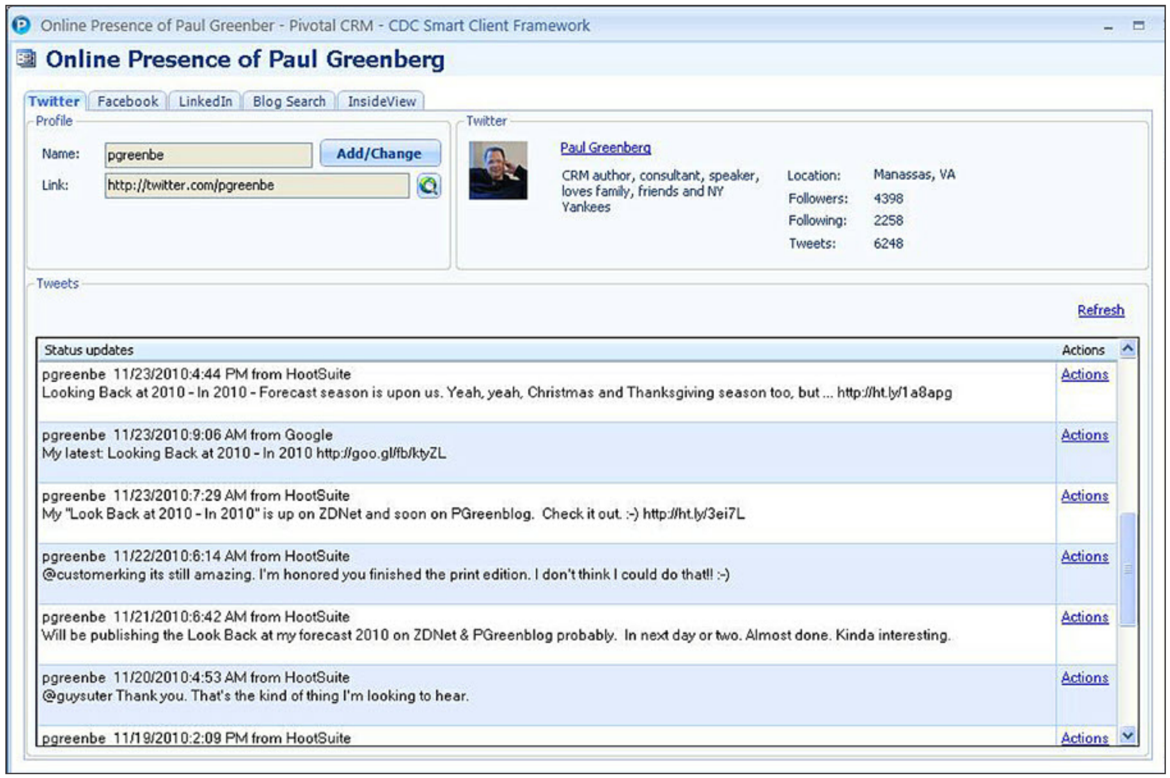
Organizations can use these features to uncover social media intelligence by identifying prospects, tracking deal chatter, monitoring public opinion, spotting customer complaints and issues, and more. And best of all, they can take immediate action on what is learned.

When a social activity merits follow-up, users can instantly generate a lead, service ticket, task, or other activity within the CRM system, ensuring that social interactions are logged and responded to in a manner consistent with other corporate processes and workflows.

Pivotal Social CRM also enables companies to streamline communications by broadcasting marketing messages and corporate announcements to CRM contacts and multiple social network audiences in a single step. Users can also manage Facebook events, invitations, and attendance lists right from within Pivotal CRM. These features enable companies to grow their social media presence and derive more marketing value from social sources with less time and effort.

While many vendors claim to offer social CRM, Pivotal Social CRM is a true social CRM system—one that not only incorporates inbound and outbound social activity, but also integrates this activity into existing CRM workflows and business processes. Industry expert Paul Greenberg, author of CRM at the Speed of Light, has called Pivotal Social CRM “the most comprehensive technology solution” for social CRM, and Forrester analyst Nigel Fenwick has noted its “very impressive integration between CRM and Social.”

By using a thoughtful and strategic approach to social CRM that follows best practices set out above - powered by a comprehensive CRM solution such as Pivotal, your business can quickly harness the vast potential of the social web in a manner that brings measurable business value.



Pivotal CRM is “The most comprehensive technology solution for Social CRM”.

Paul Greenberg,
author of CRM at the Speed of Light

Next Gen CRM: Marketing Automation

What do marketing departments want from a CRM system? In a nutshell: they want a solution that makes it easier and more cost-effective for them to target and interact with the right prospects, turning leads into long-term satisfied customers who will purchase from them again and again.

For marketing users to embrace a CRM system, it needs to feel like it's "built for them"—that it eliminates pain points in their daily work lives, rather than creating new ones. They also want system flexibility to support their unique departmental processes and overall marketing approach.

Your Marketing Managers and Specialists: "Help me reach my targets!"

Pivotal CRM gives marketers the tools they need to generate, qualify, distribute, nurture, and route high-quality leads—all at an ever-increasing pace with fewer resources.

Generate a higher volume of high-quality leads:

Pivotal empowers marketers to produce a higher volume of sales leads without sacrificing the personal touch that potential buyers expect. Marketing teams get the tools they need to efficiently launch, manage, and monitor multiple targeted programs and campaigns tailored to their specific markets and personalized to their recipients, resulting in higher response rates and more leads.

Marketers need to know their audience, understand what kinds of messages they want to receive and in what format...

Be predictive, not reactive:
Pivotal gives marketers a 360-degree view of their target market so they can profile promising sales leads, segment audiences by relevant common interests and attributes, and proactively launch campaigns that will capture their attention and convert them into sales opportunities.

Segment the market:
Whether your segmentation needs are simple or complex, Pivotal is capable of handling as precise or complex a segmentation query as any marketer requires. Marketers can segment by any combination of data, without being limited by the technology, ensuring the right message can be delivered to the right prospect.

Deliver highly relevant messages:
Pivotal CRM gives marketers an easy way to craft personalized messages based on contact details, preferences, and demographics available in the CRM data.

Manage marketing data:
Marketers need to know their audience, understand what kinds of messages they want to receive and in what format, and easily identify and filter out stale or duplicate contacts or those who wish to unsubscribe.

Your Marketing Directors and Executives: "Give me insight!"

Marketing executives are under ever-increasing pressure to deliver higher volumes of qualified sales leads with fewer resources. Top this off with the expectation to optimize expenditures, improve the customer experience, and strengthen brand equity and you'll see why marketing has never needed CRM and marketing systems more than they do today.

Deliver performance insight:
Pivotal enables managers to maintain a clear view of their team's marketing campaigns, from detailed campaign metrics such as open rates, click-throughs, and bounced e-mails to leads, opportunities, and more.

Use proven sales methodologies:
Pivotal enables sales management to precisely model their desired sales methodology within the system and ensure it is consistently followed by all sales reps. Having defined sales steps and milestones also enables more accurate and objective forecasting, giving a more reliable sense of deal status and probability to close.

Monitor performance in real time:
Managers can't afford to wait until the end of a campaign to determine whether it is generating expected results. Pivotal allows users to monitor results in real time, allowing for fine-tuning even while a campaign is still underway.

Adapt and change:
The ever-changing world of marketing is seeing new electronic channels (like Social media) coming online all the time, requiring adaptive teams that can evaluate and incorporate new channels to keep up with their target markets.

Marketing organizations differ in the depth and complexity of marketing functionality they need from a CRM solution. Look for a solution like Pivotal that offers a variety of marketing options to meet your unique marketing approach .

Next Gen CRM: Mobility

Remote access to CRM data is often a big issue. Cloud-based CRM systems, other-wise called SaaS or on-demand CRM, make it easy for users to access information while away from the office; but only when they're connected to the Internet.

As companies look for ways to be more productive, ensuring users have access to relevant information no matter *where* they are is critical. Look for CRM software that gives users access even when they're *offline*.

Users who don't have a computer with them or who can't 'boot up' quickly enough when they need to will need alternative access to the CRM system. It's now possible to access many CRM systems from smart phones including Windows™, iPhones™, BlackBerry™ and Android™ devices.

Traveling reps will be more effective when they have ready access to:

- Current inventory status
- Sales configurators and order processing forms
- Scheduling tools
- Prospect history such as notes and emails
- Prospect, customer, product, and pricing data

If your CRM users are in a location with a weak signal or no signal, Web-dependent CRM systems are useless.

DEVICE-RESIDENT OR WEB-DEPENDENT?

Many people consider Web-dependent CRM to be the same as 'mobile' CRM but that is the case only when the user is connected to the Internet. If your CRM users are in a location with a weak signal or no signal, Web-dependent CRM systems are useless.

When this happens it can mean hours of lost productivity for your company with users unable to access or update the CRM system.

If your users are ever in locations without Web access you'll want to know they can use the CRM application regardless. For CRM to be truly 'mobile' it needs to be accessible from a mobile device without depending on the Web. CRM systems that meet that criteria are considered 'device-resident'.

Many CRM vendors will demonstrate their mobile capabilities on the latest handheld devices and smart phones. That is not enough, however. Check to be sure that the CRM application can be installed on the device in a way that gives users key CRM functionality regardless of Internet connectivity.

Device-resident CRM empowers users to access information, enter orders, respond to inquiries, log notes and many other tasks that need to be done in a timely manner.

Ease of Use

Sales people are busy. They have little patience for systems and procedures that take more time and effort than warranted. Providing true mobile access to CRM data isn't enough if the system isn't easy to use.

Ease of use is one of the hardest 'features' to compare amongst CRM systems. When evaluating a CRM system be sure to get a live demonstration of how it works. Watch for the following;

- How easy it is to navigate between screens
- How easy it is to enter data
- How quickly the CRM data can be accessed
- How easy it is to read on the mobile device display
- Whether the screen layouts and data fields be customized

Next Gen CRM: Checklist

The amount of effort required to gather information goes up exponentially as you add more vendors to your research list.

One of the hardest things to do when shopping for a CRM system, is to compare CRM features across vendors. One reason is that vendors often call features by different names. Another reason is that vendors often have different CRM versions, each with varying feature-sets.

And to top it all off, vendors don't always list every feature on their sites and when they do, they're often spread out across different Web pages. The amount of effort required to gather information goes up exponentially as you add more vendors to your research list.

What we recommend instead, is to create your own list of needed features then make the vendors do the work. Ask yourself the buying consideration questions on page 9. You can also list your answers on the electronic version available for free download. Then review the checklists on the next two pages.

The Checklist is also available in electronic format so you can modify it as needed. The downloadable checklist will give you the ability to mark the appropriate column; don't need; nice-to-have; must-have. Perhaps you'll even want to add additional columns such as 'don't need now', 'will need in the future'. Have each of your constituents complete the checklist so everyone's requirements and priorities are considered.

As you talk with vendors, share your requirements with them. Instead having to match vendors to your requirements, let the vendors match their software to your needs. You'll find out quickly which vendors are truly customer-oriented by the way they respond.

Next Gen CRM: Checklist

Category	Functionality	Description	Don't Need	Nice to Have	Must-Have
Sales Enablement	Sales Methodologies	Incorporate leading sales methodologies like Miller Heiman, SPI, and TAS or an in-house methodology.			
Sales Enablement	Email campaigns & HTML Email tracking	Ability for sales members to send personalized emails to multiple people at once and track email opens.			
Sales Enablement	Instant Messaging	Send instant messages to colleagues and team members from within the CRM system.			
Sales Enablement	Collaboration platform	A platform for sharing files, instant messaging, and project management.			
Sales Enablement	Quoting & Configuration	A product catalog functionality that includes support for complex pricing levels, units of measure, discounts, and pricing options.			
Sales Enablement	Social CRM	Includes the ability to interact with social-networking sources from within the CRM system. Social networking sites include blogs, user communities such as LinkedIn and FaceBook and Twitter.			
Sales Enablement	Org-Charts	Visual representation of account structures.			
Sales Enablement	Work-flow Automation	Create step-by-step rules to guide reps through the sales process, based on activities and actions by the customer. Can also be used for call-scripting.			
Sales Enablement	Sales Strategy Analysis	Develop strategic account plans including needs analysis, organizational buy-in, and activity plans.			
Sales Enablement	Zip-Code Proximity Search	Identify companies by proximity to other firms.			
Sales Enablement	Team Selling	Additional functionality aimed at organizations with teams who need to collaborate.			
Information Mgt	Document Management	Sharing, storing, and managing electronic documents that need version control, and standardization (templates, marketing collateral, any file type)			
Information Mgt	Partner Relationship Management	For companies who sell through channel partners. Functionality can include on-boarding, training, partner promotions, communications, loyalty and incentives, market development funds, and reporting.			
Information Mgt	Knowledge Management	A platform for sharing, searching, storing, accessing and updating key information needed to sell or service the customer.			
Information Mgt	At-Risk Deal Alerts	Automated notification when deals fall outside of pre-determined parameters.			
Email	Outlook™ Integration - Synchronization	Email will synch with CRM records automatically or with manual synchronization.			
Email	Contact & Task Mapping	Contacts and activities can be tied to CRM records automatically or manually.			
Email	CRM access from within Outlook®	Users can access, create, and modify CRM records without leaving Outlook®			

Download Spreadsheet

Next Gen CRM: Checklist

Category	Functionality	Description	Don't Need	Nice to Have	Must-Have
Phone	Skype Integration	The ability to call out via Skype by clicking the phone number in the contact record.			
Phone	Call-Center integration	It gives call-center agents and inside sales reps access to important customer buying history and history of interactions with other sales members.			
Marketing	Campaign Management	Opt-in/Opt-out list management. Monitior and measure the number of sales leads, contacts, sales opportunities and accounts that each Campaign generates. Automate and manage off-line (direct mail, fax) as well as online Marketing and Sales Campaigns.			
Marketing	Lead Management	Lead capture from online registration or purchase forms and import directly into CRM. Automated marketing follow-up, anonymous visitor identification. Lead scoring and Routing to appropriate sales personnel.			
Marketing	Marketing Automation	A tool that helps organizations examine, prepare, implement and assess marketing campaigns. It helps identify target markets, and manages campaign workflow and tasks as well as budget approval process and return on investment.			
Marketing	Collateral Management	Create, and manage a searchable centralized library of sales and marketing materials, including brochures, white papers, and proposal templates.			
Marketing	Auto-Response Emails	Personalized responses to customer inquiries can go out immediately and automatically with auto-response e-mail. You can tailor responses based on the nature of the inquiry or specific information supplied by the customer.			
Mobile	Remote Access	Ability to connect from mobile devices when connected to the Internet.			
Mobile	Offline Access	Ability to access CRM data when no Internet connection is available.			
Management	Sales Performance Management (SPM)	Includes the creation of commission and salary plans and the ability to monitor bonuses, spiffs, contests and other incentives. It may also provide access to sales reps to monitor the status of their compensation payouts and key objectives. Quota and Territory Management is also a part of SPM.			
Management	Sales Compensation Mgtt	This is a sub-segment of Sales Performance Management			
Management	Territory Management	Functionality exclusively related to the creation of sales quotas and territories.			
Finance	Billing & Invoicing	The ability to enter billing information and auto-generate invoices with multiple variables.			
Finance	Order & Inventory Management	Quotes can be converted to orders. The CRM System can track the status of orders through manufacturing, fulfillment and delivery. This ensures sales reps have the latest information on deliverability and availability.			

Download Spreadsheet

Next Gen CRM: Vendor Listing

Because it's difficult to differentiate a long list of CRM vendors, we thought "why not use their own words"? So the following list of vendors (in alphabetical order) states the main message we found on their Website's home-page.

Get a feel for their positioning by what they themselves choose to emphasize. We visited the Website of each company on the list and made note of (what we interpreted to be) their home-page's main marketing message.

Next, we list the lowest and the highest pricing found on their site. We've listed provided a link to their Website as well.

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Pivotal CRM [The Industry's Most Flexible CRM Software Solution](#)

CRM	URL	From Website	Lowest price found on website	Highest price found
AdaptCRM	www.adaptcrm.com	Designed for businesses of all sizes - specializes in the needs of small to medium size business.	no pricing found	
Aplicor	www.aplicor.com	Cloud-based business Suite. Online CRM and ERP Solutions	$89/user/mo	$89/user/mo
AppShore	www.appshore.com	On-Line Customer Relationship Management for Smart Business	$9/mo one-user	$129/mo/ 30 users
BatchBlue	www.batchblue.com	Manage contacts and conversations with Batchbook - your Social CRM	$9.95/mo one-user	$99.95/mo for 50 users
Consona CRM	www.consona.com	Software Services designed to fit and improve your business processes	no pricing found	
CRMG	www.crmg.com	CRMG is set to revolutionize Customer Relationship Management (CRM) for small and medium businesses.	$65/user/mo	$65/user/mo
DataforceCRM	www.dataforcecrm.com	Manage your leads, opportunities, marketing, support, and orders	$1000/year for 5 users	$1000/year for 5 users
Goldmine	http://www.frontrange.com/software/crm	Providing you with Marketing Automation, Sales Automation, and Contact Management	no pricing found	
Ivinex	www.ivinex.com	The ultimate all-in-one CRM	no pricing found	
Landslide	www.landslide.com	Finally, a CRM designed for YOUR Sales Force	$59/user/mo	call for quote
Microsoft Dynamics on-demand	http://www.microsoft.com/en-us/dynamics	On demand CRM that fits your business	$44/user/mo	call for quote
NetSuite CRM+	www.netsuite.com	Redefining what to expect from a CRM solution	no pricing found	
OnePage	www.onepagecrm.com	Powerful action-based CRM to drive sales, track deals & prospects. Making it the ultimate sales tool.	Free while in Beta	$14/user/mo max 5K contacts
OnSiteClarity	www.onsiteclarity.com	On Demand Sales Management software for the sales and marketing professional	Free for one user	$79/user/mo
Oracle CRM OnDemand	http://crmondemand.oracle.com	Get Smarter. Get More Productive. Get the best CRM value, Period	$75/user/mo	call for quote

Next Gen CRM: Vendor Listing

CRM	URL	From Website	Lowest price found on website	Highest price found
Pivotal CRM	http://www.cdcsoftware.com/en/PivotalCRM.aspx	The Industry's Most Flexible CRM Software Solution	no pricing found	
Prophet	www.avidian.com	The easy way to close more sales: All within Outlook	$19.95/user/mo	$349.95/mo
Relenta	www.relenta.com	Shared email, contact and task manager that gets things done. Nothing less. Nothing else.	$25/mo for up to 2 users	$250/month up to 30 users
Sage ACT!	www.sagecrmsolutions.com	Sage ACT! makes it easy for you to have meaningful conversations with customers	$199.99	$299.95
Sage SalesLogix	www.sagecrmsolutions.com	Offers a complete view of customer interactions across departments providing information for better planning, managing, and forecasting	no pricing found	
SageCRM	www.sagecrmsolutions.com	SageCRM is a full-featured, web-based CRM solution that is easy to use and quick to deploy.	no pricing found	
Sales-Advantage	www.sales-advantage.net	An online Sales and Marketing Machine	no pricing found	
SalesBoom	www.salesboom.com	The most user friendly CRM Software in the world. Period	$240/user/year	$95/user/mo
SalesForce.com	www.salesforce.com	Improve sales productivity, boost your win rates, and grow your revenue.	$5/user/mo	$250/user/month
SalesJunction	www.salesjunction.com	High powered, robust Web Based SFA & CRM contact management system designed and priced to fit the needs of any size company!	$15/user/mo	$1500/year for 15 users
SalesNet	www.salesnet.com	CRM software that goes way beyond lead and contact management to give you true pipeline visibility.	no pricing found	
SalesNexus	www.salesnexus.com	CRM your salespeople will actually use	$39/user/mo	$55/user/mo
SAP CRM	www.sap.com/solutions/business-suite/crm/index.epx	Rapid deployment for fast results	no pricing found	
SAP CRM OnDemand	www.sap.com/solutions/business-suite/crm/crmondemand	Proven User Interface Enables Quick Adoption	no pricing found	
Sugar CRM	www.sugarcrm.com	Flexible, Intuitive, Open, Affordable	free	$600/user/year

Next Steps

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