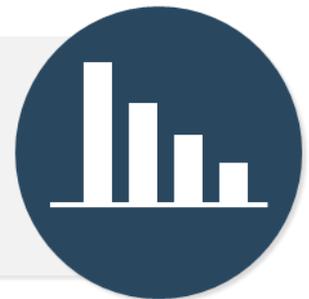


# Select and Implement a Customer Relationship Management Platform

**Info-Tech's CRM Vendor Landscape**



Select and Implement a CRM Platform

# VENDOR LANDSCAPE

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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:  |
|----------------------------------|--|
| <b>Account Management</b>        | 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. |
| <b>Order History Tracking</b>    | Ability to view all interactions that have occurred between sales teams and the customer, including purchase order history.  |
| <b>Basic Pipeline Management</b> | View of all opportunities organized by their current stage in the sales process.   |
| <b>Basic Case Management</b>     | 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:  |
|----------------------------------|--|
| <b>Basic Campaign Management</b> | Basic multi-channel campaign management (i.e. ability to execute outbound email campaigns). Budget tracking and campaign dashboards. |
| <b>Reports and Analytics</b>     | In-depth reports on CRM data with dashboards and analytics for a variety of audiences.   |
| <b>Mobile Support</b>            | Mobile access across multiple devices (tablets, smartphones and/or wearables) with access to CRM data and dashboards.                |

## What does this mean?

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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.

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

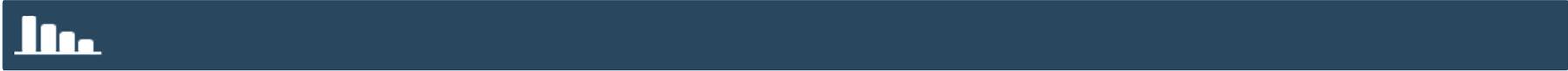


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| Feature:                                    | What we looked for:   |
|---|---|
| <b>Pipeline and Deal Management</b>         | Managing deals through cases, providing quotes, tracking client deliverables.   |
| <b>Marketing Campaign Management</b>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

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

## Vendor Evaluation Features

|                  |  |
|------------------|--|
| <b>Viability</b> | Vendor is profitable, knowledgeable, and will be around for the long term.                       |
| <b>Focus</b>     | Vendor is committed to the space and has a future product and portfolio roadmap.                 |
| <b>Reach</b>     | Vendor offers global coverage and is able to sell and provide post-sales support.                |
| <b>Sales</b>     | 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 |
| <b>Infor</b>              | ●                               | ●                      | ●                      | ●               | ●                           | ●                            | ●                            |
| <b>Maximizer</b>          | ●                               | ●                      | ●                      | ●               | ●                           | ●                            | ●                            |
| <b>Microsoft Dynamics</b> | ★                               | ●                      | ●                      | ★               | ●                           | ●                            | ●                            |
| <b>NetSuite CRM</b>       | ●                               | ●                      | ●                      | ●               | ●                           | ●                            | ●                            |
| <b>Oracle CX</b>          | ●                               | ●                      | ●                      | ●               | ●                           | ●                            | ●                            |
| <b>Sage CRM</b>           | ●                               | ●                      | ●                      | ●               | ●                           | ●                            | ●                            |
| <b>Salesforce</b>         | ●                               | ★                      | ★                      | ●               | ★                           | ●                            | ★                            |
| <b>SAP</b>                | ●                               | ●                      | ●                      | ●               | ●                           | ★                            | ●                            |
| <b>SugarCRM</b>           | ●                               | ●                      | ●                      | ●               | ●                           | ●                            | ●                            |

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

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

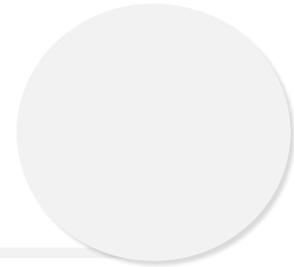
 Feature Performance

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

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



# USE CASE



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**Small to Medium Enterprise Fit**

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



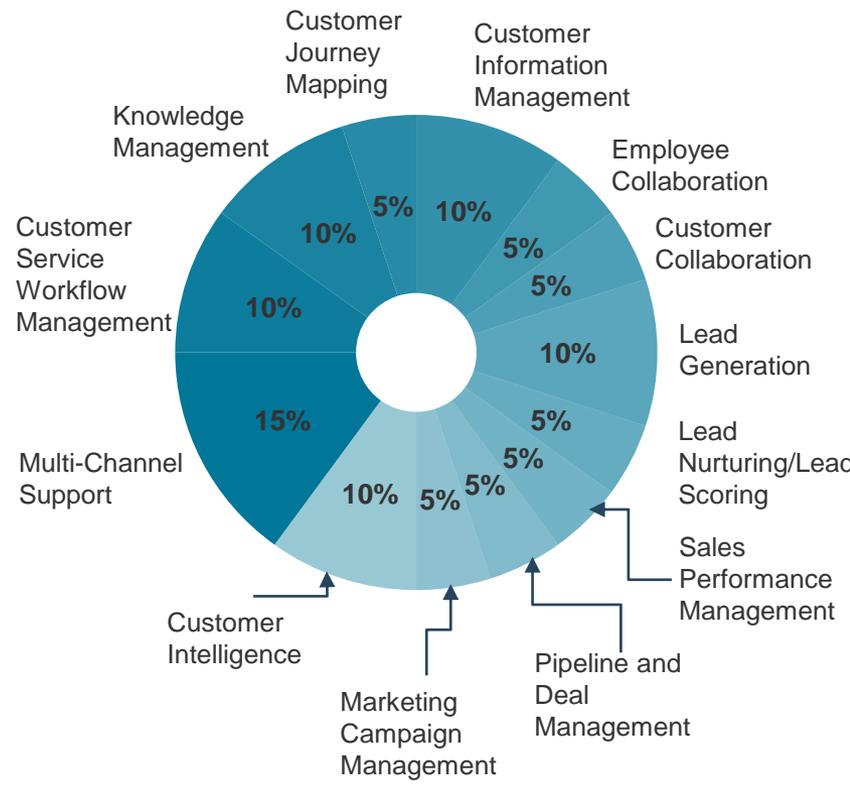
## Core Features

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

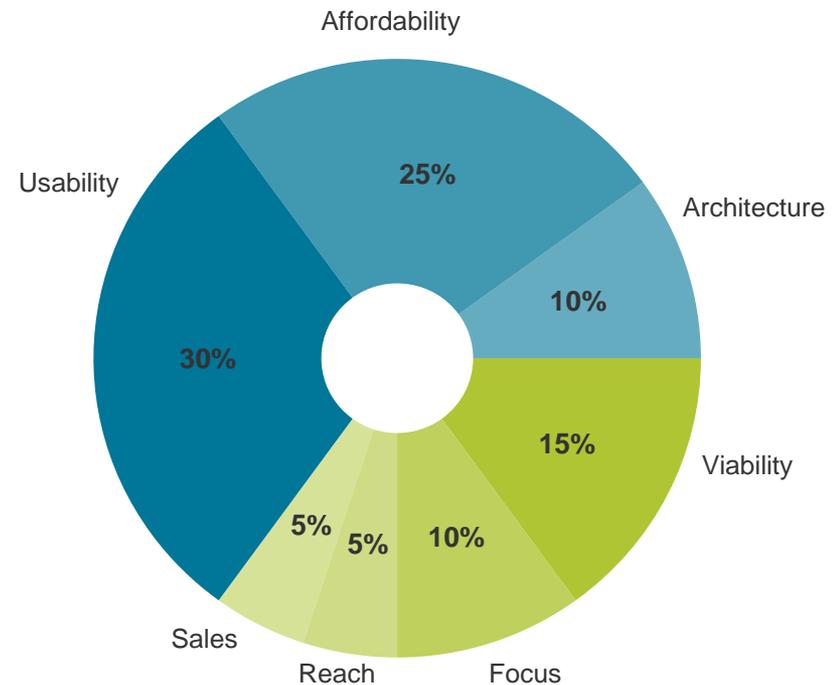


## Product Evaluation Features

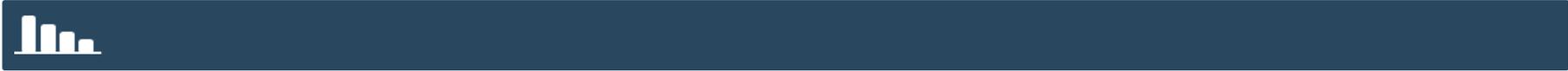
|               |   |
|---------------|---|
| Usability     | CRM can change the way a user does their job, so the interface needs to be intuitive.   |
| Affordability | CRM implementations are not inexpensive propositions given all the resources required. Therefore, affordability of the software is 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




**Champions for SME Fit**

**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.



**Leaders for SME Fit**

**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

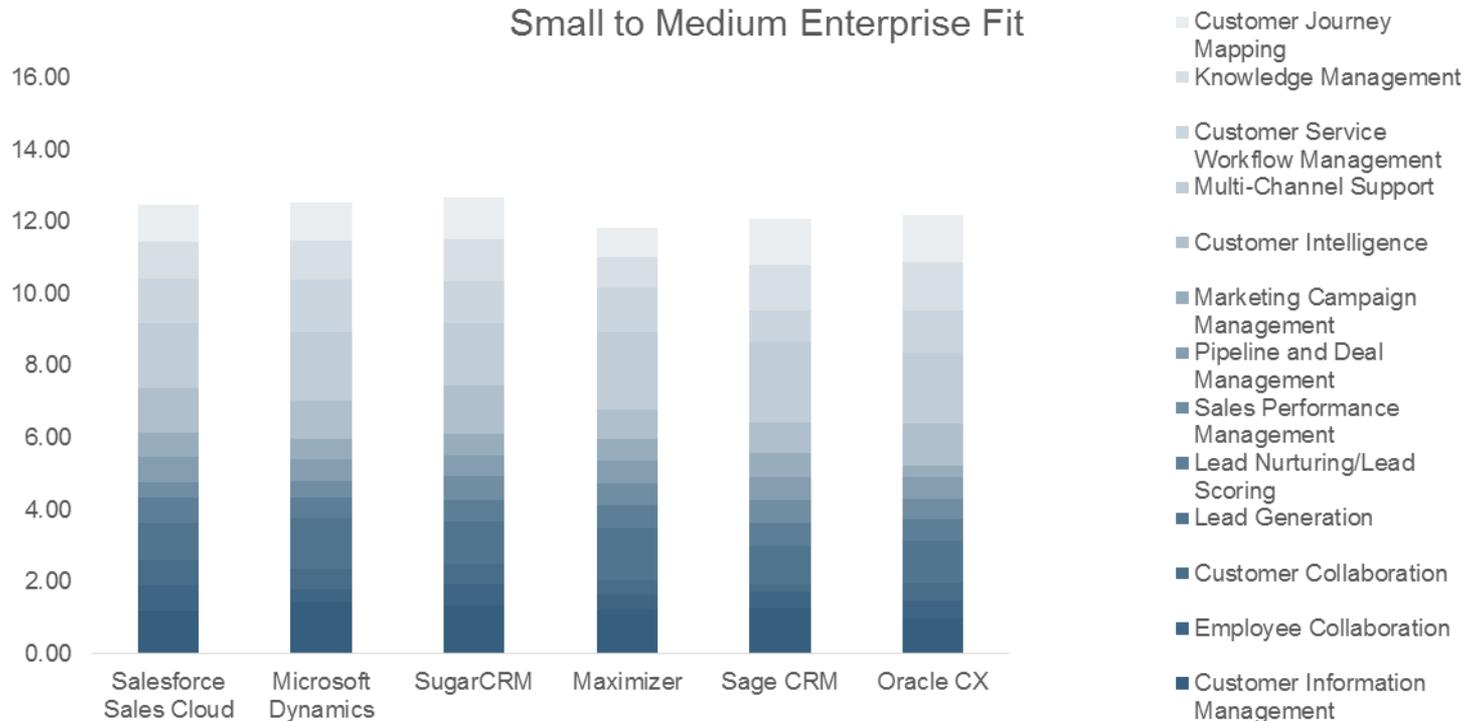
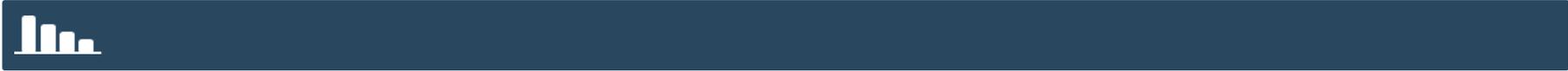


**Sage CRM:** A very simple user interface paired with good baseline capabilities and an affordable sticker price earn Sage CRM the value award in this scenario.

## 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



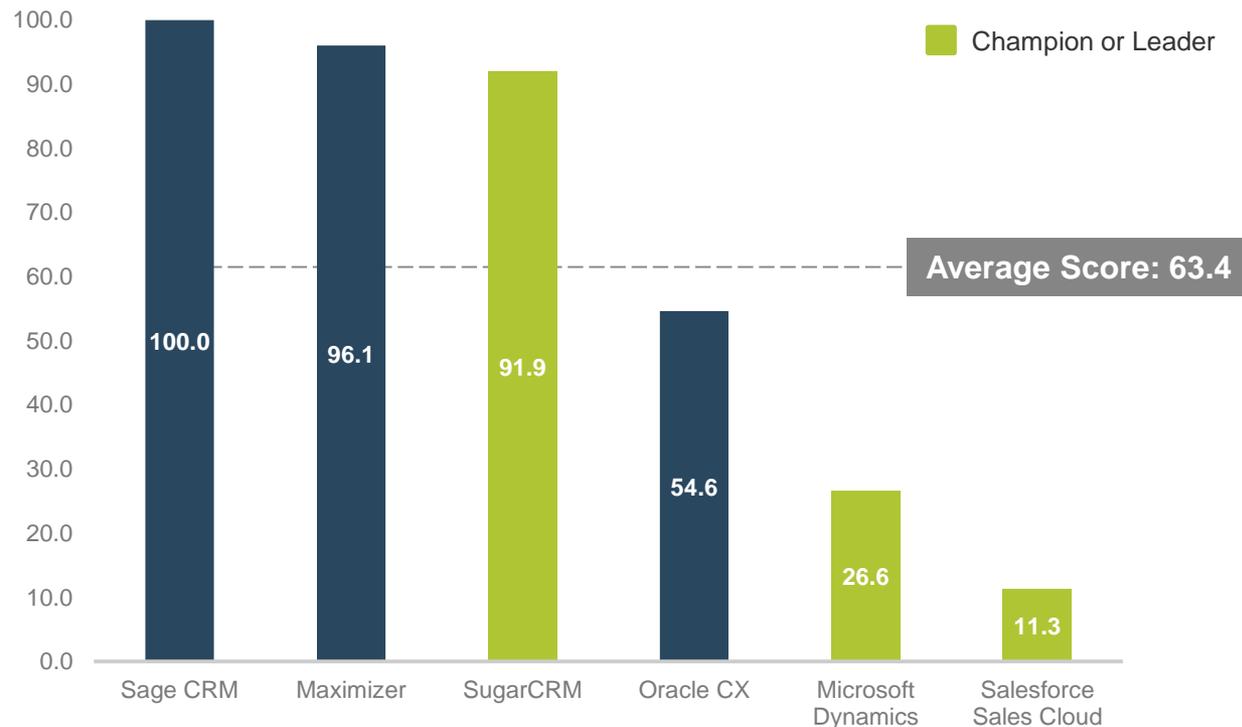
## What is a Value Score?

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.



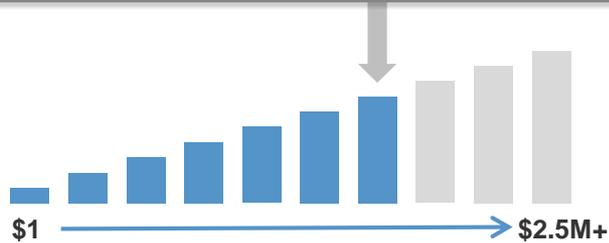
# Sage is a stable vendor with a strong partner network and solid product support



|              |  |
|--------------|--|
| Product      | Sage CRM                               |
| Employees    | ~13,380                                |
| Headquarters | Newcastle, UK                          |
| Website      | <a href="http://sage.com">sage.com</a> |
| 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 |
|----------|---------------------------------|------------------------|------------------------|-----------------|-----------------------------|------------------------------|------------------------------|-------------------------------|-----------------------|-----------------------|--------------------------------------|----------------------|--------------------------|
|          |                                 |                        |                        |                 |                             |                              |                              |                               |                       |                       |                                      |                      |                          |