Business-Software.com

2017 EDITION

TOP 40 CRM SOFTWARE REPORT

Comparison of the Leading CRM Software Vendors

Overview of CRM Software Solutions

Customer Relationship Management (CRM) simplifies company-client relations by providing a centralized repository for collecting information on prospective customers and established clientele. The ideal CRM system synchronizes your various marketing efforts and optimizes your marketing efforts by automating customer communications. Business owners should consider a CRM platform if they find it difficult to maintain regular interactions with clients or lack a comprehensive system for communicating with customers. A company might also find value in transitioning to a new CRM solution if they find an existing ad-hoc platform like a spreadsheet to be time-consuming or inadequate for their existing needs.

The best CRM platforms will enhance client interactions through a number of tools designed to fit your company size and needs. Look for a flexible solution that automates key client transactions and interactions, improves your customer support services and efficiently manages your marketing campaigns. For more information about the variations of CRM solutions available, check out Business-Software.com's range of CRM vendor reports, all of which are available on our Exclusive Reports page.

Read on to browse the leading CRM systems and discover which ones will be the best fit for your company in our Top 40 CRM Software Comparison report.

Features & Deployment Key

- Data importing
- Mobile accessible
- Analytics
- Email marketing
- Email integrations
- Multichannel support

- SaaS platform
- On-premise platform
- SaaS and on-premise

About Business-Software.com

Business-Software.com is your go-to source for business software reviews, expert advice, in-depth articles and product white papers to meet all of your software needs. We're the most comprehensive online resource for buyers and vendors, catering to more than 300,000 members who trust us to connect them with the right software.

We offer exclusive comparison reports for 80+ business software segments, enabling you to efficiently research and review highly rated software products. Download our free reports to discover top business solutions for Accounting, CRM, ERP, CMS, Manufacturing, HR and more.

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Top 40 CRM Software Comparison

	Salesforce Sales Cloud	NetSuite CRM+	C2CRM	Infor CRM	Sage CRM
Ideal for:	Businesses looking for a platform that provides forecasting, analytics and real-time updates.	Companies seeking a solution with integrated order management.	Businesses that want a solution with advanced marketing and relationship management functionality.	Any size company looking for a software solution with advanced customization capability.	Smaller companies that would benefit from Outlook and Exchange integration.
Business size	S M L	S M L	S M L	S M L	S M L
	$$$$	$$$$	$$$	$$$$	$$$
Key Features	.CSV	.CSV	.CSV .XLS	.CSV .TXT .XLS	.CSV .TXT .XLS
Additional Features	• Manage and track campaigns across multiple channels • Securely share files • Email and calendars • Real-time updates on contacts and accounts	• Competitor tracking • Real-time sales forecasting • Quote and order management • Commissions management	• Sales management includes all areas under relationships • Sales force automation • Customer service tracks post-sales activities	• Standard open APIs & integration options • Seamless integration with back office systems • Advanced customization capabilities	• Relationship management graphs • Customizable graphical workflow • Create accurate quotes • Quickly execute marketing campaigns
Select Customers	NBCUniversal, Siemens, Dr. Pepper Snapple, HP	AMPRO, Oakland Athletics, Document Sciences	Verizon Wireless, Dean Foods, Douglas Machines	Amica Life Insurance, Uni-First, Meridian Bioscience	Panasonic, Armstrong, Caber Sure Fit, NYSE
Deployment	SaaS	SaaS	SaaS	SaaS	SaaS

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Top 40 CRM Software Comparison

bpm'online CRM	HubSpot CRM	Insightly	Gold-Vision CRM	Base CRM
Ideal for: Companies that are looking for a software that provides lead and case manangement functions.	**Ideal for:** Companies of any size that need a solution with deep marketing integration.	**Ideal for:** Any size organization that wants a platform with API capability and social CRM functionality.	**Ideal for:** Businesses that are looking for a quote management software with social media integration.	**Ideal for:** Companies that are looking for a solution to increase real-time sales visibility.
Business size S M L	**Business size** S M L	**Business size** S M L	**Business size** S M L	**Business size** S M L
$$	$	$$	$$	$$$$
Key Features	**Key Features**	**Key Features**	**Key Features**	**Key Features**
Additional Features • Opportunity and pipeline management • Orders and invoices • Field sales management • Sales forecasting • Project management • Service catalog	**Additional Features** • Drag-and-drop communicator • Social media integration • Email templates, tracking and scheduling • Personalizable views and filtering	**Additional Features** • Task and calendar management • Contact management • Opportunity reports to manage key sales metrics • Project management	**Additional Features** • Integrated marketing automation and email marketing • Device-independent mobile access • Lead management and scoring capabilities	**Additional Features** • Real-time visibility into your sales pipeline • Automatically track and share your email communications • Base Document Repository access
Select Customers Heineken, Bayer, Allianz, Heinz, Pelco by Schneider Electric	**Select Customers** Care.com, PennyMac, PhaseWare, ShoreTel, WeDo Technologies	**Select Customers** NY State Assembly, Reddit, Centercode, YepRoc Records	**Select Customers** Ordnance Survey, British Chambers of Commerce, Cosworth, Bridgestone	**Select Customers** Barnes & Noble, Expensify, Wayfair, Sartorius
Deployment SaaS	**Deployment** SaaS	**Deployment** SaaS	**Deployment** SaaS	**Deployment** SaaS

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Top 40 CRM Software Comparison

Commence CRM	ClaritySoft	SAP Cloud for Sales	Microsoft Dynamics CRM	SalesNexus
Ideal for: Companies that want a platform with contact and project management functionality.	**Ideal for:** Small businesses that would benefit from software equipped with free lifetime support.	**Ideal for:** Enterprises seeking a platform with ecommerce functionality and loyalty management features.	**Ideal for:** Companies in need of a CRM solution with contract management capability.	**Ideal for:** Companies and organizations that want a platform with a robust API integrated solution.
Business size S M L	**Business size** S M L	**Business size** S M L	**Business size** S M L	**Business size** S M L
$$	$$	$$$	$$$$	$$
Key Features	**Key Features**	**Key Features**	**Key Features**	**Key Features**
Additional Features • E-mail integration • Lead Scoring • Pipeline Management • Forecast & Reporting • Custom Reporting • Analytical Reporting • Marketing Campaigns	**Additional Features** • Seamless integration with MS Outlook, Gmail and QuickBooks • Data is maintained in your own private database	**Additional Features** • Marketing resource and brand management • Campaign management • Segmentation and list management • Real-time offer management	**Additional Features** • Audit changes to business data • Role-based access • Measure performance of organizations, business units, teams and individuals	**Additional Features** • Capture leads from your website • Marketing automation • Click-to-call using RingCentral or 3CX • CRM and email Marketing in one system
Select Customers Weight Watchers, NRA, Maryland General Assembly	**Select Customers** Berkshire Hathaway, Ovation Brands, Clareon	**Select Customers** Bentley Systems, BOA Group, Proseed, Rieber	**Select Customers** Delta Air Lines, Hitachi Solutions America, ING Bank, Pandora, PGA Tour	**Select Customers** Better Business Bureau, Community Coffee, LoanDepot
Deployment SaaS	**Deployment** SaaS	**Deployment** SaaS	**Deployment** SaaS	**Deployment** SaaS

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Top 40 CRM Software Comparison

Prophet CRM	GoldMine CRM	MaximizerCRM	Infusionsoft	Act! Premium
Ideal for: Any size company looking for a platform with advanced user permissions.	**Ideal for:** Small to mid-size businesses seeking a solution with automated processes for workflow.	**Ideal for:** Companies that are looking for a software solution with marketing automation functionality.	**Ideal for:** Small businesses that are in need of software that provides customer segmentation features.	**Ideal for:** Organizations that are seeking solutions with easy-to-use marketing tools.
Business size	**Business size**	**Business size**	**Business size**	**Business size**
S M L	S M L	S M L	S M L	S M L
$$$	$$$	$$	$$$$	$
Key Features	**Key Features**	**Key Features**	**Key Features**	**Key Features**
.CSV	.CSV	.CSV .TXT .XLS	.CSV	.CSV
Additional Features	**Additional Features**	**Additional Features**	**Additional Features**	**Additional Features**
• Centralize contact management • Sales opportunity tracking • Prophet SyncAcross and DupeDetector	• Automated processes for workflow • Real-time dashboards • ConstantContact integration • Concurrent license options	• Account and contact management • Sales force automation • Role-based access • Integration with Microsoft Office and Outlook	• Lead qualification and distribution • Sales and conversion reports • Opportunity and pipeline management • Web forms	• Team calendar view • Create, send and track campaigns • Easy-to-use marketing tools • Ability to design email templates
Select Customers AT&T, Century 21, Cisco, Dell, Fujitsu, Gateway	**Select Customers** Air Animal Pet Movers, TE Financial, Electrolab, WW Cannon	**Select Customers** Rolex, Radisson, Nestle, BBC, Siemens	**Select Customers** Hear and Play, Just A Minute LLC, Trainz.com	**Select Customers** American Health Insurance, Amerifund, Buelow Financial Group
Deployment	**Deployment**	**Deployment**	**Deployment**	**Deployment**
SaaS	SaaS	SaaS	SaaS	SaaS

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Top 40 CRM Software Comparison

	InfoFlo	Pipedrive	Campaigner CRM	Highrise CRM	Oncontact CRM 7
Ideal for:	Small to mid-size companies that want a platform with social media integration.	Small sized businesses in need of a software solution with automatic email integration.	Organizations that want a platform that targets specific customers and has advanced reporting.	Companies that are looking for a robust task management system.	Businesses that are seeking a software that has Microsoft Outlook integration capability.
Business size	S M L	S M L	S M L	S M L	S M L
	$	$	$$	$$	$$
Key Features	.CSV	.CSV .XLS	.CSV .XLS	.CSV .XLS	.CSV .XLS
Additional Features	• Relationship management • Collaboration and sharing tools • Leads and opportunities management	• Intuitive pipeline view • Reporting filters • Automatic follow-up functionality • Track reasons for winning/losing a sale • Role-based permissions	• Smart email builder • Customize entire email • Automatically formats content • Resize and edit images • Tracking and results	• Easily track deals, proposals and leads • Simple permissions tools • View and track each contact on his/her own page	• Improve sales efficiency • Marketing automation • Streamline customer service • Links to social networks • Powerful analytics
Select Customers	Alliant Capital LLC, FHD Inc, Pinpoint Profiles LLC	The Brigade Inc, Subledger, Iterable	John Hancock Financial, Northpak Container, Aethon, MSA	Cubit Planning, Lead Graffiti, Wood Holmes, Problem, Adverplans Inc	Prudential, Protective, CBC, Carfax, Biotek
Deployment	SaaS	SaaS	SaaS	SaaS	SaaS

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Top 40 CRM Software Comparison

Oracle CRM On Demand	BlueCamroo	LeadMaster	Pipeliner CRM	Nutshell
Ideal for: Companies of any size that are seeking a solution with price management capabilities.	**Ideal for:** Small to mid-size organizations seeking tools to increase customer relations.	**Ideal for:** Companies with on-the-go teams that benefit from mobile CRM features.	**Ideal for:** Organizations that need a solution that integrates with Dropbox, MailChimp, Marketo and more.	**Ideal for:** Outbound sales teams that need contact and lead management in an easy-to-use package.
Business size S M L	**Business size** S M L	**Business size** S M L	**Business size** S M L	**Business size** S M L
$$$$	$$	$$	$$$	$$
Key Features .CSV .TXT .XLS	**Key Features** .CSV	**Key Features** .CSV	**Key Features** .CSV	**Key Features** .CSV
Additional Features • Agreement management • Audit trail • Billing management • Call center optimization • Credit management • Customer acquisition	**Additional Features** • Customer and account data • Management tools • Mobile support • Community building • Customer satisfaction measurement	**Additional Features** • Email and drip marketing • Lead nurturing • Market segmentation • ROI analysis • Analytics and forecasting	**Additional Features** • Lead generation and management • Opportunity tracking • Calendar integrates with Google and Outlook calendars	**Additional Features** • Team collaboration tools • Email and mobile notifications • Real-time event feed and detailed reports • Track leads and sales
Select Customers Alphawest, Equifax, NKK Switches, Verigy	**Select Customers** Contact vendor for case studies	**Select Customers** BIO-key International, Channel Tools, Nebraska Christian College	**Select Customers** Hunt Big Sales, Tensator, Quest RMG, Juniper Systems, Tiger Coatings	**Select Customers** Human Element, Silverbull, Caffe Umbria, Bloomerang, SkySpecs
Deployment SaaS	**Deployment** SaaS	**Deployment** SaaS	**Deployment** SaaS	**Deployment** SaaS

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Top 40 CRM Software Comparison

Aptean Pivotal CRM	Salesnet CRM	WORK[etc]	Soffront CRM	SugarCRM
Ideal for: Organizations that are looking for a platform to integrate with back-office and enterprise systems.	**Ideal for:** Small sized businesses in search of a platform with a patented process builder.	**Ideal for:** Small to mid-sized companies in search of a platforn with an open API that captures sales leads.	**Ideal for:** Enabling companies to utilize advanced features without requiring script- or code-writing experience.	**Ideal for:** Any size company in need of a software solution that forecasts and tracks sales trends.
Business size S M L	**Business size** S M L	**Business size** S M L	**Business size** S M L	**Business size** S M L
$$$$	$$$	$$$	$$$	$$$
Key Features .CSV	**Key Features** .CSV .TXT .XLS	**Key Features** .CSV .TXT .XLS	**Key Features** .CSV .TXT .XLS	**Key Features** .CSV
Additional Features • Leverages metadata-driven architecture • Access to a library of • industry applications • Stores relevant information in a single database	**Additional Features** • Marketing Automation to track campaigns and enhance social media strategy • Document library with unlimited storage	**Additional Features** • Email marketing campaigns • Customer lifecycle management • Lead management and sales pipeline • Contact management	**Additional Features** • Marketing automation • Employee support • Back-office support • Project management and defect tracking • Sales automation	**Additional Features** • Campaign wizard • Email marketing • Web-to-lead forms • Lead management • Case management • Inbound email • Knowledge base
Select Customers Canon, SunTrust, Verizon Wireless, VMWare, TD Bank	**Select Customers** Contact vendor for case studies	**Select Customers** Contact vendor for case studies	**Select Customers** Boeing, Genzyme, Minnesota Secretary of State, SAIC	**Select Customers** Avis, H&R Block, AXA, Coca-Cola Enterprise, BDO Seidman
Deployment SaaS	**Deployment** SaaS	**Deployment** SaaS	**Deployment** SaaS	**Deployment** SaaS

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Top 40 CRM Software Comparison

	PipelineDeals CRM	Salpo CRM	Workbooks CRM	Zoho CRM	Nimble
Ideal for:	Any size company seeking a solution that has a set of collaboration tools with data filtering.	Small to mid-sized businesses that want a platform with campaign management functionality.	Businesses looking for a platform with an open API and a powerful integration system.	Organizations that are in need of a platform that's equipped with permission-based security.	Companies of any size wanting a platform that aims to unify all disparate data.
Business size	S M L	S M L	S M L	S M L	S M L
	$$	$$	$$	$$	$
Key Features	.CSV .XLS	.CSV	.CSV	.CSV	.CSV
Additional Features	• Real-time deal status updates • Deal management • Contact and lead management • Customizable activity tracking	• Account management • Lead and sales management • Portal for online ordering • Document templates • Email templates • Product catalogue	• Marketing automation • Google Analytics and Adwords integration • Google Apps integration • Contract management • Customer service and support case	• Auto-assign leads with custom rules • Centralize accounts, related contacts, opportunities, etc. • Follow up on sales activities	• Contact management • Unified communications • Activity management • Social media monitoring • Sales and marketing • Third-party integrations
Select Customers	The Shearwater Group Inc, Concentra, Cloops, Group ISO	eRecruit Solutions, United Brands, Rimes and Co, Kata Rocks	Pitmans LLP, CRCC Asia, EST Marketing, Taopix Ltd, Caspian Media	Affordable Housing Alliance, JetHub, MicroLOGIX, T3 Direct	Skyline Boston, SociaLink, Viwo Inc
Deployment	SaaS	SaaS	SaaS	SaaS	SaaS

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