

SMB On-premise CRM Comparison Guide

July 2012

Vendor	Product(s)	Target Environment	Basic Pricing	How To Buy	Year Founded	Financials	Partner Eco System	Product Notes
Avidian Technologies	Prophet 5	SMB, Branch/ Department, SME	Prophet Premium \$299.95	Direct, Resellers	2002	Privately held	Customer base of 12,000+ companies worldwide	Plug-in built into Outlook with .Net.
Infor	Infor10 CRM (Epiphany)	SMB, Branch/ Department, SME	Contact vendor	Direct, Resellers, VARs, Integrators	1979	Golden Gate Capital private equity firm.	1,400 global partners; serves 35 countries; customer base 70,000 in 190+ countries	Markets a comprehensive business/ industry solution with 30 software modules available.
Maximizer Software	Maximizer CRM	SMB, Branch/ Department, SME	Contact vendor	Direct, Resellers, VARs	1995	Privately held	Worldwide offices and business partners; 120,000+ global customers	Integrated sales, marketing and customer service and support management solution; accessible via Desktop, Web and Mobile platforms.
Microsoft	Microsoft Dynamics CRM 2011	SMB, Branch/ Department, SME	Pricing varies with users and features with aggressive competitive discounts	Direct, Resellers, VARs, Integrators	1975	NASDAQ:MSFT	Global partner network; Technology partners include majority of major hardware companies.	CRM Server 2011 and Workgroup Server 2011 available.
Sage	Sage SalesLogix	SMB, Branch/ Department, SME	Starts at \$795 per licensed user	Resellers, VARs, Integrators	1981	Parent: Sage Group plc	28,000 global business partners; over 6.3 million users worldwide	Offers one of the largest selections of integrated software available; Provides a view of customer interactions across sales, marketing, customer service and support functions; includes process automation and customizable platform.
SAP	SAP CRM	SMB, Branch/ Department, SME	Contact vendor	Resellers, VARs, Integrators	1972	NYSE: SAP	1,200 global channel partners; 2,400 global business partners	Strong ERP and end-to-end business integration.
Soffront	Soffront CRM	SMB, Branch/ Department	Contact vendor	Direct	1992	Privately held	INP	SaaS available for \$120.00 per user/ month; newest version enhances marketing and sales capabilities, improved customer support functions and advanced security.

INP - Information Not Provided