

SMB Team On-demand CRM Comparison Guide

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Vendor	Product	Target Environment Single user	Team/ Department	Basic Pricing	How To Buy	Year Founded	Financials	Partner Eco System
Aplicor LLC	Aplicor Cloud	Yes	Yes	Starts at \$39.00 per user/month for Cloud Sales, \$69.00 per user/month for Cloud Sales Pro; \$89.00 per user/month for Cloud CRM; \$129.00 per user/month for Cloud Business suite	Direct, Resellers, VARs, Integrators	1999	Privately held	Global clients in over 60 countries; channel partners
Maximizer Software	Maximizer CRM Live	Yes	Yes	\$49.00 per user/month 1 to 4 users; \$39.00 per user/month 5 users or more.	Direct, Resellers, VARs	1995	Privately held	Worldwide offices and business partners; 120,000+ global customers
Microsoft	Microsoft Dynamics CRM Online	Yes	Yes	Starts at \$44.00 per user/month	Direct	1975	NASDAQ: MSFT	Global partner network; Technology partners include majority of major hardware companies.
NetSuite	NetSuite CRM+	Yes	Yes	\$129.00 per user/month	Direct, Resellers, VARs, Integrators	1998	NYSE: N	Global partner network; over 10,000 organizations use their cloud application suite.
Oracle	Oracle CRM on Demand	Yes	Yes	\$95.00 single user/month Standard Edition	Direct	1982	NASDAQ: ORCL	345,000+ customers and partners worldwide.
Sage Software	SageCRM.com	Yes	Yes	Starts at \$39.00 per user/month	Direct	1982	Parent: Sage Group plc	28,000 global business partners; over 6.3 million users worldwide
SalesBoom.com Inc.	SalesBoom On Demand CRM	Yes	Yes	\$45.00 per user/month Professional Edition; \$240 per year Team Edition	Direct, Resellers, VARs, Integrators	2002	Privately held	Over 95,000 subscribers and 5,800 customers in over 158 countries.
SalesForce	SalesForce	Yes	Yes	\$15.00 per user/month Group Edition basic sales & marketing features; \$65.00 per user/month Professional Edition any size team.	Direct	1999	NYSE: CRM	100,000+ global customers
SAP	SAP Business ByDesign	No	Yes	\$149.00 per user per month; minimum 10 users	Direct, Resellers, VARs, Integrators	1972	NYSE: SAP	1,200 global channel partners; 2,400 global business partners
SugarCRM	Sugar CRM	Yes	Yes	\$360.00 per user/year Professional Edition for SMBs and Teams	Direct, Resellers, VARs, Integrators	2004	Privately held	Over 7,000 global customers; Global partner network
SutiSoft	SutiCRM	Yes	Yes	Starts at \$5.95 per user per month for basic sales features; price quote for corporate/enterprise edition with additional feature sets.	Direct, Resellers	2006	Privately held	Global partners and offices in the US, India, Germany and Japan.
Zoho	Zoho CRM	Yes	Yes	Free for 3 users; \$12.00 per user/month Professional Edition	Direct, Resellers, VARs, Integrators	1996	Privately held	40,000 customers worldwide

Features

Vendor	Product	Current Version	Basic Functions	Advanced Features: Sales	Advanced Features: Marketing	Advanced Features: Customer Service/Support
Aplicor LLC.	Aplicor Cloud	Information Not Provided	Sales, Marketing,	Contact management, Lead management, Sales forecasting, Sales analytics, Account management, Opportunity management	Campaign management, Response tracking, Campaign ROI	Customer data access
Maximizer Software	Maximizer CRM Live	Information Not Provided	Sales, Marketing, Service, Workflow	Contact management, Lead management, Lead qualification, Sales forecasting, Quotes, Sales analytics, Territory management, Account management, Opportunity management, Sales collaboration	Campaign management, Email marketing, Response tracking, Marketing analytics, Marketing reporting, Online forms capabilities, Campaign ROI, Market segmentation	Case management, Workflow automation, Analytics, Reporting
Microsoft	Microsoft Dynamics CRM Online	2011	Sales, Service, Marketing, Workflow, System customization, offline synchronization	Quotes, Pipeline management, Sales analytics, Territory management, Account management	Campaign management, Email marketing, Response tracking, Marketing reporting, Campaign tracking, Target customer/group	Case management, Customer activity management, Activity scheduling
NetSuite	NetSuite CRM+	Information Not Provided	Sales, Marketing	Lead management, Sales forecasting, Quotes, Territory management	Campaign management, Email marketing, Response tracking, Marketing analytics, Marketing reporting, Online forms capabilities, Lead assignment, Target customer/group	Information Not Provided
Oracle	Oracle CRM on Demand	19	Sales, Marketing, Service	Contact management, Lead management, Sales forecasting, Sales analytics, Account management, Opportunity management, Sales collaboration	Campaign management, Email marketing, Response tracking, Lead assignment	Warranty management, Service management, Call center/CTI integration
Sage Software	SageCRM.com	7.0	Sales, Marketing, Service	Sales forecasting, Quotes, Sales analytics, Territory management, Account management	Campaign management, Email marketing, Campaign tracking, Outbound call management	Case management, Service management, Analytics, Reporting, Customer data access
SalesBoom	SalesBoom On Demand CRM	8	Sales, Marketing, Service	Contact management, Lead management, Sales forecasting, Quotes, Revenue forecasts, Account management, Commission management, Opportunity management	Campaign management, Email marketing, Event management, Response tracking	Case management, Workflow automation, Service management, Activity scheduling, Analytics, Reporting, Call center/CTI integration
SalesForce	Salesforce	Information Not Provided	Sales, Marketing with Sales Cloud; Customer service with Service Cloud	Contact management, Lead management, Lead qualification, Sales forecasting, Quotes, Sales analytics, Territory management, Account management, Opportunity management	Campaign management, Email marketing, Response tracking, Marketing analytics, Marketing reporting, Online lead capture, Campaign tracking, Lead assignment	Case management, Workflow automation, Activity scheduling, Analytics, Call center/CTI integration
SAP	SAP Business ByDesign	Information Not Provided	Sales, Marketing, Service	Contact management, Lead management, Lead qualification, Sales forecasting, Quotes, Pipeline management, Sales analytics, Account management, Opportunity management	Campaign management, Response tracking, Marketing analytics, Campaign tracking, Lead assignment, Target customer/group, Market segmentation	Case management, Customer activity management, Analytics, Customer data access
SugarCRM	Sugar CRM	6	Sales, Marketing, Service, Workflow	Lead management, Sales forecasting, Quotes, Account management, Opportunity management	Campaign management	Case management, Workflow automation
SutiSoft	SutiCRM	5.2	Sales; Marketing; Reporting; Service; Workflow	Contact management, Lead management, Sales forecasting, Quotes	Campaign management	Case management, Customer activity management, Workflow automation
Zoho	Zoho CRM	INP	Sales, Marketing, Service, Reporting, Inventory management	Contact management, Lead management, Sales forecasting, Quotes, Account management	Campaign design, Campaign management, Response tracking, Online lead capture, Online forms capabilities, Campaign ROI, Lead assignment	Case management, Customer activity management, Customer data access

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