



Software Comparison Series

Comparing Customer Relationship Management (CRM) Solutions



CRM Solutions Evaluated in This Guide:

1. Sage CRM
2. Infor CRM
3. Salesforce
4. SugarCRM
5. GoldMine
6. Act!

How to Utilize This Guide

Starting with the basics, CRM stands for Customer Relationship Management. The fundamental goal of any CRM software available on the market is to effectively strengthen and monitor the relationship and trust between the company and its customers. Assessing, analyzing, and retrieving data is an integral part of the equation, as is customer retention, driving sales growth, and client organization. All of these tie directly into a proper CRM software that fits your needs.

While most CRM solutions feature the same core capabilities and functionality, we've taken the liberty of highlighting a handful of the

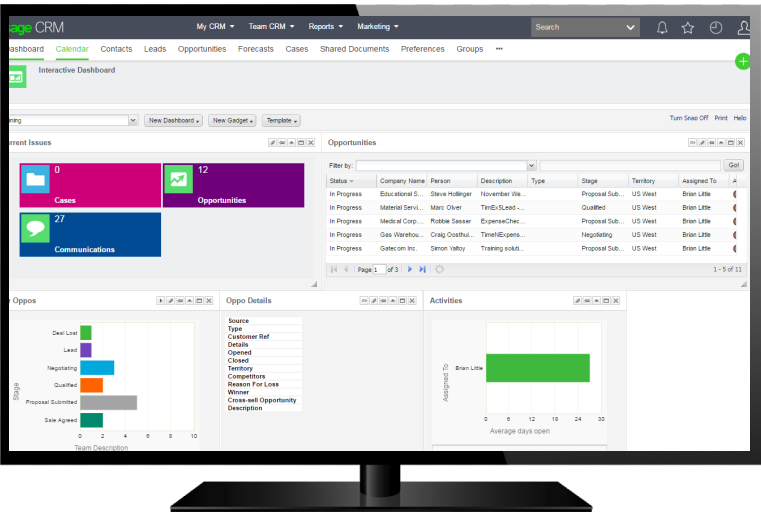
key differentiators and strengths the industry's leading CRM solutions provide. In doing so, we've developed this series of comparisons to help you determine the solutions that best meet your specific needs, requirements, and business objectives—all from an unbiased and industry leading resource.

At [Blytheco](#), we provide elegant software solutions, and we place a heavy emphasis on developing positive and reaffirming relationships. If you have any questions during your review, or if you are looking improve your current solution or processes, we are always here to help.

Meet the various CRM solutions available on the market. Please note this isn’t a comprehensive list; rather, suggestions listed here are based on an exemplary reputation and functionality.

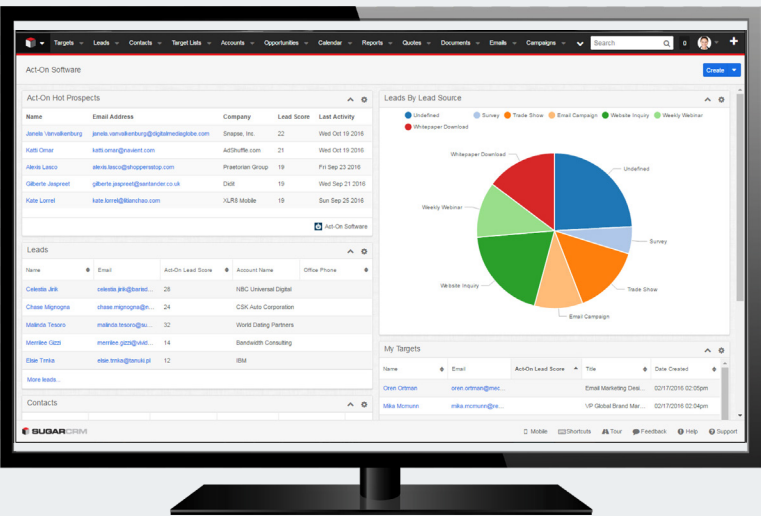
Sage CRM

Sage CRM is a robust and proven CRM platform that comes equipped with a versatile set of features and functionality. It also features native integration with Sage 100cloud. Sage CRM is a better known platform outside of the U.S., which makes it an unappreciated bargain in the States.



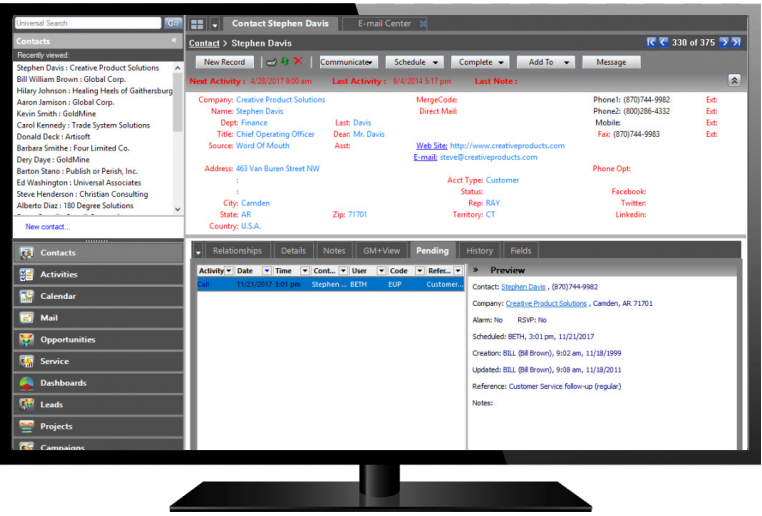
SugarCRM

SugarCRM's claim to fame is that it “makes customer relationships extraordinary.” Innovative, flexible, and affordable, SugarCRM offers a fairly robust set of features. There have also been a handful of software improvements over the past few years, allowing SugarCRM to progress forward and adapt within the market.



Infor CRM

Infor CRM (formerly known as Saleslogix) is the platform of choice for companies strategically focused on customer engagements. Infor CRM is designed to deliver a purpose-built, cost-effective solution. Infor CRM is also extremely versatile—it can also be deployed in the cloud, on premise, or mobile.

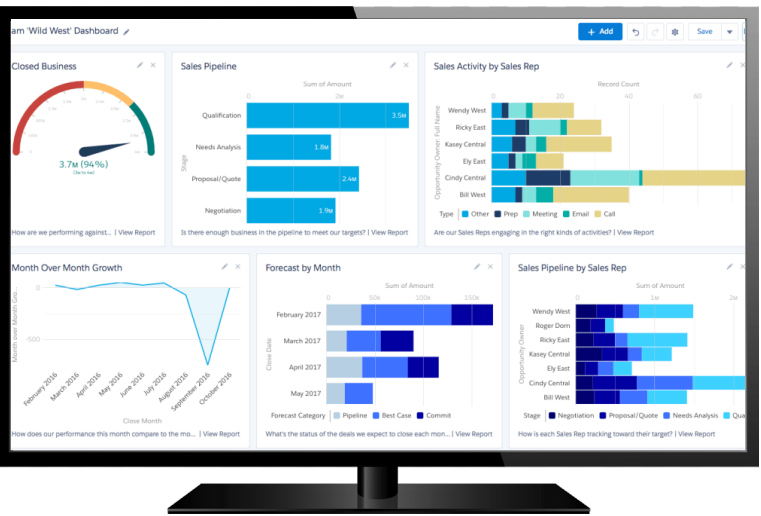


GoldMine

GoldMine lacks the more robust feature set of a true CRM on the market. However, it’s perfectly capable of delivering a solid contact database for your business. As a contact database, the level of integration—including user-friendly tools—is a standardized affair. You can expect to keep tabs on your clients and customers with ease.

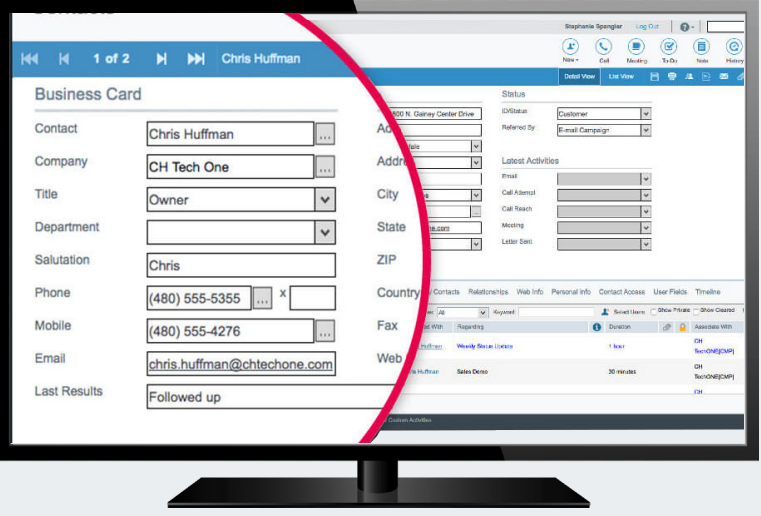
Salesforce

Salesforce has been one of the top CRM contenders for many years—and for good reason. While you can anticipate higher license and administration costs than other competitors, the age-old adage “you get what you pay for” rings true here. Versatile, user friendly, intelligent, and jam-packed with features, Salesforce is a force to be reckoned with.



Act!

Much like GoldMine, Act! more appropriately adheres to the properties of a contact database than a true CRM. But that’s not to say it’s devoid of great features and functionality. As a cost-effective software solution, Act! is equipped with cloud and on-premise deployment right out of the gate—though data management is particularly meddlesome, especially with a “closed” database.



General Feature Comparison

Assessment of solution strength based on a scale of 1–4.
In this case, 4 indicates the system is highly proficient in this functional area natively.



Features and Functionality	Sage CRM	Infor CRM	Salesforce	SugarCRM	GoldMine	Act!
Administration						
Ease of Admin						
Ease of Setup						
Ease of Use						
Product Direction (Percent Positive)						
Customer Support						
Call Center Features (with Add-Ons)						
Case Management						
Customer Support Portal						
Knowledge Base						
Support Analytics						
Integration						
Built-In Data Import and Export Tools						
Integration APIs						
Features						
Contact and Account Management						
Customer Contract Management						
Desktop Integration						
Opportunity and Pipeline Management						
Partner Relationship Management (PRM)						
Product and Price List Management						
Quote and Order Management						
Task/Activity Management						

General Feature Comparison (cont.)

Assessment of solution strength based on a scale of 1–4.
In this case, 4 indicates the system is highly proficient in this functional area natively.

●●●● Excellent ●●● Great ●● Good ● Fair

Features and Functionality	Sage CRM	Infor CRM	Salesforce	SugarCRM	GoldMine	Act!
Features (cont.)						
Territory and Quota Management	●●	●●	●●●●	●●●●	●●●	●●
Campaign Management	●●●	●●●	●●●	●●●	●●●	●●●
Email Marketing (with Add-Ons)	●●●	●●●	●●●	●●●	●●	●●●
Lead Management	●●●●	●●●●	●●●●	●●●●	●●	●●
Marketing ROI Analytics (with Add-Ons)	●●●	●●●	●●●	●●●	●●	●●●
Mobile & Social						
Mobile User Support	●●●●	●●●●	●●●●	●●●	●●●	●●●
Social Collaboration Features	●	●	●●●●	●●●	●●	●●
Social Network Integration	●●●	●●	●●●●	●●	●●●	●●●
Platform						
Built-In Internationalization	●●●●	●●	●●●●	●●●●	●●●	●●●
Customization	●●●	●●●●	●●●●	●●●●	●●	●●
Document and Content Management	●●●●	●●●●	●●●●	●●●●	●●●●	●●●●
Output Document Generation	●●●	●●●●	●●●●	●●●●	●●	●●
Performance and Reliability	●●●●	●●●●	●●●●	●●●●	●●●●	●●●●
Sandbox/Test Environments	●●●	●●●●	●●●●	●●●●	●	●
User, Role, and Access Management	●●●	●●●●	●●●●	●●●	●●●	●●●
Work-flow Capability	●●●●	●●	●●●	●●	●	●●●
Reporting & Analytics						
Dashboards	●●●●	●●	●●●●	●●●	●	●●●
Forecasting	●●●	●●	●●●●	●●●	●●●	●●●
Reporting	●●●	●●●●	●●●●	●●●	●	●

Deployment and Infrastructure

Functionality	Sage CRM	Infor CRM	Salesforce	SugarCRM	GoldMine	Act!
Cloud Deployment		✓	✓	✓	✓	✓
On-Premise Deployment	✓	✓		✓	✓	✓
Company Size (Number of Employees)	50 or fewer	51-1000	51-1000	5-500	50 or fewer	50 or fewer
Comparable Cost Version*	\$38/user/month	\$65/user/month	\$150/user/month	\$65/user/month	\$55/user/month	\$35/user/month

✓ Functionality exists natively in the solution.

* Other versions are available on the market. Please contact us for more information.

“Since our first call with Blytheco, your company has treated us as a successful business looking to improve, not as a generic business that you would shoehorn into a generic software solution.”

— Camille Holthaus, Accounting Supervisor,
Gopher Stage Lighting

Additional Resources

Free resources including training videos, product tours, and recorded demos are also available on [Blytheco’s](#) website to support your evaluation efforts. If at any point you would like to see a solution in action, please reach out so we can assist you in offering a tailored solution demonstration for your company.

Product Support

If your team already owns one of these products and needs support, our consultants are standing by 12 hours a day to help. We offer customized on-site training plans, software implementation, customization, process optimization, and support.



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