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## ISM Annual Top 15 CRM Awards Announced

The winners of the 2007 Top 15 CRM Awards were announced today by Barton Goldenberg, President and Founder of ISM, who began the Awards in 1990. "Now considered the standard for comprehensive CRM software, the Top 15 CRM selections set the industry benchmark," said Goldenberg. "The Top 15 winners are leaders in the CRM industry."

The Top 15 are divided into two categories 1) Enterprise, and 2) Small & Medium Business (SMB) to reflect the changes and growth of the CRM marketplace.

The Top 15 CRM software were chosen after intensive testing at the ISM Software Lab based in Bethesda, Md. Each software program ISM tests is rated according to 217 selection criteria, including 103 business functions, 52 technical features, 36 implementation capabilities, 9 real time criteria and 17 user-support features. With no ownership in or by a vendor, ISM's software analysis is 100 percent unbiased.

"The Top 15 winners represent the best and most comprehensive CRM software serving internal and external customers with features ranging from customer-focused predictive modeling to Web 2.0 and user collaboration to easier data access with mobile devices," said Goldenberg. The 2007 *The Guide to CRM Automation* - which contains reviews of all Top 15 selections and a how-to-implement CRM roadmap - also includes the 2007 CRM business, technical and user trends to consider in selecting CRM software.

The Top 15 selections are featured in ISM's 15th edition of the User and Vendor electronic versions of *The Guide to CRM Automation* and in a Top 15 CD or downloadable report available at ([www.ismguid.com](http://www.ismguid.com)).

### **ISM Top 15 CRM Enterprise Winners(+)**

\*Amdocs CRM v. 6 - **Amdocs Limited**

\*C2 CRM v. 8.0 - **Clear Technologies, Inc.**

\*CMS/Oncontact V, Version 5.2 - **Oncontact Software Corporation**

\*ExSelligence 5.0 - **Optima Technologies, Inc.**

\*Firstwave CRM v. 3.1 - **Firstwave Technologies, Inc.**

\*growBusiness Solutions v. 3.1 - **Software**

### Ask ISM - March 2007

What is a major business trend that you see in today's CRM marketplace?

CRM vendors are now beginning to provide the ability to access what some analysts are calling Web 2.0 functionality. Web 2.0 refers to a perceived second generation of Web-based services that emphasize online collaboration and sharing among users. It is a world where computers and other technology have shifted from a means of one-way static communication to platforms for interaction and community building.

ISM has observed several CRM vendors making the first infancy steps towards offering Web 2.0 type functionality in their CRM application.

1. Customer Feedback - RightNow CRM 8 offers a Feedback feature in which organizations can set up Web or Email surveys to capture customer feedback in real time. The surveys can be targeted at a specific group or set as general customer feedback. Afterward, customer feedback can be routed by topic to the appropriate company division for an appropriate response.

## **Innovation ASA**

- \*Infor CRM - **Infor**
- \*mySAP CRM - **SAP AG**
- \*Onyx v. 6.0 - **Onyx Software Corporation**
- \*PeopleSoft CRM - **Oracle/PeopleSoft, Inc.**
- \*Pivotal v. 5.9 - **Pivotal Corporation**
- \*Salesforce.com - **Salesforce.com**
- \*Saratoga CRM 6.5.3 - **Saratoga Systems, Inc.**
- \*Siebel 8.0 - **Oracle/Siebel Systems, Inc.**
- \*Tibco Process RM v. 9.0 - **Tibco**
- \*update 7.0 - **update software AG**

**(+)** : Sixteen packages qualified for the Top 15 CRM Enterprise Award for 2007.

### ***ISM Top 15 CRM SMB Winners (++)***

- \*Ardexus MODE v. 5.5 - **Ardexus, Inc.**
- \*C2 CRM v. 8.0 - **Clear Technologies, Inc.**
- \*CMS/Oncontact V, Version 5.2 - **Oncontact Software Corporation**
- \*Goldmine v. 7.0.3 & HEAT - **FrontRange Solutions, Inc.**
- \*Maximizer Enterprise 9.5 - **Maximizer Software Inc.**
- \*Microsoft CRM 3.0 - **Microsoft Corporation**
- \*NetSuite CRM v. 11.0 & NetSuite v. 11.0 - **NetSuite, Inc.**
- \*Powertrak v. 8.02 - **Axonom, Inc.**
- \*Relavis CRM v. 7.0 - **Relavis Corporation**
- \*RightNow CRM v. 8.0 - **RightNow Technologies, Inc.**
- \*Sage CRM 100/200 v. 6.0 - **Sage Software**
- \*Sage SalesLogix v. 7.0 - **Sage Software**
- \*Salesforce.com - **Salesforce.com**
- \*Salesplace 2006.3.2 - **Interchange Solutions**
- \*SalesPage CRM- **SalesPage Technologies, LLC**

2. e-Commerce - NetSuite CRM v. 11.0 can be integrated with eBay's auction site online marketplace. The NetSuite CRM users can list and sell their items on eBay, along with monitoring their eBay auctions, while automatically creating the customer records and sales orders from completed eBay auctions. NetSuite additionally offers an e-commerce engine in which NetSuite users can create and publish different Websites from a single NetSuite account.

3. Open Source Software - The community-developed software movement, also known as the "open-source" community derives its identity by the approach that companies or communities will make the source code of software available online (the programming that makes a software application work) and let qualified persons contribute their improvements to this source code for their own or company's use. Salesforce.com has led the Open Source movement by making its Apex language and development platform to users of its on-demand applications. Apex is a Java-like programming language and environment that is used by Salesforce.com developers to create the company's hosted CRM application. With Apex as an open source language, customers will be able to customize any component in their existing Salesforce.com implementation or build their own code and replace existing Salesforce.com features with ones more suitable to their needs.

\*Siebel CRM OnDemand - **Oracle/Siebel Systems, Inc.**

\*StayinFront CRM v. 9.3 - **StayinFront, Inc.**

**(++)** : Seventeen packages qualified for the Top 15 CRM SMB Award for 2007.

Likely impact of this trend: More CRM software functionality that enhance the goals of Web 2.0 - greater online collaboration and sharing among users.

### **Should You Be Considering Barton Goldenberg As Your Keynote Speaker?**

As a recipient of the ISM eNewsletter, you are familiar with role Barton Goldenberg (founder and president of ISM, Inc.) has played as an advisor for the CRM industry, strategically impacting both vendors and users. As the chairman of the recent DestinationCRM Conference in San Jose and the DCI CRM conferences held worldwide for more than a decade, he has dramatically articulated today's issues and tomorrow's vision for the changing CRM market. His book CRM Automation (Prentice Hall) is considered the primer for companies implementing CRM initiatives.

Barton is available to speak at and participate in your company's user conferences, sales seminars and management/board meetings. He has recently spoken to the user group of Pivotal CRM at its annual conference in Chicago. Other CRM vendors for whom he has successfully presented keynote and interactive sessions include: FirstWave, FrontRange, Microsoft, MSM, NetSuite, SAP, and Software Innovation.

His topics will be customized to your audience and objectives but the following topics are currently drawing interest:

- How to Sell and Service the Always-on, Always Connected Consumer
- CRM in Real Time
- Preparing Your eCustomer Strategy and Implementation
- CRM Trends - Business, Technology and User - for 2007

If you would like more information or discuss upcoming speaking opportunities, please contact ISM's Sales Director, Michael Feinberg at (301) 656-8448.

"Having attended both an Executive Bootcamp and an Executive Briefing it is clear to me that Barton knows CRM, the cons as well as the pros! His approach to implementing this kind of an initiative in an organisation is logical and practical and I do not see how it can fail! I am looking forward to moving closer to our vision with Barton's help."

**- Margaret Atwood. Vice President of Information Systems, The Argus Group**

*"You gave a very relevant presentation when it comes to our strategy and the message we wanted to send out that day. Our customers were very satisfied and impressed."*

**-Annette Skaarnaes - Head of Marketing, Software Innovation ASA**

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