

2014 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. Business owners should consider a CRM platform if they find it difficult to maintain regular interactions with clients or lack a comprehensive system for interacting 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 ideal CRM system synchronizes your various marketing efforts and optimizes your marketing efforts by automating customer communications.

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.

Key Features



SaaS solution/
On-Premise



Data Import
Formats



Mobile App



Analytics



Email
Marketing



Email
Integrations



Data Cap:
Per User /
Unlimited








































Free Trial
Version

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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.











Top 40 CRM Software Comparison

Salesforce Sales Cloud	NetSuite CRM+	C2CRM	Infor CRM	Sage CRM
 <p>www.salesforce.com</p>	 <p>www.netsuite.com</p>	 <p>www.c2crm.com</p>	 <p>www.infor.com</p>	 <p>www.sage.com</p>
Basic: \$5/user/mo. Group: \$25/user/mo.	\$129/user/mo.	\$47-\$67/user/mo. Based on package	Starts at \$10/user/ mo. up to 25 users	\$39/user/mo.
Select Customers NBCUniversal, Siemens, Dell, Kelly Services, Dr. Pepper Snapple, HP	Select Customers Aeris.net, AMPRO, Oakland Athletics, Document Sciences	Select Customers Verizon Wireless, Dean Foods, Douglas Machines, Cemex, City of Coppell	Select Customers Bell Canada, LAPEYRE, Navy Federal Credit Union, Tommy Bahama	Select Customers Panasonic, Lockheed Martin, Armstrong, Caber Sure Fit, NYSE
Key Features        	Key Features        	Key Features        	Key Features        	Key Features        
Additional Features <ul style="list-style-type: none"> Real-time updates on contacts, accounts, opportunities and documents Consolidate account history, customer communications, contacts and more Social media insight Log calls and respond to leads from mobile devices Manage and track campaigns across multiple channels Business data View details about deals the sales team is pursuing Securely share files Email and calendars Analytics and forecasting Build and manage a loyal partner community Application library 	Additional Features <ul style="list-style-type: none"> Opportunity management views Competitor tracking Customer-specific pricing and discounting Multiple-leads tracking 360-degree view into prospect and customer records Real-time sales forecasting Integrated order management Quote and order management Incentive compensation Commissions management Sales and marketing Library publishing Case management Knowledge base management Customer portal Time tracking 	Additional Features <ul style="list-style-type: none"> Relationship management maintains customer information in central repository for quick access Sales management includes all areas under relationships Sales force automation Customer service tracks post-sales activities Help desk support, time and material billing and field service Marketing management provides automated, collaborative communications via the customer's preferred method of contact Analytics helps uncover the best or most profitable customers Determines actual costs associated with servicing customers 	Additional Features <ul style="list-style-type: none"> Easy-to-use interface for faster user adoption Social data advisor Multi-channel platform Integrated reporting, analytics, data mining, list management, segmentation, campaign management, and closed-loop reporting BI integration Infor ecommerce integration Infor Social Commerce integrates Facebook with your site for maximum conversions Targeted campaign executing and preference analysis Consumer Interaction Hub helps optimize interactions for stronger lead cultivation and better customer insights 	Additional Features <ul style="list-style-type: none"> Easy-to-use interface Fully customizable dashboard Relationship management graphs Customizable graphical workflow Create accurate quotes and orders Quickly execute marketing campaigns Manage collaboration and team selling Customer service and support Reporting and analysis Leverages financial information from back-office system Mobile access on the latest smartphone and tablet devices Application integration Outlook and Exchange integration Social media integration






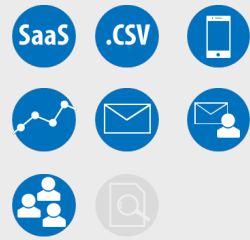
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<p>SAP CRM</p>  <p>www.sap.com</p>	<p>Adapt CRM</p>  <p>www.adaptcrm.com</p>	<p>Amdocs Customer Interaction Manager</p>  <p>www.amdocs.com</p>	<p>MyBusiness CRM</p>  <p>www.mybusiness-crm.com</p>	<p>Prophet CRM</p>  <p>www.avidian.com</p>
<p>Contact vendor for pricing</p>	<p>Contact vendor for pricing</p>	<p>Contact vendor for pricing</p>	<p>Contact vendor for pricing</p>	<p>Starts at \$25/user/mo.</p>
<p>Select Customers AMD, Colgate-Palmolive, Phillip-Morris International, LyondellBasell</p>	<p>Select Customers Raytheon, Magic Software, Anchin Block & Anchin, SYSPRO</p>	<p>Select Customers ACER China Mobile, Japan Telcom, Telstra, Vodafone, AT&T</p>	<p>Select Customers Johnson&Johnson, TASC, Toyota, Celebros, HiCapital, Lexus</p>	<p>Select Customers AT&T, Bank of Hawaii, Century 21, Cisco, Dell, Fujitsu, Gateway</p>
<p>Key Features</p> 	<p>Key Features</p> 	<p>Key Features</p> 	<p>Key Features</p> 	<p>Key Features</p> 
<p>Additional Features</p> <ul style="list-style-type: none"> Marketing resource and brand management Campaign management Segmentation and list management Real-time offer management Loyalty management E-marketing Collaboration tools to manage communication Offers relevant services based on customer insight Ecommerce Interaction center Partner channel management Interaction center E-service Web channel analytics Increase sales and extend market reach Drive customer loyalty and demand through targeted, personalized e-marketing campaigns 	<p>Additional Features</p> <ul style="list-style-type: none"> Marketing campaign management Real-time accounting integration Sales opportunity management Service ticket management Calendar Accounts Contacts Activities Service contracts Items owned Defect tracking Marketing campaign management Mail fulfillment executive views ERP integration Knowledge base 	<p>Additional Features</p> <ul style="list-style-type: none"> Single, unified desktop call center solution Displays customer data and pre-built interaction topics during customer calls Reduces the number of agent actions needed to navigate through the program Trains agents in up-selling and cross-selling Track record of 98% successful installations Uses and implements best practices data from previous installations Provides a single point of customer interaction 	<p>Additional Features</p> <ul style="list-style-type: none"> Customizable modules aid in the effective day-to-day management of your business Monitoring tools and enable you to supervise all aspects of your ongoing projects A range of features are included for simple, efficient and accurate billing Tracking tools allow for maximizing labor efficiency and lowering labor costs All relevant documents can be managed, stored and recalled Up-to-date, customizable project status reports can be generated A range of advanced features enable effective resource management 	<p>Additional Features</p> <ul style="list-style-type: none"> Centralize contact management Sales opportunity tracking Flexible, customizable reports Prophet SyncAcross and DupeDetector On-premise or cloud deployment on demand Easy scalable CRM in Outlook Advanced user permissions Sales automation/workflow Generate quotes in Excel Share customer communication

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<p>Microsoft Dynamics CRM</p>  <p>www.microsoft.com/dynamics</p>	<p>ClaritySoft</p>  <p>www.claritysoft.com</p>	<p>TrackerRMS</p>  <p>www.tracker-rms.com</p>	<p>Aptean Pivotal CRM</p>  <p>www.aptean.com</p>	<p>SalesOutlook CRM</p>  <p>www.salesoutlook.com</p>
<p>Starts at \$65/user/mo.</p>	<p>\$468/year per user</p>	<p>Starts at \$22/user/mo.</p>	<p>Contact vendor for pricing</p>	<p>Starts at \$150/mo. on annual plan</p>
<p>Select Customers Barclays, Hard Rock Cafe, Pfizer Australia, United States Air Force</p>	<p>Select Customers Berkshire Hathaway, The City of Dublin, Ohio, Ovation Brands, Clareon</p>	<p>Select Customers The Nielsen Company, Atmel</p>	<p>Select Customers Canon, SunTrust, Verizon Wireless, VMWare, TD Bank</p>	<p>Select Customers Michaels Engineering, United Benefit Pensions, Frontier Precision</p>
<p>Key Features</p> 	<p>Key Features</p> 	<p>Key Features</p> 	<p>Key Features</p> 	<p>Key Features</p> 
<p>Additional Features</p> <ul style="list-style-type: none"> • Create business connections across CRM activities and entities • Build teams with users from multiple business units • Audit changes to business data with automatic notification • Role-based access and permissions • Measure performance of organizations, business units, teams, and individuals • Contract management • Knowledge management • Mobile capable • Real-time analytics • Scheduling tools • Workflows establish rule-based approvals • Marketing tools • Sales force automation 	<p>Additional Features</p> <ul style="list-style-type: none"> • Online and offline access to data • Quick and easy setup fully supported by ClaritySoft specialists • Seamless integration with MS Outlook, Gmail and QuickBooks • Affordable • Free lifetime support provided by ClaritySoft employees • Easy and intuitive navigation • Custom fields • User profiles • Access rights • Data is maintained in your own private database • Manages accounts, contacts, leads, dashboards and more • Mass email with analytics lets you view open rates 	<p>Additional Features</p> <ul style="list-style-type: none"> • Sales force automation, pipeline, activity management and forecasting tools • Reporting, dashboards and analytics • Microsoft Outlook integration • Updates on contacts, accounts, opportunities and documents • Marketing automation: list segmentation, campaigns and email marketing • Smartphone access • Templates, workflow and document library • Project management • Customer service and support case management • Invoicing and payments • Integrates with Sage, QuickBooks, and other accounting tools 	<p>Additional Features</p> <ul style="list-style-type: none"> • Customizes data model, user interface and business processes • Leverages metadata-driven architecture • Access to a library of industry applications in areas such as finances, real estate, manufacturing, and health care • Integration with Microsoft Office, Outlook, and SharePoint • Stores relevant information in a single database • Gains deeper insight into business activities and customers • Integrates with back-office and enterprise systems 	<p>Additional Features</p> <ul style="list-style-type: none"> • Microsoft Outlook and Exchange integration • Email marketing • Constant Contact integration • Automatically save and file all emails • Seamless multi-user data synchronization • Opportunity and pipeline management • Lead tracking and Web2Lead integration • Price quotation module • Easily customize screens, fields and lists • Work offline without internet access • Blackberry, iPhone, iPad and Android integration • Advanced sales reports with Crystal Reports • Document management • SharePoint integration • Free, unlimited user training







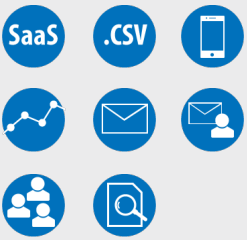



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<p>Aplicor Cloud Suite 7 CRM</p>  <p>www.aplicor.com</p>	<p>GoldMine CRM</p>  <p>www.goldmine.com</p>	<p>Maximizer CRM</p>  <p>www.maximizer.com</p>	<p>Infusionsoft</p>  <p>www.infusionsoft.com</p>	<p>InsideSales.com Hosted CRM</p>  <p>www.insidesales.com</p>
<p>Contact Aplicor for price quote</p>	<p>One-time fee of \$1,695 for 3 Users</p>	<p>\$49/user/mo. Cloud Edition</p>	<p>Starting at \$199/mo.</p>	<p>Contact for price quote</p>
<p>Select Customers US Department of Commerce, Intel, Jaguar, Land Rover, NOAA</p>	<p>Select Customers Air Animal Pet Movers, TE Financial, Electrolab, WW Cannon</p>	<p>Select Customers Cathay Pacific, General Motors, Oxford University, Dairy Australia, Jani-King</p>	<p>Select Customers All About Spelling, Hear and Play, Trainz.com, Just A Minute LLC</p>	<p>Select Customers Dun & Bradstreet, Omniture, FranklinCovey, AAA, Logoworks</p>
<p>Key Features</p> 	<p>Key Features</p> 	<p>Key Features</p> 	<p>Key Features</p> 	<p>Key Features</p> 
<p>Additional Features</p> <ul style="list-style-type: none"> • Sales force automation • Marketing automation • Customer support • Financials • Workflow management • User-friendly intuitive interface • Workflow designer module enables organizations to automate and manage processes to achieve Business process automation • Aplicor airwaves application offers mobile and wireless CRM on a variety of Windows mobile, BlackBerry and palm based devices 	<p>Additional Features</p> <ul style="list-style-type: none"> • All modules for marketing, sales, customer service and management • Concurrent and shared licensing • Easy setup by end user or with help from over 100 national certified consultants • Automated processes for workflow • Real-time drill down dashboards • Links to Word, Excel and Adobe • Outlook client add-in • Auto-linking of sent and received emails • Faster access than browser-based apps • Integrates with ConstantContact • Web access with iGoldMine add-on • Mobile access 	<p>Additional Features</p> <ul style="list-style-type: none"> • Account and contact management • Sales force automation, opportunity management and sales forecasting • Marketing automation and email marketing • Case management, customer self-service, knowledge base, computer telephony integration • Reports, dashboards, and custom reporting • Add-ons available for process automation, business activity reporting • Customization and integration 	<p>Additional Features</p> <ul style="list-style-type: none"> • Sales activities • Lead qualification and distribution • Sales and conversion reports • Opportunity and pipeline management • Web forms • Customer segmentation • Calendar • Auto responders • Social media • Behavioral triggers • Multimedia marketing • Storefront and shopping cart • Electronic order forms • Payment plans • Product management • Workflow automation discounts, upsells and trials 	<p>Additional Features</p> <ul style="list-style-type: none"> • Real-time web lead capture • Intuitive lead routing • Customer report engine • Customizable fields and layouts • User roles and permissions • Email and fax template • Data import/export • Click to call • Calendaring with events and tasks • Provides the communication platform needed to have sales reps dial smart • Improve contact rates • Qualifies leads faster and increases revenue

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Ivinex	Pipedrive	Campaigner CRM	Highrise CRM	Oncontact CRM 7
				
www.ivinex.com	www.pipedrive.com	www.campaigner.com	www.highrisehq.com	www.oncontact.com
Contact Ivinex for price quote	Starts at \$9/user/mo.	Starts at \$29/user/mo.	Starts at \$24/mo. Basic Plan	\$49.95/user/mo. \$995 On-Premise
Select Customers Contact vendor for customer list	Select Customers Not Available	Select Customers John Hancock Financial, Northpak Container, Aethon, MSA	Select Customers Cubit Planning, Lead Graffiti, Wood Holmes, Problem, Adverplans, Inc.	Select Customers Prudential, Protective, CBC, Carfax, Biotek
Key Features 	Key Features 	Key Features 	Key Features 	Key Features 
Additional Features <ul style="list-style-type: none"> Compiles sales databases from customer web forms Automates lead pipeline with customizable routing and email alerts Designs, constructs and executes email marketing campaigns Duplicate extermination Manage success of campaigns with ROI Microsoft Outlook plugin Receive and auto-route tickets from phone, email, website or customized portals User-friendly module creation Limitless app library API integration for platforms like Quickbooks and Great Plains On- and off-site training available 	Additional Features <ul style="list-style-type: none"> Visually appealing, intuitive pipeline view Reporting filters Admins can configure objectives, companies and contacts, products, deals, etc. Automatic follow-up functionality Track reasons for winning/losing a sale Role-based permissions Distribute problems and solutions to entire team with minimal clicks Carry-forward for maximized learning Two-way Google Calendar integration Automatic email integration Easy import from Google, Excel and Highrise enables same-day Pipedrive system setup 	Additional Features <ul style="list-style-type: none"> Create emails 500+ email templates Add own text and images No previous knowledge needed Smart email builder Customize entire email Automatically formats content Resize and edit images Personalize emails Automatically add customer's name Target specific customers Tracking and results Track total emails sent Track total emails opened Measure results Report statistics 	Additional Features <ul style="list-style-type: none"> View and track each contact on his or her own page Robust task management Easily track deals, proposals and leads Simple permissions tools Add contacts in seconds Tracks emails, conversations and tasks Insightful "latest activity" screen Customizable Cases helps you keep related notes, files, images and people together in one location Collaboration tools 	Additional Features <ul style="list-style-type: none"> 360-degree CRM view Improve sales efficiency Marketing automation Streamline customer service Links to social networks Powerful analytics Microsoft Outlook integration Mobile Rich internet application User preferences Customizable Provides central location where all departments of your company can share necessary information to collaborate and provide detailed communication with customers

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<p>Oracle CRM On Demand</p>  <p>www.oracle.com</p>	<p>BlueCamroo</p>  <p>www.bluecamroo.com</p>	<p>LeadMaster</p>  <p>www.leadmaster.com</p>	<p>Oracle RightNow Web Experience</p>  <p>www.oracle.com</p>	<p>webCRM</p>  <p>www.webcrm.com/us/</p>
<p>Contact Oracle for price quote</p>	<p>Starts at \$94/user/mo. for 3 users</p>	<p>Starts at \$150/mo. for 3 users</p>	<p>Contact Oracle for price quote</p>	<p>Starts at \$160/mo. for 5 users</p>
<p>Select Customers Dell, Blue Shield of Arizona, Allstate Insurance, AT&T</p>	<p>Select Customers Not Available</p>	<p>Select Customers BIO-key International, Channel Tools, Nebraska Christian College, Compaq</p>	<p>Select Customers Ben & Jerry's, Black & Decker, British Airways, Fandango, Nikon</p>	<p>Select Customers Albatros Travel, Maxisat, MultiMentor, PowerPile, Lambert Smith Hampton</p>
<p>Key Features</p> 	<p>Key Features</p> 	<p>Key Features</p> 	<p>Key Features</p> 	<p>Key Features</p> 
<p>Additional Features</p> <ul style="list-style-type: none"> Account and premise management Agreement management Audit trail Billing management Call center optimization Credit management Customer acquisition Customer and partner applications Customer retention Equipment and infrastructure Fraud management Order configuration and management Pricing management Third-party and legacy Integration Trouble ticket and service request Management upselling and cross-selling Usage, billing and service detail 	<p>Additional Features</p> <ul style="list-style-type: none"> Integration services Tools to increase customer capability and service by enabling customers to discover the answers they need quickly Consistent UI Customer and account data Management tools Knowledgebase provides documentation, product briefs, answers to FAQs and more Access to downloadables Ticket tracking Live chat with support representatives Mobile support Community building Customer satisfaction measurement Business intelligence 	<p>Additional Features</p> <ul style="list-style-type: none"> Email and drip marketing Lead nurturing Market segmentation ROI analysis Activity tracking Opportunity management Lead management Synchronizing sales data Analytics and forecasting Mobile CRM Outlook integration Modules for everything from contact management and task automation to lead development, marketing automation and analytic reporting 	<p>Additional Features</p> <ul style="list-style-type: none"> Customer service: ability to manage customer service and self-service through email and live internet chat Voice enablement: voice interface to knowledge base, voice interface to Incident management Tools strength: Customer experience designer and workspace designer and feedback features sets are uniquely strong among SaaS CRM competitors Manages marketing campaigns and automates campaign activities Provides multilingual and multichannel customer service solutions 	<p>Additional Features</p> <ul style="list-style-type: none"> Contact and activity management Sales pipeline, opportunities and budgets Marketing, campaigns and lead generation Deliveries, products and time sheets Improve efficiency and help to enhance communication Message templates Send personally addressed mass emails Shared web-based calendar Outlook two-way synchronization Export and import data to Excel (or Word) Automatically create follow-up activities with contact information

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<p>VAI S2K Enterprise</p>  <p>www.vai.net</p>	<p>Salesnet</p>  <p>www.salesnet.com</p>	<p>OmnipriseCRM</p>  <p>www.omnprisecrm.com</p>	<p>Soffront CRM</p>  <p>www.soffront.com</p>	<p>SugarCRM</p>  <p>www.sugarcrm.com</p>
<p>Contact VAI for price quote</p>	<p>\$30/user/mo. Standard Edition</p>	<p>Starts at \$55/user/mo.</p>	<p>Starts at \$14.95/user/mo.</p>	<p>Starts at \$35/user/mo.</p>
<p>Select Customers Wist Office Products, Norscot, McClarin Plastics, Haier America</p>	<p>Select Customers Sovereign Bank, ITSM Academy, Namasco, Valley Bakers</p>	<p>Select Customers South Central Bank, Kentucky Government, Oscarware Inc</p>	<p>Select Customers Boeing, Genzyme, Minnesota Secretary of State, SAIC</p>	<p>Select Customers Avis, H&R Block, Coca-Cola Enterprise, AXA, BDO Seidman</p>
<p>Key Features</p> 	<p>Key Features</p> 	<p>Key Features</p> 	<p>Key Features</p> 	<p>Key Features</p> 
<p>Additional Features</p> <ul style="list-style-type: none"> • Sales analysis • Financial management • Warehouse management • Purchasing • Manufacturing software • Forecasting • Product quality tracking • Work order processing • MPS and MRP streamlining • Capacity requirements planning • Shop floor management • Warehouse management software • Inventory management • Automated receiving/pallet creation • Order management • Performance tracking • Cycle and physical counting 	<p>Additional Features</p> <ul style="list-style-type: none"> • Adapt and create modules and workflows that optimize organization's everyday processes • Easy sync for Microsoft Outlooks users • Optimized for the rise of mobile • Sort existing customers and qualified prospects with user-friendly lead management tools • Executives and marketing managers can create easy-to-monitor campaigns and analyze them • Highly capable import wizard makes the importation and migration of data completely painless 	<p>Additional Features</p> <ul style="list-style-type: none"> • OmniDrive stores and backs up files • OmniLive creates a VPN for data security • Custom report writer • OmniSync • OmniAPI • OmniGUI • Opportunity tracking • Tech services • OmniScan • User management • 12 interchangeable modules • Data import and export • Omniprise Help • Filter locking • Location, division and department tracking • Personal settings • Company manager • Server administration • OmniToolbox • OmnipriseCRM dashboard 	<p>Additional Features</p> <ul style="list-style-type: none"> • Sales automation helps forecast better and manage opportunities effectively • Customer support helps manage customer support tickets from submission to resolution • CRM portal opens the door to customers, employees and partners for ticket management, self-service, Q&A and document management • Project management ensures service and delivery excellence • Marketing automation • Employee support • Back-office support • Help desk software • Project management and defect tracking • Mobile CRM • Outlook integration • QuickBooks integration 	<p>Additional Features</p> <ul style="list-style-type: none"> • Opportunity management • Contact management • Account management • Forecasting • Quotes and contracts • Dashboards • Multi-channel campaigns • Campaign wizard • Email marketing • Web-to-lead forms • Lead management • Case management • Inbound email • Knowledgebase • Social media • Email integration • Online collaboration • Document sharing • Sales trends • Case reports • Customer profiles

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<p>BPMonline</p>  <p>www.bpmonline.com</p>	<p>Click HQ</p>  <p>www.clickhq.co.uk</p>	<p>Workbooks CRM</p>  <p>www.workbooks.com</p>	<p>Zoho CRM</p>  <p>www.zoho.com</p>	<p>Nimble Social CRM</p>  <p>www.nimble.com</p>
<p>\$350/user/yr. Cloud \$490/user On-Site</p>	<p>\$65/user/mo.</p>	<p>Starts at \$31/mo. CRM Edition</p>	<p>Starts at \$12/user/ mo. Standard Ed</p>	<p>\$15/user/mo.</p>
<p>Select Customers ZyXEL, Bayer, SpecTec, Thuraya, Yandex, Lockheed Martin</p>	<p>Select Customers eRecruit Solutions, United Brands, Rimes and Co, Kata Rocks</p>	<p>Select Customers Pitmans LLP, CRCC Asia, EST Marketing, Taopix Ltd, Caspian Media</p>	<p>Select Customers JetHub, Anderson Sales Advantage, ActionCoach, Milagro Advisory Group</p>	<p>Select Customers Skyline Boston, SocialLink, Viwo Inc.</p>
<p>Key Features</p> 	<p>Key Features</p> 	<p>Key Features</p> 	<p>Key Features</p> 	<p>Key Features</p> 
<p>Additional Features</p> <ul style="list-style-type: none"> Enhanced business process management and workflow management Account and contact management Sales force automation Lead management Contact center with multichannel support Social media integration Sales pipeline management Service management Project management Time management Marketing management Dashboards, analytics and reporting Role-based security Integration with Microsoft Office and Outlook Google integration Accounting integration Unlimited customization 	<p>Additional Features</p> <ul style="list-style-type: none"> Capture leads from forms Account management Lead and sales management Portal for online ordering Document templates Email templates Product catalogue Tariffs and pricing Invoicing Account ledgers, credit notes and payments Business process management Diary management and event booking Campaign management, telesales and email marketing Report builder Internal collaboration Social integration Outlook integration Sage integration API supported 	<p>Additional Features</p> <ul style="list-style-type: none"> Sales force automation, pipeline and forecasting tools Marketing automation Google Analytics and Adwords integration Google Apps integration Integrates with MailChimp and other email marketing platforms Sales order and supplier order management Contract management Customer service and support case management Invoicing and collection Integrates with Sage, Quickbooks and other accounting tools MS Outlook integration Powerful automation engine Open API 	<p>Additional Features</p> <ul style="list-style-type: none"> Automate pipeline from lead generation, qualification and conversion Custom web forms Auto-assign leads with custom rules Centralize accounts, related contacts, opportunities, etc. Follow up sales activities Forecast sales Opportunity management Email integration Mail merge Social CRM Google Apps integration API and custom apps Permission-based security Campaign planning Execute email marketing Measure marketing performance 	<p>Additional Features</p> <ul style="list-style-type: none"> Contact management Unified communications Activity management Social media monitoring Sales and marketing Third-party integrations Aims to unify all the disparate data and communication methods that businesses used to track contacts, leads, calendars and events Facilitates collaboration and communication between team members, prospects, clients, and contacts Brings together email, activities, social networks and marketing and sales tools into one solution accessible from anywhere