

The CAmagazine 2008 CRM Survey

Question - Highlighted questions indicate a difference from the previous year:	ACT! by Sage Premium 2009 (11.0)	Aplicor CRM	AppShore Premium Edition	Commence CRM	Epicor CRM 7.3.6
1 Product	ACT! by Sage Premium 2009 (11.0)	Aplicor CRM	AppShore Premium Edition	Commence CRM	Epicor CRM 7.3.6
1 Vendor	Sage Software	Aplicor	AppShore Inc.	Commence Corporation	Epicor Software
1 Version	11	5.2	V2.1	RM 3.5.2	7.3.6
Contact					
1 Name	Sage Software	Pete Koltis	Kregg Ray	David Valentino	Epicor Product Specialist
1 Telephone	866-903-0006	305 502-8765	916-817-4548	732-380-9100	800-999-6995
1 Email	corporatelicensing.act@sage.com	pkoltis@aplicor.com	kray@appshore.com	d.valentino@commence.com	info@epicor.com
1 Website	www.act.com	www.aplicor.com	www.appshore.com	www.commence.com	www.epicor.com
Cost (Canadian dollars unless otherwise specified)					
Licence based (based on ACT! Premium Solutions)					
1 Average cost per user	\$400			\$495	\$1,500
1 Average no. of users	12				20
Average cost	\$4,800				\$30,000
1 Ratio - average implementation cost/licence cost					0.50
Average implementation cost	\$0				\$15,000
Total licence based	\$4,800				\$45,000
ASP (Application service provider) based					
1 Average setup or fixed fees	US\$35 per user per month plus the upfront one-time cost per user for ACT! Premium for Web software US\$399 per user		\$100		

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1 Average annual fee / user	420	\$1,068	\$250	\$360	
Average monthly fee / user	12	\$89	\$21	\$30	
1 Average no. of users		50	5		
Average fees - year one	\$5,040	\$53,400	\$1,350		
1 Average implementation costs / average fees - year one		0.75	0.25		
Average implementation costs	\$0	\$40,050	\$338		
1 NPV over 5 years (discount rate of 5%)	\$21,821	\$269,337	\$6,261		
Applications (Yes/No/Partly/Third party/By next year/Customization)					
1 Contact management	Yes	Yes	Yes	Yes	Yes
1 Sales force automation	Yes	Yes	Yes	Yes	Yes
1 Marketing automation	Yes	Yes	Yes	Yes	Yes
1 Services management	Third party	Partly	No	Yes	Yes
1 Billing	Partly	Yes	No	Yes	Yes
1 Call centre	Third party	Yes	Partly	Yes	Yes
1 Knowledge management	Third party	Yes	No	Yes	Yes
1 Analytics	Third party	Yes	No	Yes	Yes
1 Business intelligence	Third party	Yes	Partly	Yes	Yes
Profile					
1 World head office location	Newcastle-Upon-Thyme, UK	Boca Raton, Florida	Folsom, CA	New Jersey USA	Irvine, CA
1 Canadian head office location	Mississauga, ON	Toronto, Ontario	None		Mississauga,ON
1 No. of customers - worldwide - all products	Sage Group plc supports over 5.7 million customers worldwide		450	20,000	21,000

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1 No. of customers - worldwide - this product	More than 2.8M registered users plus more than 43,000 additional corporate accounts		300		6,100
1 No. of customers - Canada - all products			50		400
1 No. of customers - Canada - this product			20		250
1 Revenue 2007 - all products - in millions					\$530M
1 Revenue 2007 - this product - in millions					\$20M
1 Revenue 2006 - all products - in millions					\$420M
1 Revenue 2006 - this product - in millions					\$20M
Target market					
1 Average revenue/customer (CAD)	\$50M-\$200M	\$200,000	\$0 - \$10M		\$20M
1 Average no. of employees/customer	100-499	150	1 - 100		100
Industry classification based on the North American Industry Classification System (NAICS) - See http://www.naics.com/info.htm#Structure for more about NAICS (Approximate % of implementations)					
1 11 Agriculture, forestry, fishing and hunting	2%				
1 21 Mining					
1 22 Utilities	2%				
1 23 Construction	10%		1%		
1 31-33 Manufacturing	14%	20%	2%		25%
1 42 Wholesale trade	10%		2%		5%
1 44-45 Retail trade	19%		1%		25%
1 48-49 Transportation and warehousing	2%				5%
1 51 Information			35%		25%
1 52 Finance and insurance	10%	30%	15%		5%
1 53 Real estate and rental and leasing	3%	10%	15%		
1 54 Professional, scientific, and technical services		40%	13%		5%
1 55 Management of companies and enterprises			5%		

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Question - Highlighted questions indicate a difference from the previous year:	ACT! by Sage Premium 2009 (11.0)	Aplicor CRM	AppShore Premium Edition	Commence CRM	Epicor CRM 7.3.6
1 56 Administrative and support and waste management and remediation services	10%				
1 61 Education services	3%				
1 62 Health care and social assistance	9%		1%		
1 71 Arts, entertainment, and recreation	6%		5%		
1 72 Accommodation and food services					
1 81 Other services (except public administration)			5%		
1 92 Public administration					5%
Total	100%	100%	100%		100%
Technology					
Database (approximate % of implementations)					
1 Microsoft SQL Server	100%	100%		Yes	100%
1 Oracle					
1 Pervasive SQL					
1 IBM DB2					
1 Sybase					
1 Informix					
1 Access					
1 Btrieve					
1 Proprietary					
1 FoxPro					
1 mySQL			100%	Yes	
1 Progress					
1 Other		100%	100%	Yes	
Total	100%				100%
Networks supported (approximate % of implementations)					
1 Microsoft	100%	100%	95%	Yes	100%
1 Linux			5%		
1 Unix					
1 AIX					
1 Novell Netware					
1 IBM AS/400 (OS/400)					
1 IBM S/390					

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Question - Highlighted questions indicate a difference from the previous year:	ACT! by Sage Premium 2009 (11.0)	Aplicor CRM	AppShore Premium Edition	Commence CRM	Epicor CRM 7.3.6
1 Other					
1 Total	100%	100%	100%		100%
1 Development tools used to build application	Built with Visual Studio .NET, using C#	.net		java/c++	C++
1 Open source	No		Yes		No
1 Integration to ERP or accounting systems - which?	Accounting links to Peachtree, Simply Accounting, BusinessWorks, MAS 90 and Quickbooks available	Aplicor ERP, others through open integration			Epicor Enterprise & Manufacturing
1 % of application available from browser, not including use of Citrix or Terminal Services	95% via Web-based ACT! Premium client	100%		Yes	100% - version 8.5
1 Expected date for Web-based version	In market, 11.0 upgrade version 8/12/08	Current	Currently available	Available now	Already exists
Features					
1 Business intelligence	Third party			Yes	Yes
1 Analyse performance related to CRM	Yes	Yes	Partly	Yes	Yes
1 KPIs	Yes	Yes	Partly		Yes
1 Forecasts of customer behaviour	Third party	Yes	Partly	Partly	Yes
1 Contact management	Yes			Yes	Yes
1 Multiple criteria used to create list for mail merge	Yes	Yes	Yes	Yes	Yes
1 Mass update noting all clients that were updated	Yes	Yes	No	Yes	Yes
1 Multiple addresses per contact	Yes	Yes	Yes	Yes	Yes
1 Identify potential duplicates for new contact	Yes	Yes	Partly	Partly	Yes
1 Duplicate merge process	Yes	Yes	No	Yes	Yes
1 Audit trail	Yes	Yes	Yes	Yes	Yes
1 Date and person making change	Yes	Yes	Yes	Yes	Yes
1 Full audit trail with what was changed	Yes	Yes	No	Yes	Yes
1 Unlimited follow-ups with contact	Yes	Yes	Yes	Yes	Yes

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1	Unlimited notes per contact with date/time stamp	Yes	Yes	Yes	Yes	Yes
1	Search for embedded text in notes	Yes	Yes	Yes	Yes	Yes
1	Two steps to delete contact	Yes	Yes	Yes	Yes	Yes
1	Contact hierarchy	Yes			Partly	Yes
1	2 levels - organization and employees (e.g., might want to view all lawyers in a specific legal firm)	Yes	Yes	Yes	Yes	Yes
1	Default address information from organization - but can override	Yes	Yes	Yes	Yes	Yes
1	3 levels - organization / location / employee	Yes	Yes	Yes	Yes	Yes
1	French version	Yes		Yes	No	Yes
1	Screens	Yes	Yes	Yes	No	Yes
1	Reports	Yes	Customization	Yes	No	Yes
1	Documentation	Yes	By next year	No	No	Yes
Integration						
1	XML enabled	Partly	Yes	No	Yes	Yes
1	Import processor	Yes	Yes	Yes	Yes	Yes
1	API (application programming interface)	Yes	Yes	No	Yes	Yes
1	Marketing automation	Yes	Yes	Yes		Yes
1	Record temporary contact information and later convert to prospect	Yes	Yes	Yes	Yes	Yes
1	Permission based	Yes	No	No	Yes	Yes
1	Scripts for direct marketing	No	By next year	No	Partly	Yes
1	Use Microsoft Exchange Server for e-mail blasts	Yes	Yes	No	Yes	Yes
1	Use a SMTP Server for e-mail blasts	Yes	No	Yes	Yes	Yes
1	E-mail history stored in CRM database	Yes	Yes	Yes	Yes	Yes
1	Campaign management	Yes	Yes	Yes	Yes	Yes
1	Auto responders - scan lead and forward to appropriate recipient	Yes		No	Yes	Yes
1	Mass emails - no restrictions on number sent	Partly	Yes	Yes	Yes	Yes
1	Multiple relationships for each contact	Yes		Yes	Yes	Yes
1	Primary relationship	Yes	Yes	Yes	Yes	Yes
1	Four secondary relationships	Yes	Yes	Yes	Yes	Third party
1	Ten secondary relationships	Yes	Yes	Yes	Yes	Third party
1	Each relationship is a contact (set up once)	Yes	Yes	No	Yes	Third party
Online						

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Question - Highlighted questions indicate a difference from the previous year:	ACT! by Sage Premium 2009 (11.0)	Aplicor CRM	AppShore Premium Edition	Commence CRM	Epicor CRM 7.3.6
1 E-commerce - orders, check status...	No	Third party	No	Partly	Yes
1 Self-serve - access product support information...	Partly	Yes	Yes	Customization	Yes
1 Prospects respond online	No	Yes	Yes	No	Yes
1 Register for seminars	No	Yes	Yes	Customization	Yes
1 Order processing	Yes		No	Yes	Yes
1 Quotes	Yes	Yes	By next year	Yes	Yes
1 Orders	Yes	Yes	By next year	Yes	Yes
1 Invoices	Yes	Yes	By next year	Yes	Yes
1 Sales force automation	Yes		Yes	Yes	Yes
1 Track status of opportunity	Yes	Yes	Yes	Yes	Yes
1 Proposal generation	Yes	No	By next year	Yes	Yes
1 Security	Yes	Yes	Yes	Yes	Yes
1 By employee	Yes	Yes	Yes	Yes	Yes
1 By role	Yes	Yes	Yes		Yes
1 Services management	No		Partly	Yes	Yes
1 Maintain contract	No	Customization	No	Yes	Yes
1 Can forward/re-assign support calls	Yes	Yes	Yes	Yes	Yes
1 Reason codes - for analysis of problems	Third party	Yes	Yes	Yes	Yes
1 Link emails to ticket/call	Yes	Yes	Yes	Yes	Yes
1 Escalations based on rules	Yes	Yes	Yes	Yes	Yes
1 Close out multiple incidents at the same time if they all relate to the same problem	Yes	Yes	Yes	Yes	Yes
1 Ability to set priorities and severities	Yes	Yes	Yes	Yes	Yes
1 Dispatching	Yes	Customization	No	Customization	Yes
Synchronization					
1 Palm Pilot	Yes	Yes	No	Yes	Yes
1 Windows CE	Yes	Yes	No	Yes	Yes
1 BlackBerry	Third party	Yes	No	Yes	No
1 Microsoft Outlook	Yes	Yes	No	Yes	Yes
1 Lotus Notes	Yes	Yes	No	Customization	Yes
1 Only business (not personal) contacts	Yes	Yes	No	Yes	Yes
1 Call centre automation	Yes		No	Yes	Third party
1 Computer telephony integration	Third party	Yes	No	Customization	Third party
1 Predictive dialers	No	No	No	Customization	Third party
1 Pop up name on incoming call with authorization from contact	Third party	Yes	No	Customization	Third party

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1	Statistics including call duration	Third party	Partly	No	Customization	Third party
Technology						
1	Multi-user	Yes	Yes	Yes	Yes	Yes
1	XML enabled	Partly	Yes	No	Yes	No
1	Three-tier architecture	No	No	Yes	Yes	No
1	Customizable	Yes	Yes	Yes	Yes	Yes
1	Different view of screens by employee or role	Yes	Yes	No	Yes	Yes
1	Without changing source code	Yes	Yes	Yes	Yes	Yes
1	Add user-defined fields	Yes	Yes	Yes	Yes	Yes
1	Unlimited	Yes	Yes	No		Yes
1	Defaults	Yes	Yes	Yes	Yes	Yes
1	Validation	Yes	Yes	No	Partly	Yes
1	Move fields around screen	Yes	Yes	Yes	Partly	Yes
1	Change tab order of fields	Yes	Yes	Yes	Partly	Yes
1	Change fields to required, optional or invisible	Yes	Yes	Yes	No	Yes
1	Change field captions and headings	Yes	Yes	Yes	Customization	Yes
1	Add new sub-form and push buttons	Yes	Customization	Yes	Customization	Yes
1	Apply to all or selected users	Yes	No	No	Customization	Yes
1	Work flow	Yes		No		Yes
1	Alerts - e.g., if date for follow-up is missed	Yes	Yes		Yes	Yes
1	Electronic routings if approval required	Yes	Yes		Partly	Yes
1	Audit trail on all approvals	Yes	Yes		Customization	Yes
1	Escalation if late	Yes	Yes		Customization	Yes
Name 1 to 3 unique or very important features of your product						
1	Unique/important feature no. 1	Advanced contact management with notes, history, reports, groups, companies and opportunity tracking	Complete suite of Sales, Customer Support and Marketing	Ease of use	OperatYes on premise or hosted On-Demand	Integrated with Epicor ERP solutions

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1 Unique/important feature no. 2	Online/offline capabilities with Windows and Web clients; synch with BlackBerry, Pocket PC and Palm	Integrated with Aplicor ERP	Great customer service		email marketing and advanced surveys .NET architecture with opt-in and opt-out, click tracking.
1 Unique/important feature no. 3	Tight integration with common apps incl. Outlook, Lotus Notes, Peachtree, Quickbooks	SaaS solution accessible from anywhere in the world	Best price	Full disconnected client	Epicor Information Worker - ability to use Epicor CRM through MS Outlook, Excel or Word applications.

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Question - Highlighted questions indicate a difference from the previous year:	Epicor CRM 8.5	eSalesTrack	Exact Synergy	GoldMine Enterprise Edition (GMEE)	GoldMine Premium Edition (GMPE)
Product	Epicor CRM 8.5	eSalesTrack	Exact Synergy	GoldMine Enterprise Edition (GMEE)	GoldMine Premium Edition (GMPE)
Vendor	Epicor Software	Soleran	Exact Software	FrontRange Solutions	FrontRange Solutions
Version	8.5	4.1	Batch 383	v6.0.5	v8.0
Contact					
Name	Epicor Product Specialist	Sales	Sales	Jeff Moloughney	Jeff Moloughney
Telephone	800-999-6995	877-765-4CRM	1-888-210-5717	719 278 7149	719 278 7149
Email	info@epicor.com	sales@esalestrack.com	info@exactsoftware.ca	jeff.moloughney@frontange.com	jeff.moloughney@frontange.com
Website	www.epicor.com	www.esalestrack.com	www.exactsoftware.ca	www.goldmine.com	www.goldmine.com
Cost (Canadian dollars unless otherwise specified)					
Licence based					
Average cost per user	\$1,500		\$1,000	\$1,395	\$695
Average no. of users	50		18	50	10
Average cost	\$75,000		\$18,000	\$69,750	\$6,950
Ratio - average implementation cost/licence cost	0.50		1.00	1.00	0.75
Average implementation cost	\$37,500		\$18,000	\$69,750	\$5,213
Total licence based	\$112,500		\$36,000	\$139,500	\$12,163
ASP (Application service provider) based					
Average setup or fixed fees	\$1,500		\$1,000		

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Question - Highlighted questions indicate a difference from the previous year:	Epicor CRM 8.5	eSalesTrack	Exact Synergy	GoldMine Enterprise Edition (GMEE)	GoldMine Premium Edition (GMPE)
Average annual fee / user	\$200	\$480			
Average monthly fee / user	\$17	\$40			
Average no. of users	10	20			
Average fees - year one	\$3,500	\$10,600			
Average implementation costs / average fees - year one	0.25	0.25			
Average implementation costs	\$875	\$2,650			
NPV over 5 years (discount rate of 5%)	\$17,415	\$49,369			
Applications (Yes/No/Partly/Third party/By next year/Customization)					
Contact management	Yes	Yes	Yes	Yes	Yes
Sales force automation	Yes	Yes	Yes	Yes	Yes
Marketing automation	Yes	Yes	Yes	Yes	Yes
Services management	Third party	Yes	Yes	Yes	Yes
Billing	Yes	By next year	Partly	Third party	Third party
Call centre	Yes	By next year	Partly	Yes	Yes
Knowledge management	Yes	Yes	Yes	By next year	Yes
Analytics	Yes	Yes	Yes	Yes	Yes
Business intelligence	Yes	Yes	Yes	Yes	Yes
Profile					
World head office location	Irvine, CA	Kansas City	Delft, Netherlands	Pleasanton, CA	Pleasanton, CA
Canadian head office location	Mississauga, ON		Cambridge, ON	Toronto, ON	Toronto, ON
No. of customers - worldwide - all products	21,000	3,500		130,000	130,000

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Question - Highlighted questions indicate a difference from the previous year:	Epicor CRM 8.5	eSalesTrack	Exact Synergy	GoldMine Enterprise Edition (GMEE)	GoldMine Premium Edition (GMPE)
No. of customers - worldwide - this product	700	3,000		50	3,000
No. of customers - Canada - all products	400	50			
No. of customers - Canada - this product	40	50			
Revenue 2007 - all products - in millions	\$530M	\$1	€ 252		
Revenue 2007 - this product - in millions	\$30M	\$1			
Revenue 2006 - all products - in millions	\$420M	\$1	€ 242		
Revenue 2006 - this product - in millions	\$20M	\$1			
Target market					
Average revenue/customer (CAD)	\$50,000,000	\$600	\$5MM-\$250MM	\$100M - \$1B	\$0 - \$500M
Average no. of employees/customer	200	50	100	50	5 - 500
Industry classification based on the North American Industry Classification System (NAICS) - See http://www.naics.com/info.htm#Structure for more about NAICS (Approximate % of implementations)					
11 Agriculture, forestry, fishing and hunting				5%	1%
21 Mining					1%
22 Utilities			5%	5%	2%
23 Construction					3%
31-33 Manufacturing	25%		70%	30%	22%
42 Wholesale trade	5%		15%		4%
44-45 Retail trade	25%			5%	9%
48-49 Transportation and warehousing	5%				6%
51 Information	25%		5%		2%
52 Finance and insurance	5%			20%	11%
53 Real estate and rental and leasing					10%
54 Professional, scientific, and technical services	5%		5%	5%	1%
55 Management of companies and enterprises				20%	5%

Question - Highlighted questions indicate a difference from the previous year:	Epicor CRM 8.5	eSalesTrack	Exact Synergy	GoldMine Enterprise Edition (GMEE)	GoldMine Premium Edition (GMPE)
56 Administrative and support and waste management and remediation services					1%
61 Education services					3%
62 Health care and social assistance				5%	3%
71 Arts, entertainment, and recreation					2%
72 Accommodation and food services					12%
81 Other services (except public administration)				5%	
92 Public administration	5%				2%
Total	100%		100%	100%	100%
Technology					
Database (approximate % of implementations)					
Microsoft SQL Server	100%	100%		70%	90%
Oracle				30%	
Pervasive SQL					
IBM DB2					
Sybase					
Informix					
Access					
Btrieve					
Proprietary					
FoxPro					
mySQL			100%		
Progress					
Other			100%	0%	10%
Total	100%	100%		100%	100%
Networks supported (approximate % of implementations)					
Microsoft	100%	100%	100%	70%	100%
Linux			0%		
Unix			0%	30%	
AIX			0%		
Novell Netware			0%		
IBM AS/400 (OS/400)			0%		
IBM S/390			0%		

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Other			0%		
Total	100%	100%	100%	100%	100%
Development tools used to build application	VS .NET	.Net C#	Visual Basic, .asp. VB.net	.NET	
Open source	No	No	No	No	No
Integration to ERP or accounting systems - which?	Epicor	open api to connect to any db driven application	Exact Globe, Exact Macola ES, Exact JobBOSS, Exact MAX, Other	BPML / web services based integration platform	QuickBooks and other
% of application available from browser, not including use of Citrix or Terminal Services	100%	100%	100%	100%	100%
Expected date for Web-based version	current				
Features					
Business intelligence	Yes	Yes	Yes	Yes	Yes
Analyse performance related to CRM	Yes	Yes	Yes	Yes	Yes
KPIs	Yes	Yes	Yes	Yes	Yes
Forecasts of customer behaviour	Yes	Yes	Third party	Yes	Yes
Contact management	Yes	Yes	Yes	Yes	Yes
Multiple criteria used to create list for mail merge	Yes	Yes	Yes	Yes	Yes
Mass update noting all clients that were updated	Yes	Yes	Yes	Yes	Yes
Multiple addresses per contact	Yes	Yes	Yes	Yes	Yes
Identify potential duplicates for new contact	Yes	Yes	Yes	Yes	Yes
Duplicate merge process	Yes	Yes	Yes	Yes	Yes
Audit trail	Yes	Yes	Yes	Yes	Yes
Date and person making change	Yes	Yes	Yes	Yes	Yes
Full audit trail with what was changed	Yes	Yes	Yes	Yes	Yes
Unlimited follow-ups with contact	Yes	Yes	Yes	Yes	Yes

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Unlimited notes per contact with date/time stamp	Yes	Yes	Yes	Yes	Yes
Search for embedded text in notes	Yes	Yes	Yes	Yes	By next year
Two steps to delete contact	Yes	Partly	Partly	Yes	Yes
Contact hierarchy	Yes	Yes	Yes	Yes	Yes
2 levels - organization and employees (e.g., might want to view all lawyers in a specific legal firm)	Yes	Yes	Yes	Yes	Yes
Default address information from organization - but can override	Yes	Yes	Yes	Yes	Yes
3 levels - organization / location / employee	Yes	Yes	Yes	Yes	Yes
French version	Yes	Customization	Yes	No	No
Screens	Yes	Yes	Yes	No	No
Reports	Yes	Yes	Yes	No	No
Documentation	Yes	Yes	Partly	No	No
Integration					
XML enabled	Yes	Yes	Yes	Yes	No
Import processor	Yes	Yes	Yes	Yes	Yes
API (application programming interface)	Yes	Yes	Yes	Yes	Yes
Marketing automation	Yes	Yes	Yes	Yes	Yes
Record temporary contact information and later convert to prospect	Yes	Yes	Yes	Yes	Yes
Permission based	Yes	Yes	Yes	Yes	Yes
Scripts for direct marketing	No	Yes	Partly	Customization	Yes
Use Microsoft Exchange Server for e-mail blasts	Yes	No	Yes	Yes	Yes
Use a SMTP Server for e-mail blasts	Yes	Yes	Yes	Yes	Yes
E-mail history stored in CRM database	Yes	Yes	Yes	Yes	Yes
Campaign management	Yes	Yes	Yes	Yes	Yes
Auto responders - scan lead and forward to appropriate recipient	Yes	Yes	Yes	Yes	Third party
Mass emails - no restrictions on number sent	Yes	Yes	Yes	Third party	Yes
Multiple relationships for each contact	Yes	Yes	Partly	Yes	Yes
Primary relationship	Yes	Yes	Yes	Yes	Yes
Four secondary relationships	Yes	Yes	Partly	Yes	No
Ten secondary relationships	Yes	Yes	Partly	Yes	No
Each relationship is a contact (set up once)	Yes	Yes	Yes	No	Yes
Online					

Question - Highlighted questions indicate a difference from the previous year:	Epicor CRM 8.5	eSalesTrack	Exact Synergy	GoldMine Enterprise Edition (GMEE)	GoldMine Premium Edition (GMPE)
E-commerce - orders, check status...	No	Third party	Yes	Third party	No
Self-serve - access product support information...	Yes	Yes	Yes	By next year	No
Prospects respond online	Yes	Yes	Yes	By next year	Yes
Register for seminars	Yes	Yes	Yes	By next year	Yes
Order processing	Yes	Yes	Third party	Third party	No
Quotes	Yes	Yes	Third party	Yes	Third party
Orders	Yes	Yes	Third party	Third party	No
Invoices	Yes	By next year	Third party	Third party	Third party
Sales force automation	Yes	Yes	Yes	Yes	Yes
Track status of opportunity	Yes	Yes	Yes	Yes	Yes
Proposal generation	Yes	Yes	Third party	No	No
Security	Yes	Yes	Yes	Yes	Yes
By employee	Yes	Yes	Yes	Yes	Yes
By role	Yes	Yes	Yes	Yes	Yes
Services management	Yes	Yes	Yes	Yes	Yes
Maintain contract	Yes	Yes	Yes	No	No
Can forward/re-assign support calls	Yes	Yes	Yes	Yes	Yes
Reason codes - for analysis of problems	Yes	Yes	Yes	Yes	Yes
Link emails to ticket/call	Yes	Yes	Yes	Yes	Yes
Escalations based on rules	Yes	Customization	Yes	Yes	No
Close out multiple incidents at the same time if they all relate to the same problem	Yes	Customization	Yes	Yes	No
Ability to set priorities and severities	Yes	Yes	Yes	Yes	Yes
Dispatching	No	Partly	Partly	No	No
Synchronization					
Palm Pilot	Yes	Partly	Partly	No	Yes
Windows CE	Yes	Partly	Yes	By next year	Yes
BlackBerry	No	Partly	Yes	By next year	Yes
Microsoft Outlook	Yes	Yes	Yes	Yes	Yes
Lotus Notes	Yes	No	No	Partly	No
Only business (not personal) contacts	Yes	Customization	Yes		
Call centre automation	Yes	By next year	Partly	Yes	Yes
Computer telephony integration	Yes	By next year	Third party	Yes	Yes
Predictive dialers	Third party	By next year	Third party	Yes	Yes
Pop up name on incoming call with authorization from contact	Yes	By next year	Third party	Yes	Yes

Question - Highlighted questions indicate a difference from the previous year:	Epicor CRM 8.5	eSalesTrack	Exact Synergy	GoldMine Enterprise Edition (GMEE)	GoldMine Premium Edition (GMPE)
Statistics including call duration	Third party	By next year	Third party	Yes	Yes
Technology					
Multi-user	Yes	Yes	Yes	Yes	Yes
XML enabled	No	Yes	Yes	Yes	Yes
Three-tier architecture	No	Yes	No	Yes	No
Customizable	Yes	Yes	Yes	Yes	Yes
Different view of screens by employee or role	Yes	Yes	Yes	Yes	Yes
Without changing source code	Yes	Yes	Yes	Yes	Yes
Add user-defined fields	Yes	Yes	Yes	Yes	Yes
Unlimited	Yes	Yes	Customization	Yes	Yes
Defaults	Yes	Yes	Yes	Yes	Yes
Validation	Yes	Yes	Yes	Yes	Yes
Move fields around screen	Yes	Yes	Partly	Yes	Yes
Change tab order of fields	Yes	Customization	Partly	Yes	Yes
Change fields to required, optional or invisible	Yes	Yes	Yes	Yes	Yes
Change field captions and headings	Yes	Yes	Yes	Yes	Yes
Add new sub-form and push buttons	Yes	Customization	Customization	Yes	Yes
Apply to all or selected users	Yes	Yes	Yes	Yes	Yes
Work flow	Yes	Yes	Yes	Yes	Yes
Alerts - e.g., if date for follow-up is missed	Yes	Yes	Yes	Yes	Yes
Electronic routings if approval required	Yes	Yes	Yes	Yes	No
Audit trail on all approvals	Yes	Yes	Yes	Yes	No
Escalation if late	Yes	Customization	Yes	Yes	Yes
Name 1 to 3 unique or very important features of your product					
Unique/important feature no. 1	Epicor Information Worker - ability to use Epicor CRM through MS Outlook, Excel or Word applications	Customizable, Web-Based SQL reporting engine	CRM embedded with workflow, projects management and document management, in ONE system	Configurable, wizard driven based platform	GMPE + FrontRange Solutions Voice Suite is a packaged solution

Question - Highlighted questions indicate a difference from the previous year:	Epicor CRM 8.5	eSalesTrack	Exact Synergy	GoldMine Enterprise Edition (GMEE)	GoldMine Premium Edition (GMPE)
Unique/important feature no. 2	Email marketing and advanced surveys .NET architecture with opt-in and opt-out, click tracking.	Unique funnel management tool	100% browser based, zero workstation footprint	Real-time dashboard analysis and reporting	Integrates into third party systems for 360-degree view
Unique/important feature no. 3		five-way video conferencing	Highly configurable workflow, most applicable to compliance affected companies (ISO9001, etc)	SOA and BPML / Web services based integration platform	Automated process for CRM workflow

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Question - Highlighted questions indicate a difference from the previous year:	Infusionsoft	InterAction	Landslide	Legrand CRM	Maximizer CRM 10
Product	Infusionsoft	InterAction	Landslide	Legrand CRM	Maximizer CRM 10
Vendor	Infusionsoft	LexisNexis	Landslide	Legrand Software Inc.	MAXIMIZER SOFTWARE
Version	6	5.6	Summer 2008	v5.0	10
Contact					
Name	Clate Mask, CEO	Mindy Phelps	Saman Haqqi	Sales Department	Jennifer MacLeid Qotb
Telephone	866-800-0004	973-865-6856	412.489.1717	1-888-361-0611	513-281-2772
Email	clate.m@infusionsoft.com	melinda.phelps@lexisnexis.com	samanh@landslide.com	info@legrandcrm.com	jennifermq@yapr.com
Website	www.infusionsoft.com	www.interaction.com	www.landslide.com	www.legrandcrm.com	www.maximizer.com
Cost (Canadian dollars unless otherwise specified)					Prices are in USD
Licence based					
Average cost per user				\$600	\$499
Average no. of users				10	15
Average cost				\$6,000	\$7,485
Ratio - average implementation cost/licence cost				0.50	1.00
Average implementation cost				\$3,000	\$7,485
Total licence based				\$9,000	\$14,970
ASP (Application service provider) based					
Average setup or fixed fees	US\$		\$502		

Question - Highlighted questions indicate a difference from the previous year:	Infusionsoft	InterAction	Landslide	Legrand CRM	Maximizer CRM 10
Average annual fee / user	\$708		\$1,652		
Average monthly fee / user	\$59		\$138		
Average no. of users	5		15		
Average fees - year one	\$8,537		\$25,288		
Average implementation costs / average fees - year one					
Average implementation costs	\$0		\$0		
NPV over 5 years (discount rate of 5%)	\$41,720		\$109,962		
Applications (Yes/No/Partly/Third party/By next year/Customization)					
Contact management	Yes	Yes	Yes	Yes	Yes
Sales force automation	Yes	No	Yes	Yes	Yes
Marketing automation	Yes	Yes	Third party	Yes	Yes
Services management	Yes		No	Yes	Yes
Billing	Yes	No	No	No	Yes
Call centre	Partly	No	No	Partly	Yes
Knowledge management	No	Yes	Yes	Partly	Yes
Analytics	Partly	By next year	Yes	Third party	Yes
Business intelligence	No	By next year	Yes	Third party	Yes
Profile					
World head office location	Gilbert, AZ, USA	Oak Brook, IL	Pittsburgh, PA	Sydney, Australia	Vancouver, BC
Canadian head office location	-		Not yet established	San Francisco, CA	Vancouver, BC
No. of customers - worldwide - all products	5000+	500+		5,000	120,000

Question - Highlighted questions indicate a difference from the previous year:	Infusionsoft	InterAction	Landslide	Legrand CRM	Maximizer CRM 10
No. of customers - worldwide - this product	5000+	500+		5,000	120,000
No. of customers - Canada - all products	250+				1,475
No. of customers - Canada - this product	250+				48,500
Revenue 2007 - all products - in millions					\$17,898,000
Revenue 2007 - this product - in millions					\$17,898,000
Revenue 2006 - all products - in millions					\$16,519,000
Revenue 2006 - this product - in millions					\$16,519,000
Target market					
Average revenue/customer (CAD)	\$1MM			Varies widely	
Average no. of employees/customer	5			10 to 100	50
Industry classification based on the North American Industry Classification System (NAICS) - See http://www.naics.com/info.htm#Structure for more about NAICS (Approximate % of implementations)					
11 Agriculture, forestry, fishing and hunting					1%
21 Mining					1%
22 Utilities					
23 Construction					3%
31-33 Manufacturing			7%		14%
42 Wholesale trade					8%
44-45 Retail trade	5%				4%
48-49 Transportation and warehousing			1%		1%
51 Information	40%				16%
52 Finance and insurance			8%		14%
53 Real estate and rental and leasing	10%		3%		4%
54 Professional, scientific, and technical services	10%	Legal, accounting, financial services, management consulting, engineering	61%		14%
55 Management of companies and enterprises	20%				

Question - Highlighted questions indicate a difference from the previous year:	Infusionsoft	InterAction	Landslide	Legrand CRM	Maximizer CRM 10
56 Administrative and support and waste management and remediation services			6%		
61 Education services	15%		4%		2%
62 Health care and social assistance			11%		1%
71 Arts, entertainment, and recreation					1%
72 Accommodation and food services					2%
81 Other services (except public administration)					
92 Public administration					1%
Total	100%		100%		87%
Technology					
Database (approximate % of implementations)					
Microsoft SQL Server			0%	30%	100%
Oracle			100%		
Pervasive SQL			0%		
IBM DB2			0%		
Sybase			0%		
Informix			0%		
Access			0%		
Btrieve			0%		
Proprietary			0%		
FoxPro			0%	70%	
mySQL			0%		
Progress			0%		
Other			0%		
Total			100%	100%	100%
Networks supported (approximate % of implementations)					
			SaaS solution, browser based		
Microsoft	-			100%	100%
Linux	-				
Unix	-				
AIX	-				
Novell Netware	-				
IBM AS/400 (OS/400)	-				
IBM S/390	-				

Question - Highlighted questions indicate a difference from the previous year:	Infusionsoft	InterAction	Landslide	Legrand CRM	Maximizer CRM 10
Other	SaaS/Web-Based - Best viewed with Firefox browser (IE as well)				
Total				100%	100%
Development tools used to build application	Java/Ajax		Ajax, HTML, JSP, Java, Hibernate, Oracle, Flex, Actionscript, Mxml	Visual FoxPro and .Net2	Visual C++, ASP.NET
Open source	No		No		No
Integration to ERP or accounting systems - which?	Quickbooks, Peachtree, etc.	Yes	Via our open set of APIs	QuickBooks, MYOB	Yes - Intuit QuickBooks, Microsoft Dynamics GP
% of application available from browser, not including use of Citrix or Terminal Services		100%	100%	0%	100%
Expected date for Web-based version	Started as Web-based in 2003	Already delivered	SaaS application	Jul-05	Available now
Features					
Business intelligence	Partly		Yes	No	Yes
Analyse performance related to CRM	No	Yes	Yes		Yes
KPIs	No	By next year	Yes		Yes
Forecasts of customer behaviour	Partly	Yes	Yes		Yes
Contact management	Yes		Yes	Yes	Yes
Multiple criteria used to create list for mail merge	Yes	Yes	Yes	Yes	Yes
Mass update noting all clients that were updated	No	Yes	By next year	Yes	Yes
Multiple addresses per contact	Yes	Yes	By next year	Partly	Yes
Identify potential duplicates for new contact	Yes	Yes	Yes	Third party	Yes
Duplicate merge process	Yes	Yes	By next year	Third party	Yes
Audit trail	No	Yes	Yes	Partly	Partly
Date and person making change	No	Yes	Yes	Yes	Yes
Full audit trail with what was changed	No	Yes	By next year	No	Partly
Unlimited follow-ups with contact	Yes	Yes	Yes	Yes	Yes

Question - Highlighted questions indicate a difference from the previous year:	Infusionsoft	InterAction	Landslide	Legrand CRM	Maximizer CRM 10
Unlimited notes per contact with date/time stamp	Yes	Yes	Yes	Yes	Yes
Search for embedded text in notes	No	Yes	By next year	Yes	Yes
Two steps to delete contact	Yes	Yes	Yes	Yes	Yes
Contact hierarchy	Yes		Yes	Yes	
2 levels - organization and employees (e.g., might want to view all lawyers in a specific legal firm)	Yes	Yes	Yes	Yes	Yes
Default address information from organization - but can override	Yes	Yes	Yes	Yes	Yes
3 levels - organization / location / employee	No		Yes	Partly	Yes
French version	No		No	No	
Screens	No		No		Yes
Reports	No	Yes	Customization		Customization
Documentation	No	Yes	Customization		Customization
Integration					
XML enabled	Yes		By next year		Yes
Import processor	Yes	Yes	Yes	Yes	Yes
API (application programming interface)	Yes	Yes	Yes		Yes
Marketing automation	Yes	Yes	Yes		Yes
Record temporary contact information and later convert to prospect	Yes	Yes	Yes	Yes	Yes
Permission based	Yes	Yes	Yes	Yes	Yes
Scripts for direct marketing	Yes		Third party	No	Yes
Use Microsoft Exchange Server for e-mail blasts	No	Yes	Third party	Yes	Yes
Use a SMTP Server for e-mail blasts	No	Yes	Third party	Yes	Yes
E-mail history stored in CRM database	Yes	Yes	Yes	Yes	Yes
Campaign management	Yes	Yes	Third party	Yes	Yes
Auto responders - scan lead and forward to appropriate recipient	Yes	Yes	Third party	No	Third party
Mass emails - no restrictions on number sent	Yes	Yes	Third party		Yes
Multiple relationships for each contact	Yes	Yes	Yes	No	Yes
Primary relationship	Yes	Yes	Yes	Yes	Yes
Four secondary relationships	Yes	Yes	Yes		Yes
Ten secondary relationships	Yes	Yes	Yes		Yes
Each relationship is a contact (set up once)	Yes	Yes	Yes		Yes
Online					

Question - Highlighted questions indicate a difference from the previous year:	Infusionsoft	InterAction	Landslide	Legrand CRM	Maximizer CRM 10
E-commerce - orders, check status...	Yes	No	No	No	Yes
Self-serve - access product support information...	Yes	Yes	No	Yes	Yes
Prospects respond online	Yes	Yes	Yes		Yes
Register for seminars	Yes	Yes	No	Yes	Yes
Order processing	Yes	No	No	No	Yes
Quotes	No	No	No		Yes
Orders	Yes	No	No		Yes
Invoices	Yes	No	No		Yes
Sales force automation	Yes	No	Yes	Yes	Yes
Track status of opportunity	Yes	Yes	Yes	Yes	Yes
Proposal generation	No	No	Yes		Yes
Security	Yes	Yes	Yes	Yes	Yes
By employee	Yes	Yes	Yes	Yes	Yes
By role	Yes		Yes	Yes	Yes
Services management	Yes		No	Yes	Yes
Maintain contract	Yes	Yes	No	Yes	Yes
Can forward/re-assign support calls	Partly	No	No	Yes	Yes
Reason codes - for analysis of problems	Yes	No	No	Yes	Yes
Link emails to ticket/call	Partly	No	No	Yes	Yes
Escalations based on rules	Partly	No	No	No	Yes
Close out multiple incidents at the same time if they all relate to the same problem	No	No	No	No	Yes
Ability to set priorities and severities	Partly	No	No	Yes	Yes
Dispatching	Partly	No	No	No	Yes
Synchronization					
Palm Pilot	No	Yes	Partly	Yes	Yes
Windows CE	No		Partly		Yes
BlackBerry	No	Yes	Partly		Yes
Microsoft Outlook	No	Yes	Yes	Yes	Yes
Lotus Notes	No	Yes	By next year		No
Only business (not personal) contacts	No	Yes	Yes		Yes
Call centre automation	No	No	No		Yes
Computer telephony integration	No	No	No	Yes	Yes
Predictive dialers	No	No	No	No	No
Pop up name on incoming call with authorization from contact	No	No	No		Yes

Question - Highlighted questions indicate a difference from the previous year:	Infusionsoft	InterAction	Landslide	Legrand CRM	Maximizer CRM 10
Statistics including call duration	No	No	No	No	Yes
Technology					
Multi-user	Yes	Yes	Yes	Yes	Yes
XML enabled	Yes		By next year		Yes
Three-tier architecture	Yes		Yes	No	Yes
Customizable	Partly		Yes		Yes
Different view of screens by employee or role	Partly	Yes	Yes	No	Yes
Without changing source code	Yes	Yes	Yes	No	Yes
Add user-defined fields	Yes	Yes	Yes	Partly	Yes
Unlimited	Partly	Yes	Yes		Yes
Defaults	Yes	Yes	Yes		Yes
Validation	Yes		Partly		Yes
Move fields around screen	No	No	Partly		No
Change tab order of fields	Yes	No	Customization		No
Change fields to required, optional or invisible	No	Yes	Customization		Yes
Change field captions and headings	Yes		Customization	Yes	Yes
Add new sub-form and push buttons	Partly	Yes	Customization		No
Apply to all or selected users	Yes	Yes	Customization		Yes
Work flow					Yes
Alerts - e.g., if date for follow-up is missed	Yes	Yes	Partly	Yes	Yes
Electronic routings if approval required	Yes	No	By next year	No	Yes
Audit trail on all approvals	Yes	No	By next year	No	Yes
Escalation if late	Yes	No	By next year	No	Yes
Name 1 to 3 unique or very important features of your product					
Unique/important feature no. 1	Extremely strong marketing automation		Sales process management – guide and track on a proven sales process with integrated selling tools when needed	Return on investment. Quick to configure. Easy to use	Continuing the 20-year product success with the SMB marketplace, Maximizer Software launched a new version of its CRM solution in late 2007

Question - Highlighted questions indicate a difference from the previous year:	Infusionsoft	InterAction	Landslide	Legrand CRM	Maximizer CRM 10
Unique/important feature no. 2	Built ground up specifically for small businesses		IO Channel - customer dedicated Web 2.0 site for exchanging deal content with tracking of customer activity	Integration with QuickBooks	Multiple access options: Windows desktop, Web, offline remote sync, mobile devices, email marketing included
Unique/important feature no. 3	AFT (Automated follow-up technology) built into all aspects of the software		VIP assistant, live person dedicated to offloading work such as adding contacts or updating accounts	Very practical and intuitive to use for business of 10 to 30 staff	Maximizer CRM 10 has four editions: Entrepreneur, Group, Professional and Enterprise

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Question - Highlighted questions indicate a difference from the previous year:	Microsoft Dynamics CRM	On-Demand CRM Software-as-a-Service (SaaS)	Oprius Sales Contact Manager	Sage CRM / SageCRM.com	Sage SalesLogix
Product	Microsoft Dynamics CRM	On-Demand CRM Software-as-a-Service (SaaS)	Oprius Sales Contact Manager	Sage CRM / SageCRM.com	Sage SalesLogix
Vendor	Microsoft	Salesboom.com	Oprius	Sage Software	Sage Software
Version	4.0	V9	Hosted App. Constantly updating.	v6.1	v7.2
Contact					
Name	Frank Falcone	Rana Rahim	Greg Strong	Sage Software	Sage Software
Telephone	905-363-8744	1-877-CRM-SALE (276-7253)	(250) 412-8802 ext. 503	800-643-6400	800-643-6400
Email	frank.falcone@microsoft.com	sales@salesboom.com	greg@oprius.com	info.sagecrmsolutions@sage.com	saleslogixinfo@saleslogix.com
Website	www.microsoft.com/dynamics/crm	http://www.salesboom.com	www.oprius.com	www.sagecrmsolutions.com	www.sagecrmsolutions.com
Cost (Canadian dollars unless otherwise specified)					
Licence based					
Average cost per user				\$595	\$795
Average no. of users				20	35
Average cost				\$11,900	\$27,825
Ratio - average implementation cost/licence cost					
Average implementation cost				\$0	\$0
Total licence based				\$11,900	\$27,825
ASP (Application service provider) based					
Average setup or fixed fees					

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Question - Highlighted questions indicate a difference from the previous year:	Microsoft Dynamics CRM	On-Demand CRM Software-as-a-Service (SaaS)	Oprius Sales Contact Manager	Sage CRM / SageCRM.com	Sage SalesLogix
Average annual fee / user	\$39 per user / month for Professional edition is available through Dec 31, 2008. Regular price of \$44 will apply for new subscriptions starting Jan. 1, 2009	\$457	\$179	\$828	
Average monthly fee / user	\$44	\$38	\$15	11	
Average no. of users		17	1		
Average fees - year one		\$7,769	\$179	\$9,108	
Average implementation costs / average fees - year one		0.25		0.25	
Average implementation costs		\$1,942	\$0	\$2,277	
NPV over 5 years (discount rate of 5%)		\$35,485	\$775	\$41,601	
Applications (Yes/No/Partly/Third party/By next year/Customization)					
Contact management	Yes	Yes	Yes	Yes	Yes
Sales force automation	Yes	Yes	Yes	Yes	Yes
Marketing automation	Yes	Yes	Yes	Yes	Yes
Services management	Yes	Yes	Partly	Yes	Third party
Billing	Customization	Yes	No	Yes with Sage Accpac ERP integration	Yes with Sage ERP integration
Call centre	Third party	Yes	Yes	Yes	Yes
Knowledge management	Yes	Yes	Partly	Yes	Yes
Analytics	Yes	Yes	No	Yes	Yes
Business intelligence	Yes	Yes	No	Third party	Yes
Profile					
World head office location	Redmond	Canada	Victoria, BC	Newcastle-Upon-Thyme, UK	Newcastle-Upon-Thyme, UK
Canadian head office location	Mississauga, ON	Halifax, NS	Victoria, BC	Mississauga, ON	Mississauga, ON
No. of customers - worldwide - all products		5,100		Sage Group plc supports more than 5.7 million customers worldwide	Sage Group plc supports more than 5.7 million customers worldwide

Question - Highlighted questions indicate a difference from the previous year:	Microsoft Dynamics CRM	On-Demand CRM Software-as-a-Service (SaaS)	Oprius Sales Contact Manager	Sage CRM / SageCRM.com	Sage SalesLogix
No. of customers - worldwide - this product	11,000+				More than 8,500 corporate accounts and over 300,000 users
No. of customers - Canada - all products					
No. of customers - Canada - this product					
Revenue 2007 - all products - in millions					
Revenue 2007 - this product - in millions					
Revenue 2006 - all products - in millions					
Revenue 2006 - this product - in millions					
Target market					
Average revenue/customer (CAD)		0 - \$20 M		\$50M-\$200M	\$50M-\$200M
Average no. of employees/customer		50-150		100-499	>500
Industry classification based on the North American Industry Classification System (NAICS) - See http://www.naics.com/info.htm#Structure for more about NAICS (Approximate % of implementations)			Professional, scientific and technical services		
11 Agriculture, forestry, fishing and hunting		Yes		No	No
21 Mining		Yes		No	Yes
22 Utilities	4%	Yes		Yes	Yes
23 Construction	4%	Yes		Yes	Yes
31-33 Manufacturing	42%	Yes		Yes	Yes
42 Wholesale trade	4%	Yes		Yes	Yes
44-45 Retail trade	4%	Yes		Yes	Yes
48-49 Transportation and warehousing	4%	Yes		Yes	Yes
51 Information		Yes		Yes	Yes
52 Finance and insurance	13%	Yes		Yes	Yes
53 Real estate and rental and leasing		Yes		Yes	Yes
54 Professional, scientific, and technical services	4%	Yes	x	Yes	Yes
55 Management of companies and enterprises		Yes		Yes	Yes

Question - Highlighted questions indicate a difference from the previous year:	Microsoft Dynamics CRM	On-Demand CRM Software-as-a-Service (SaaS)	Oprius Sales Contact Manager	Sage CRM / SageCRM.com	Sage SalesLogix
56 Administrative and support and waste management and remediation services		Yes		No	Yes
61 Education services	4%	Yes		Yes	Yes
62 Health care and social assistance		Yes		Yes	Yes
71 Arts, entertainment, and recreation	4%	Yes		Yes	Yes
72 Accommodation and food services		Yes		Yes	Yes
81 Other services (except public administration)	4%	Yes		Yes	Yes
92 Public administration	9%	Yes		Yes	Yes
Total	100%				
Technology					
Database (approximate % of implementations)					
Microsoft SQL Server	100%	Yes		90%	90%
Oracle		Yes		6%	10%
Pervasive SQL		Yes			
IBM DB2		Yes		3%	
Sybase		Yes		1%	
Informix		Yes			
Access		Yes			
Btrieve		Yes			
Proprietary		Yes			
FoxPro		Yes			
mySQL		Yes			
Progress		Yes	100%		
Other		Yes			
Total	100%		100%	100%	100%
Networks supported (approximate % of implementations)					
Microsoft	100%	Yes		100%	100%
Linux		Yes			
Unix		Yes			
AIX		Yes			
Novell Netware		Yes			
IBM AS/400 (OS/400)		Yes			
IBM S/390		Yes			

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Question - Highlighted questions indicate a difference from the previous year:	Microsoft Dynamics CRM	On-Demand CRM Software-as-a-Service (SaaS)	Oprius Sales Contact Manager	Sage CRM / SageCRM.com	Sage SalesLogix
Other		Yes			
Total	100%			100%	100%
Development tools used to build application	Visual Studio .NET		TurboGears, DBMail, Python	.asp	.NET, Delphi, AJAX, CAB; codeless customization for Web and Mobile
Open source		No	No	No	No
Integration to ERP or accounting systems - which?	Microsoft Dynamics; other ERP systems through 3rd party integrations	SAP R3, Quickbooks, Oracle, MS Dynamics Accounting, BAAN ERP, others	No	Sage MAS ERP, Sage Accpac Advantage Series, Sage Accpac Pro Series, Sage MAS 90/200, JD Edwards, Oracle financials, Timerline 50	Sage MAS ERP, Sage Accpac ERP, Great Plains, see Website for full listing
% of application available from browser, not including use of Citrix or Terminal Services	100%	100%	100%	100%	95%
Expected date for Web-based version	Available today	Our solution is 100% Web based, since inception	Currently available	Available	Available; v7.5 available 9/08
Features					
Business intelligence	Yes	Yes	No	Third party	Yes
Analyse performance related to CRM	Yes	Yes	Yes	Yes	Yes
KPIs	Yes	Yes	Partly	Yes	Yes
Forecasts of customer behaviour	Yes	Yes	No	Third party	Yes
Contact management	Yes	Yes	Yes	Yes	Yes
Multiple criteria used to create list for mail merge	Yes	Yes	Yes	Yes	Yes
Mass update noting all clients that were updated	Yes	Yes	Partly	Yes	Yes
Multiple addresses per contact	Yes	Yes	Yes	Yes	Yes
Identify potential duplicates for new contact	Yes	Yes	Yes	Yes	Yes
Duplicate merge process	Yes	Yes	Yes	Yes	Yes
Audit trail	Third party	Yes	No	Yes	Yes
Date and person making change	Third party	Yes	No	Yes	Yes
Full audit trail with what was changed	Third party	Yes	No	Yes	Yes
Unlimited follow-ups with contact	Yes	Yes	Yes	Yes	Yes

Question - Highlighted questions indicate a difference from the previous year:	Microsoft Dynamics CRM	On-Demand CRM Software-as-a-Service (SaaS)	Oprius Sales Contact Manager	Sage CRM / SageCRM.com	Sage SalesLogix
Unlimited notes per contact with date/time stamp	Yes	Yes	Yes	Yes	Yes
Search for embedded text in notes	Yes	Yes	No	Yes	Yes
Two steps to delete contact	Yes	Yes	Yes	Yes	Yes
Contact hierarchy		Yes	No	Yes	Yes
2 levels - organization and employees (e.g., might want to view all lawyers in a specific legal firm)	Yes	Yes	Partly	Yes	Yes
Default address information from organization - but can override	Yes	Yes	Yes	Yes	Yes
3 levels - organization / location / employee	Yes	Yes	No	Customization	Yes
French version		Yes	No	Yes	Yes
Screens	Yes	Yes	No	Yes	Yes
Reports	Yes	Yes	No	Yes	Yes
Documentation	Yes	Yes	No	Yes	Yes
Integration					
XML enabled	Yes	Yes	By next year	Yes	Yes
Import processor	Yes	Yes	Yes	Yes	Yes
API (application programming interface)	Yes	Yes	By next year	Yes	Yes
Marketing automation	Yes	Yes	Yes	Yes	Yes
Record temporary contact information and later convert to prospect	Yes	Yes	Yes	Yes	Yes
Permission based	Yes	Yes	Yes	Yes	Yes
Scripts for direct marketing	Yes	Yes	Yes	Yes	Yes
Use Microsoft Exchange Server for e-mail blasts	Yes	Yes	No	Yes	Yes
Use a SMTP Server for e-mail blasts	Yes	Yes	Yes	Yes	Yes
E-mail history stored in CRM database	Yes	Yes	Yes	Yes	Yes
Campaign management	Yes	Yes	Yes	Yes	Yes
Auto responders - scan lead and forward to appropriate recipient	Yes	Yes	No	Yes	Yes
Mass emails - no restrictions on number sent	Yes	Yes	Yes	Partly	Yes
Multiple relationships for each contact		Yes	Partly	Yes	Yes
Primary relationship	Yes	Yes	Yes	Yes	Yes
Four secondary relationships	Yes	Yes	No	Yes	Yes
Ten secondary relationships	Yes	Yes	No	Yes	Yes
Each relationship is a contact (set up once)	Yes	Yes	Yes	Yes	Yes
Online					

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Question - Highlighted questions indicate a difference from the previous year:	Microsoft Dynamics CRM	On-Demand CRM Software-as-a-Service (SaaS)	Oprius Sales Contact Manager	Sage CRM / SageCRM.com	Sage SalesLogix
E-commerce - orders, check status...	Third party	Yes	No	Yes	Third party
Self-serve - access product support information...	Third party	Yes	Yes	Yes	Yes
Prospects respond online	Third party	Yes	Partly	Yes	Yes
Register for seminars	Third party	Yes	No	No	Third party
Order processing		Yes	No	Yes	Yes
Quotes	Yes	Yes	No	Yes	Yes
Orders	Yes	Yes	No	Yes	Yes
Invoices	Yes	Yes	No	Yes	Yes
Sales force automation	Yes	Yes	Yes	Yes	Yes
Track status of opportunity	Yes	Yes	Yes	Yes	Yes
Proposal generation	Yes	Yes	No	Yes	Yes
Security	Yes	Yes	No	Yes	Yes
By employee	Yes	Yes	No	Yes	Yes
By role	Yes	Yes	No	Yes	Yes
Services management	Yes	Yes	No	Yes	Yes
Maintain contract	Yes	Yes	No	Customization	Yes
Can forward/re-assign support calls	Yes	Yes	No	Yes	Yes
Reason codes - for analysis of problems	Yes	Yes	No	Yes	Yes
Link emails to ticket/call	Yes	Yes	No	Yes	Yes
Escalations based on rules	Yes	Yes	No	Yes	Yes
Close out multiple incidents at the same time if they all relate to the same problem	Partly	Yes	No	Yes	Yes
Ability to set priorities and severities	Yes	Yes	No	No	Yes
Dispatching	Yes	Yes	No	No	Yes
Synchronization					
Palm Pilot	Partly	Yes	By next year	Third party	Yes
Windows CE	Third party	Yes	By next year	Third party	Yes
BlackBerry	Yes	Yes	By next year	Third party	Yes
Microsoft Outlook	Yes	Yes	By next year	Yes	Yes
Lotus Notes	Third party	Yes	No	Partly	Yes
Only business (not personal) contacts	Yes	Partly	By next year	Yes	Yes
Call centre automation	Third party	Yes	Partly	Yes	Third party
Computer telephony integration	Third party	Yes	No	Yes	Third party
Predictive dialers	Third party	Third party	No	No	Third party
Pop up name on incoming call with authorization from contact	Third party	Yes	No	Yes	Third party

Question - Highlighted questions indicate a difference from the previous year:	Microsoft Dynamics CRM	On-Demand CRM Software-as-a-Service (SaaS)	Oprius Sales Contact Manager	Sage CRM / SageCRM.com	Sage SalesLogix
Statistics including call duration	Third party	Yes	No	Partly	Third party
Technology					
Multi-user	Yes	Yes	Partly	Yes	Yes
XML enabled	Yes	Yes	No	Yes	Yes
Three-tier architecture	Yes	Yes	Yes	Yes	Yes
Customizable		Yes	Yes	Yes	Yes
Different view of screens by employee or role	Yes	Yes	No	Yes	Yes
Without changing source code	Yes	Yes	Yes	Yes	Yes
Add user-defined fields	Yes	Yes	Yes	Yes	Yes
Unlimited	Yes	Yes	Yes	Yes	Yes
Defaults	Yes	Yes	Yes	Yes	Yes
Validation	Yes	Yes	Yes	Yes	Yes
Move fields around screen	Yes	Yes	No	Yes	Yes
Change tab order of fields	Yes	Yes	Yes	Yes	Yes
Change fields to required, optional or invisible	Yes	Yes	No	Yes	Yes
Change field captions and headings	Yes	Yes	No	Yes	Yes
Add new sub-form and push buttons	Yes	Customization	No	Customization	Yes
Apply to all or selected users	Yes	Yes	Partly	Yes	Yes
Work flow		Yes	Yes	Yes	Yes
Alerts - e.g., if date for follow-up is missed	Yes	Yes	Yes	Yes	Yes
Electronic routings if approval required	Yes	Yes	No	Yes	Yes
Audit trail on all approvals	Customization	Yes	No	Yes	Yes
Escalation if late	Yes	Yes	No	Yes	Yes
Name 1 to 3 unique or very important features of your product					
Unique/important feature no. 1	Most natural way to add CRM capabilities to anyone who uses Office and Outlook; delivers great user experience	Salesboom's CRM is equipped with AJAX driven drag and drop	Relationship Builder allows users to automate their sales process or email campaigns using emails and other activities	Integrated sales, marketing and customer care; easy customization	State-of-art Web client, support for mixture of mobile devices in same implementation

Question - Highlighted questions indicate a difference from the previous year:	Microsoft Dynamics CRM	On-Demand CRM Software-as-a-Service (SaaS)	Oprius Sales Contact Manager	Sage CRM / SageCRM.com	Sage SalesLogix
Unique/important feature no. 2	Event-driven workflow for consistent process execution, alerts & notifications; comprehensive reporting & analysis	Business users can customize the look and feel of their CRM platform	Build unlimited lead capture pages, allowing prospects to submit their contact info directly into your account	Create dashboards with reports, charts, data searches, customer snapshots, lead lists, high priority support issues etc.	Highly customizable with a common codeless customization environment for Web and Mobile clients
Unique/important feature no. 3	Simplified installation, smooth upgrade path, extensive configuration & customization capabilities, familiar toolset	Pre-integrated out of the box with many popular business software solutions	The Phone Assistant gives you all the info and features you need to call and follow up with your leads	Ability to migrate between hosted and on premises implementations with all customization intact	Full suite CRM for mid-sized orgs and divisions of enterprise

The CAmagazine 2008 CRM Survey

Question - Highlighted questions indicate a difference from the previous year:	Salesforce CRM	SalesNOW	Salesplace	SAP CRM	StreetSmart Small Business CRM V2 application
Product	Salesforce CRM	SalesNOW	Salesplace	SAP CRM	StreetSmart Small Business CRM V2 application
Vendor	salesforce.com	Interchange Solutions Inc.	Interchange Solutions Inc.	SAP	InfoStreet
Version	Salesforce Summer '08	2008.6.31	2008.6	2007	StreetSmart is currently at v.7.0 (the CRM application is v.2.0)
Contact					
Name	Hana Mandapat	John Durst	John Durst	Joy Chan	Jason Kirshner
Telephone	(415) 345-4702	905-475-4064 Ext 302	905-475-4064 Ext 302	416-250-3347	949-579-9569 x801
Email	hana@outcastpr.com	john.durst@salesnow.com	john.durst@salesplace.com	j.chan@sap.com	jason@rms-biz.com
Website	www.salesforce.com	www.salesnow.com	www.salesplace.com	www.sap.ca	www.infostreet.com/
Cost (Canadian dollars unless otherwise specified)					
Licence based					
Average cost per user			\$450		
Average no. of users			63		
Average cost			\$28,350		
Ratio - average implementation cost/licence cost			0.25		
Average implementation cost			\$7,088		
Total licence based			\$35,438		
ASP (Application service provider) based					
Average setup or fixed fees					\$50

Question - Highlighted questions indicate a difference from the previous year:	Salesforce CRM	SalesNOW	Salesplace	SAP CRM	StreetSmart Small Business CRM V2 application
Average annual fee / user		\$300			\$72
Average monthly fee / user	\$65	\$25			\$6
Average no. of users		20			25
Average fees - year one		\$6,000			\$1,850
Average implementation costs / average fees - year one					0.25
Average implementation costs		\$0			\$463
NPV over 5 years (discount rate of 5%)		\$25,977			\$8,498
Applications (Yes/No/Partly/Third party/By next year/Customization)					
Contact management	Yes	Yes	Yes	Yes	Yes
Sales force automation	Yes	Yes	Yes	Yes	Yes
Marketing automation	Yes	Yes	Yes	Yes	No
Services management	Yes	No	Yes	Yes	Yes
Billing	Third party	No	No	Yes	Yes
Call centre	Yes	No	Yes	Yes	No
Knowledge management	Yes	No	Yes	Yes	Yes
Analytics	Yes	Yes	Third party	Yes	No
Business intelligence	Yes	Yes	Third party	Yes	No
Profile					
World head office location	San Francisco, CA	Markham, ON	Markham, ON	Walldorf, Germany	Tarzana, CA, USA
Canadian head office location	Toronto, ON	Same	Same	Toronto, ON	Channel reps
No. of customers - worldwide - all products	43,600			75,000	150,000

Question - Highlighted questions indicate a difference from the previous year:	Salesforce CRM	SalesNOW	Salesplace	SAP CRM	StreetSmart Small Business CRM V2 application
No. of customers - worldwide - this product	N/A				150,000
No. of customers - Canada - all products				1,170	25,000
No. of customers - Canada - this product	N/A				25,000
Revenue 2007 - all products - in millions	\$766,294,424			342.6 million Euros	
Revenue 2007 - this product - in millions	N/A				
Revenue 2006 - all products - in millions	\$508,879,222			304.7 million Euros	
Revenue 2006 - this product - in millions	N/A				
Target market					
Average revenue/customer (CAD)		\$3M	\$10M		500,000 to 5M
Average no. of employees/customer		30	100		10 to 50
Industry classification based on the North American Industry Classification System (NAICS) - See http://www.naics.com/info.htm#Structure for more about NAICS (Approximate % of implementations)					
11 Agriculture, forestry, fishing and hunting					
21 Mining					
22 Utilities			5%		
23 Construction		5%	5%		12%
31-33 Manufacturing		15%	15%		10%
42 Wholesale trade		10%	10%		
44-45 Retail trade		5%	5%		6%
48-49 Transportation and warehousing		5%	10%		
51 Information		5%	5%		15%
52 Finance and insurance		25%	20%		
53 Real estate and rental and leasing		15%	5%		
54 Professional, scientific, and technical services		5%	5%		29%
55 Management of companies and enterprises					

The CAmagazine 2008 CRM Survey

Question - Highlighted questions indicate a difference from the previous year:	Salesforce CRM	SalesNOW	Salesplace	SAP CRM	StreetSmart Small Business CRM V2 application
56 Administrative and support and waste management and remediation services		5%	5%		
61 Education services			5%		28%
62 Health care and social assistance		5%	5%		
71 Arts, entertainment, and recreation					
72 Accommodation and food services					
81 Other services (except public administration)					
92 Public administration					
Total		100%	100%		100%
Technology					
Database (approximate % of implementations)					
Microsoft SQL Server		100%	0%	Yes	
Oracle			0%	Yes	
Pervasive SQL			0%		
IBM DB2			0%	Yes	
Sybase			0%	Yes	
Informix			0%	Yes	
Access			0%		
Btrieve			0%		
Proprietary			0%		
FoxPro			0%		
mySQL			0%	Yes	
Progress			0%		
Other		100%	100%	SAP DB, Adabas	
Total			100%		
Networks supported (approximate % of implementations)					
Microsoft		100%	80%	Yes	
Linux			5%	Yes	
Unix			2%	Yes	
AIX			2%	Yes	
Novell Netware			0%		
IBM AS/400 (OS/400)			11%	Yes	
IBM S/390			0%		

Question - Highlighted questions indicate a difference from the previous year:	Salesforce CRM	SalesNOW	Salesplace	SAP CRM	StreetSmart Small Business CRM V2 application
Other			0%	HP UX, Sun Solaris	
Total		100%	100%		
Development tools used to build application		Microsoft Visual Studio, BlackBerry JDE	Lotusscript, java, visual basic and javascript	.Net, NetWeaver Development Environment (NWDI), ABAP-Workbench	Custom database tools, Python, Java, XML-RPC, AJAX
Open source	No	No	Yes	Yes	Yes
Integration to ERP or accounting systems - which?		No	Yes	SAP ERP; SAP also has robust integration capabilities supporting integration with any 3rd party systems	All - via custom integration
% of application available from browser, not including use of Citrix or Terminal Services	100%	100%	0%	100%	All
Expected date for Web-based version	N/A	Now	Q2-2009	SAP CRM 2007 is Web-based	Now - have been since 1994
Features					
Business intelligence	Yes	Yes	Yes	Yes	No
Analyse performance related to CRM	Yes	Yes	Yes	Yes	No
KPIs	Yes	Yes	Yes	Yes	No
Forecasts of customer behaviour	Partly	Yes	Yes	Yes	No
Contact management	Yes	Yes	Yes	Yes	Yes
Multiple criteria used to create list for mail merge	Yes	Yes	Yes	Yes	No
Mass update noting all clients that were updated	Yes	Yes	Yes	Yes	Yes
Multiple addresses per contact	No	No	Yes	Yes	Yes
Identify potential duplicates for new contact	Yes	Yes	Yes	Yes	Yes
Duplicate merge process	Yes	Yes	Yes	Yes	Yes
Audit trail	Partly	Yes	Yes	Yes	Yes
Date and person making change	Yes	Yes	Partly	Yes	Yes
Full audit trail with what was changed	No	No	Partly	Yes	Yes
Unlimited follow-ups with contact	Yes	Yes	Yes	Yes	Yes

The CAmagazine 2008 CRM Survey

Question - Highlighted questions indicate a difference from the previous year:	Salesforce CRM	SalesNOW	Salesplace	SAP CRM	StreetSmart Small Business CRM V2 application
Unlimited notes per contact with date/time stamp	Partly	Yes	Yes	Yes	Yes
Search for embedded text in notes	Yes	No	Yes	Yes	Yes
Two steps to delete contact	Yes	Yes	Yes	Yes	Yes
Contact hierarchy	No	Yes	Yes	Yes	Yes
2 levels - organization and employees (e.g., might want to view all lawyers in a specific legal firm)	Partly	Yes	Yes	Yes	Yes
Default address information from organization - but can override	Yes	Yes	Yes	Yes	Yes
3 levels - organization / location / employee	Partly	No	Yes	Yes	Yes
French version	Yes	Yes	No	Yes	No
Screens	Yes	Yes	No	Yes	No
Reports	Yes	Yes	No	Yes	No
Documentation	Yes	Yes	No	Yes	No
Integration					
XML enabled	Yes	Yes	Yes	Yes	Yes
Import processor	Yes	Yes	Yes	Yes	Yes
API (application programming interface)	Yes	Yes	No	Yes	Yes
Marketing automation	Yes	Yes	Yes	Yes	Yes
Record temporary contact information and later convert to prospect	Yes	Yes	Yes	Yes	Yes
Permission based	Yes	Yes	Yes	Yes	Yes
Scripts for direct marketing	No	No	No	Yes	Yes
Use Microsoft Exchange Server for e-mail blasts	No	Yes	No	Yes	No
Use a SMTP Server for e-mail blasts	Yes	No	Yes	Yes	Yes
E-mail history stored in CRM database	Yes	Yes	Yes	Yes	Yes
Campaign management	Yes	Yes	Yes	Yes	Yes
Auto responders - scan lead and forward to appropriate recipient	Yes	Yes	Yes	Yes	Yes
Mass emails - no restrictions on number sent	Partly	Yes	Yes	Yes	Yes
Multiple relationships for each contact	Yes	Yes	Yes	Yes	Yes
Primary relationship	Yes	Yes	Yes	Yes	Yes
Four secondary relationships	No	Yes	Yes	Yes	Yes
Ten secondary relationships	No	Yes	Yes	Yes	Yes
Each relationship is a contact (set up once)		Yes	Yes	Yes	Yes
Online					

Question - Highlighted questions indicate a difference from the previous year:	Salesforce CRM	SalesNOW	Salesplace	SAP CRM	StreetSmart Small Business CRM V2 application
E-commerce - orders, check status...	Yes	Yes	No	Yes	No
Self-serve - access product support information...	Yes	Yes	Yes	Yes	Yes
Prospects respond online	Yes	Yes	Yes	Yes	Yes
Register for seminars	Yes	No	No	Yes	No
Order processing	Yes	No	Yes	Yes	No
Quotes	Yes	No	Yes	Yes	Yes
Orders	Yes	No	Yes	Yes	Yes
Invoices		No	No	Yes	No
Sales force automation	Yes	Yes	Yes	Yes	Yes
Track status of opportunity	Yes	Yes	Yes	Yes	Yes
Proposal generation	Yes	No	Yes	Yes	Yes
Security	Yes	Yes	Yes	Yes	Yes
By employee	Yes	Yes	Yes	Yes	Yes
By role	Yes	Yes	Yes	Yes	Yes
Services management	Yes	No	Yes	Yes	Yes
Maintain contract	Yes	No	Yes	Yes	Yes
Can forward/re-assign support calls	Yes	No	Yes	Yes	Yes
Reason codes - for analysis of problems		No	Yes	Yes	No
Link emails to ticket/call	Yes	No	Yes	Yes	Yes
Escalations based on rules	Yes	No	Yes	Yes	Yes
Close out multiple incidents at the same time if they all relate to the same problem		No	Yes	Yes	Yes
Ability to set priorities and severities	Yes	No	Yes	Yes	Yes
Dispatching		No	No	Yes	Yes
Synchronization					
Palm Pilot	Yes	No	No	Yes	Yes
Windows CE		No	No	Yes	Yes
BlackBerry	Yes	Yes	Yes	Yes	Yes
Microsoft Outlook	Yes	Yes	No	Yes	Yes
Lotus Notes	Yes	No	Yes	Yes	Yes
Only business (not personal) contacts		Yes	Yes	Yes	Customization
Call centre automation	Yes	No		Yes	No
Computer telephony integration	Yes	No	Third party	Yes	No
Predictive dialers	Yes	No	No	Yes	No
Pop up name on incoming call with authorization from contact	Yes	No	No	Yes	No

Question - Highlighted questions indicate a difference from the previous year:	Salesforce CRM	SalesNOW	Salesplace	SAP CRM	StreetSmart Small Business CRM V2 application
Statistics including call duration	Partly	No	Partly	Yes	No
Technology					
Multi-user	Yes	Yes	Yes	Yes	Yes
XML enabled	Yes	Yes	Yes	Yes	Yes
Three-tier architecture		Yes	Yes	Yes	Yes
Customizable	Yes	Yes	Yes	Yes	Yes
Different view of screens by employee or role	Yes	Yes	Yes	Yes	Yes
Without changing source code		Yes	Yes	Yes	Yes
Add user-defined fields	Yes	Yes	Yes	Yes	Yes
Unlimited	Yes	No	No	Yes	Yes
Defaults	Yes	Yes	Yes	Yes	Yes
Validation	Yes	Yes	Yes	Yes	Yes
Move fields around screen	No	Yes	No	Yes	No
Change tab order of fields	Yes	Yes	Yes	Yes	No
Change fields to required, optional or invisible	Yes	Yes	Yes	Yes	Yes
Change field captions and headings	Yes	Yes	Yes	Yes	Yes
Add new sub-form and push buttons	Yes	No	Yes	Yes	No
Apply to all or selected users	Yes	No	Yes	Yes	Yes
Work flow	Yes	No		Yes	
Alerts - e.g., if date for follow-up is missed	Yes	No	Yes	Yes	Yes
Electronic routings if approval required	Yes	No	Yes	Yes	No
Audit trail on all approvals		No	Yes	Yes	No
Escalation if late		No	Yes	Yes	No
Name 1 to 3 unique or very important features of your product					
Unique/important feature no. 1	Salesforce is delivered as a service over the Internet, enabling companies to focus on innovation, not infrastructure	All sales activity entered on the BlackBerry is automatically synced and stored on a hosted SalesNOW website	Lotus Notes Integration: Salesplace integrates directly into your Lotus Notes email and calendar system	Front-office CRM capabilities as well as end-to-end business processes	Integrated email - no third-party email server required, Exchange, Lotus, GroupWise, etc...

Question - Highlighted questions indicate a difference from the previous year:	Salesforce CRM	SalesNOW	Salesplace	SAP CRM	StreetSmart Small Business CRM V2 application
Unique/important feature no. 2	Easy to use - a simple, easy to use and familiar user interface encourages adoption	SalesNOW is directly integrated into the BlackBerry email, phone, calendar and activity components	Blackberry: the Salesplace Blackberry edition extends your Salesplace data directly to your Blackerry	Industry specific business processes that address the unique needs of all major industries	CRM integrates with personal tools, email, calendar, workflow, file sharing
Unique/important feature no. 3	Platform-as-a-Service - enables companies to easily customize and build any application on demand	All management dashboards including sales funnels and forecasts and activities are accessible on the Blackberry	Miller Heiman: the Salesplace Miller Heiman module leverages Miller Heiman's methodology within Salesplace	Flexible deployment models including on-premises, on-demand and hybrid	StreetSmart Suite comes with intranet portal, blogs, knowledge base, content mgmt, libraries, employee directories

Question - Highlighted questions indicate a difference from the previous year:	Sugar 5.0
Product	Sugar 5.0
Vendor	SugarCRM - Sugar 5.0
Version	5
Contact	
Name	Martin Schneider
Telephone	408-792-6926
Email	mschneider@sugarcrm.com
Website	www.sugarcrm.com
Cost (Canadian dollars unless otherwise specified)	
Licence based	
Average cost per user	\$275
Average no. of users	20
Average cost	\$5,500
Ratio - average implementation cost/licence cost	1.50
Average implementation cost	\$8,250
Total licence based	\$13,750
ASP (Application service provider) based	
Average setup or fixed fees	\$0

Question - Highlighted questions indicate a difference from the previous year:	Sugar 5.0
Average annual fee / user	\$480
Average monthly fee / user	\$40
Average no. of users	10
Average fees - year one	\$4,800
Average implementation costs / average fees - year one	0.25
Average implementation costs	\$1,200
NPV over 5 years (discount rate of 5%)	\$21,924
Applications (Yes/No/Partly/Third party/By next year/Customization)	
Contact management	Yes
Sales force automation	Yes
Marketing automation	Yes
Services management	Yes
Billing	Yes
Call centre	Yes
Knowledge management	Yes
Analytics	Yes
Business intelligence	Partly
Profile	
World head office location	Cupertino, CA
Canadian head office location	N/A
No. of customers - worldwide - all products	3,500

Question - Highlighted questions indicate a difference from the previous year:	Sugar 5.0
No. of customers - worldwide - this product	3,000
No. of customers - Canada - all products	
No. of customers - Canada - this product	
Revenue 2007 - all products - in millions	
Revenue 2007 - this product - in millions	
Revenue 2006 - all products - in millions	
Revenue 2006 - this product - in millions	
Target market	
Average revenue/customer (CAD)	N/A
Average no. of employees/customer	5-50,000
Industry classification based on the North American Industry Classification System (NAICS) - See http://www.naics.com/info.htm#Structure for more about NAICS (Approximate % of implementations)	
11 Agriculture, forestry, fishing and hunting	
21 Mining	
22 Utilities	
23 Construction	
31-33 Manufacturing	
42 Wholesale trade	
44-45 Retail trade	
48-49 Transportation and warehousing	
51 Information	
52 Finance and insurance	
53 Real estate and rental and leasing	
54 Professional, scientific, and technical services	
55 Management of companies and enterprises	

Question - Highlighted questions indicate a difference from the previous year:	Sugar 5.0
56 Administrative and support and waste management and remediation services	
61 Education services	
62 Health care and social assistance	
71 Arts, entertainment, and recreation	
72 Accommodation and food services	
81 Other services (except public administration)	
92 Public administration	
Total	
Technology	
Database (approximate % of implementations)	
Microsoft SQL Server	<5%
Oracle	<5%
Pervasive SQL	N/A
IBM DB2	N/A
Sybase	N/A
Informix	N/A
Access	N/A
Btrieve	N/A
Proprietary	N/A
FoxPro	N/A
mySQL	>90%
Progress	N/A
Other	N/A
Total	
Networks supported (approximate % of implementations)	
Microsoft	39%
Linux	60%
Unix	N/A
AIX	N/A
Novell Netware	N/A
IBM AS/400 (OS/400)	1%
IBM S/390	N/A

Question - Highlighted questions indicate a difference from the previous year:	Sugar 5.0
Other	N/A
Total	100%
Development tools used to build application	LAMP stack
Open source	Yes
Integration to ERP or accounting systems - which?	Any ERP via open Web services API
% of application available from browser, not including use of Citrix or Terminal Services	100%
Expected date for Web-based version	Readily available
Features	
Business intelligence	Partly
Analyse performance related to CRM	Yes
KPIs	Yes
Forecasts of customer behaviour	Partly
Contact management	Yes
Multiple criteria used to create list for mail merge	Yes
Mass update noting all clients that were updated	Yes
Multiple addresses per contact	Yes
Identify potential duplicates for new contact	Yes
Duplicate merge process	Yes
Audit trail	Yes
Date and person making change	Yes
Full audit trail with what was changed	Yes
Unlimited follow-ups with contact	Yes

Question - Highlighted questions indicate a difference from the previous year:	Sugar 5.0
Unlimited notes per contact with date/time stamp	Yes
Search for embedded text in notes	Yes
Two steps to delete contact	Yes
Contact hierarchy	Yes
2 levels - organization and employees (e.g., might want to view all lawyers in a specific legal firm)	Yes
Default address information from organization - but can override	Yes
3 levels - organization / location / employee	Yes
French version	No
Screens	Yes
Reports	Yes
Documentation	Yes
Integration	
XML enabled	Yes
Import processor	Yes
API (application programming interface)	Yes
Marketing automation	Yes
Record temporary contact information and later convert to prospect	Yes
Permission based	Yes
Scripts for direct marketing	Third party
Use Microsoft Exchange Server for e-mail blasts	Yes
Use a SMTP Server for e-mail blasts	Yes
E-mail history stored in CRM database	Yes
Campaign management	Yes
Auto responders - scan lead and forward to appropriate recipient	Yes
Mass emails - no restrictions on number sent	Yes
Multiple relationships for each contact	Yes
Primary relationship	Yes
Four secondary relationships	Yes
Ten secondary relationships	Yes
Each relationship is a contact (set up once)	Yes
Online	

Question - Highlighted questions indicate a difference from the previous year:	Sugar 5.0
E-commerce - orders, check status...	Third party
Self-serve - access product support information...	Yes
Prospects respond online	Yes
Register for seminars	Yes
Order processing	Partly
Quotes	Yes
Orders	By next year
Invoices	By next year
Sales force automation	Yes
Track status of opportunity	Yes
Proposal generation	Yes
Security	Yes
By employee	Yes
By role	Yes
Services management	Yes
Maintain contract	No
Can forward/re-assign support calls	Yes
Reason codes - for analysis of problems	Yes
Link emails to ticket/call	Yes
Escalations based on rules	Yes
Close out multiple incidents at the same time if they all relate to the same problem	Yes
Ability to set priorities and severities	Yes
Dispatching	Customization
Synchronization	
Palm Pilot	No
Windows CE	Yes
BlackBerry	Yes
Microsoft Outlook	Yes
Lotus Notes	Third party
Only business (not personal) contacts	Yes
Call centre automation	Yes
Computer telephony integration	Yes
Predictive dialers	Third party
Pop up name on incoming call with authorization from contact	Customization

Question - Highlighted questions indicate a difference from the previous year:	Sugar 5.0
Statistics including call duration	Third party
Technology	
Multi-user	Yes
XML enabled	Yes
Three-tier architecture	Yes
Customizable	Yes
Different view of screens by employee or role	Yes
Without changing source code	Yes
Add user-defined fields	Yes
Unlimited	Yes
Defaults	Yes
Validation	Yes
Move fields around screen	Yes
Change tab order of fields	Yes
Change fields to required, optional or invisible	Yes
Change field captions and headings	Yes
Add new sub-form and push buttons	Yes
Apply to all or selected users	Yes
Work flow	Yes
Alerts - e.g., if date for follow-up is missed	Yes
Electronic routings if approval required	Yes
Audit trail on all approvals	Yes
Escalation if late	Yes
Name 1 to 3 unique or very important features of your product	
Unique/important feature no. 1	Commercial open source model - greater customization and control for users

Question - Highlighted questions indicate a difference from the previous year:	Sugar 5.0
Unique/important feature no. 2	Offer multiple deployment options - SaaS or on-site with ability to migrate between
Unique/important feature no. 3	Robust functionality with no vendor lock-in