

# The CAmagazine 2009/2010 CRM Survey

Question - Highlighted questions indicate a difference from the previous year:	ACT! by Sage 2010	Borneosoft CRM	CDC Pivotal	Commence On Demand
Additions				
Changes				
Product	ACT! by Sage 2010	Borneosoft CRM	CDC Pivotal	Commence On Demand
Vendor	Sage North America	Borneosoft	CDC Software	Commence Corporation
Version	12	2.1	6	5.1
<b>Contact</b>				
Name	Sage North America	Luke Tan	David Cahn	Larry Caretsky
Telephone	866-903-0006	+61 0405426388	678-259-8620	732-380-9100
Email	<a href="mailto:corporatelicensing.act@sage.com">corporatelicensing.act@sage.com</a>	<a href="mailto:luke.tan@borneosoft.com">luke.tan@borneosoft.com</a>	<a href="mailto:dcahn@cdcsoftware.com">dcahn@cdcsoftware.com</a>	<a href="mailto:sales@commence.com">sales@commence.com</a>
Website	<a href="http://www.act.com">www.act.com</a>	<a href="http://www.borneosoft.com">www.borneosoft.com</a>	<a href="http://www.cdcsoftware.com">www.cdcsoftware.com</a>	<a href="http://www.commence.com">www.commence.com</a>
<b>Cost</b> (Canadian dollars)				
Licence based	ACT! by Sage 2009 (US\$229.99 per user; ideal for 1 to 10 users). ACT! by Sage Premium 2009 (US\$399.99 per user; for teams and workgroups)			
Average cost per user	\$230		\$600	\$30
Average no. of users	12		500	20
Average cost	\$2,760		\$300,000	\$600
Ratio - average implementation cost/licence cost			1.00	
Average implementation cost	\$0		\$300,000	\$0
Total licence based	<b>\$2,760</b>		<b>\$600,000</b>	<b>\$600</b>
SaaS (Software as a Service) based				
Average setup or fixed fees				\$0
Average annual fee / user	420	\$239		\$360
Average no. of users	12	10		20
Average fees - year one	\$5,040	\$2,388		\$7,200
Average implementation costs / average fees - year one				
Average implementation costs	\$0	\$0		\$0
NPV over 5 years (discount rate of 5%)	<b>\$21,821</b>	<b>\$10,339</b>		<b>\$31,172</b>

# The CAmagazine 2009/2010 CRM Survey

<b>Question</b> - Highlighted questions indicate a difference from the previous year: <b>Applications (Yes/No/Partly/Third party/By next year/Customization)</b>	<b>ACT! by Sage 2010</b>	<b>Borneosoft CRM</b>	<b>CDC Pivotal</b>	<b>Commence On Demand</b>
Contact management	Yes	Yes	Yes	Yes
Sales force automation	Yes	Yes	Yes	Yes
Marketing automation	Yes	By next year	Yes	Yes
Services management	Third party	Yes	Yes	Yes
Billing	Partly	No	Partly	Yes
Call centre	Third party	No	Yes	Yes
Knowledge management	Third party	Partly	Partly	Yes
Analytics	Third party	Yes	Yes	Yes
Business intelligence	Third party	Yes	Yes	Customization
<b>Profile</b>				
World head office location	Newcastle-Upon-Thyme, UK	Australia	Atlanta, GA	New Jersey, USA
Canadian head office location	Mississauga, ON	na	Vancouver	
No. of customers - worldwide - all products	Sage Group plc supports more than 5.8 million customers worldwide	< 500	6,000	20,000
No. of customers - worldwide - this product	More than 2.8M registered users plus over 50,000 additional corporate accounts	< 500	1,500	400
No. of customers - Canada - all products		Not known	300	350
No. of customers - Canada - this product		Not known	250	20
Revenue 2008 - CAD - all products - in millions		na (Launched only in 2009)	Do not breakout	
Revenue 2008 - CAD - this product - in millions		na (launched only in 2009)	Do not breakout	
Revenue 2007 - CAD - all products - in millions		na (launched only in 2009)	Do not breakout	
Revenue 2007 - CAD - this product - in millions		na (launched only in 2009)	do not breakout	
<b>Target market</b>				
Average revenue/customer (CAD)	\$50M-\$200M	> 500,000.00	1 billion	
Average no. of employees/customer	100-499	> 10	500 users	
Industry classification based on the North American Industry Classification System (NAICS) - See <a href="http://www.naics.com/info.htm#Structure">http://www.naics.com/info.htm#Structure</a> for more about NAICS (Approximate % of implementations)				
11 Agriculture, forestry, fishing and hunting	2%	Yes		
21 Mining, Quarrying, and Oil and Gas Extraction		Yes		
22 Utilities	2%	Yes	5%	2%
23 Construction	10%	Yes	10%	12%

# The CAmagazine 2009/2010 CRM Survey

<b>Question</b> - Highlighted questions indicate a difference from the previous year:	<b>ACT! by Sage 2010</b>	<b>Borneosoft CRM</b>	<b>CDC Pivotal</b>	<b>Commence On Demand</b>
31-33 Manufacturing	14%	Yes	10%	10%
42 Wholesale trade	10%	Yes	5%	
44-45 Retail trade	19%	Yes	5%	
48-49 Transportation and warehousing	2%	Yes		1%
51 Information and Cultural Industries		Yes		
52 Finance and insurance	10%	Yes	25%	10%
53 Real estate and rental and leasing	3%	Yes	15%	5%
54 Professional, scientific, and technical services		Yes		5%
55 Management of companies and enterprises		Yes		
56 Administrative and support and waste management and remediation services	10%	Yes		
61 Education services	3%	Yes	5%	5%
62 Health care and social assistance	9%	Yes	5%	2%
71 Arts, entertainment and recreation	6%	Yes	5%	
72 Accommodation and food services		Yes	5%	2%
81 Other services (except public administration)		Yes		41%
92 Public administration		Yes	5%	5%
Total	100%		100%	90%
<b>Technology</b>				
Database (approximate % of implementations)				
Microsoft SQL Server	100%		20%	
Oracle			80%	
Pervasive SQL				
IBM DB2				
Sybase				
Informix				
Access				
Btrieve				
Proprietary				
FoxPro				
mySQL				100%
Progress		Yes		
Other				
Total	100%		100%	100%
Networks supported (approximate % of implementations)				

# The CAmagazine 2009/2010 CRM Survey

<b>Question</b> - Highlighted questions indicate a difference from the previous year:	<b>ACT! by Sage 2010</b>	<b>Borneosoft CRM</b>	<b>CDC Pivotal</b>	<b>Commence On Demand</b>
Microsoft	100%		100%	
Linux		Yes		
Unix				
AIX				
Novell Netware				
IBM AS/400 (OS/400)				
IBM S/390				
Other				
<b>Total</b>	<b>100%</b>		<b>100%</b>	
<b>Supported clients (% of implementations)</b>				
Web based without Citrix or Terminal Services	10%	Yes		100%
Windows	90%		100%	
Mac OS (without web browser)				
Other				
<b>Total</b>	<b>100%</b>		<b>100%</b>	<b>100%</b>
Development tools used to build application	Built with Visual Studio .NET, using C#		Microsoft Visual Studio, Sharepoint, Office, and Outlook	
Open source	No	Yes	No	
Integration to ERP or accounting systems - which?	Accounting links to Peachtree, Simply Accounting, BusinessWorks, MAS 90 and Quickbooks available	No	Yes, SAP, Oracle, Ross	
% of application available from browser, not including use of Citrix or Terminal Services	95% via Web-based ACT! Premium client	100%	100%	
Expected date for Web-based version	In market, 11.0 upgrade version 8/12/08			
<b>Features</b>				
Business intelligence	Third party	Yes	Yes	
Analyse performance related to CRM	Yes	Yes	Yes	Yes
KPIs	Yes	Yes	Yes	Yes
Forecasts of customer behaviour	Third party	Partly	Partly	Customization
Contact management	Yes	Yes	Yes	Yes
Multiple criteria used to create list for mail merge	Yes	No	Yes	Yes
Mass update noting all clients that were updated	Yes	No	Yes	Yes
Multiple addresses per contact	Yes	Yes	Yes	Yes
Identify potential duplicates for new contact	Yes	No	Yes	Yes

# The CAmagazine 2009/2010 CRM Survey

<b>Question</b> - Highlighted questions indicate a difference from the previous year:	<b>ACT! by Sage 2010</b>	<b>Borneosoft CRM</b>	<b>CDC Pivotal</b>	<b>Commence On Demand</b>
Duplicate merge process	Yes	No	Yes	Yes
Audit trail	Yes	Yes	Yes	Yes
Date and person making change	Yes	Yes	Yes	Yes
Full audit trail with what was changed	Yes	Yes	Yes	Yes
Unlimited follow-ups with contact	Yes	Yes	Yes	Yes
Unlimited notes per contact with date/time stamp	Yes	Yes	Yes	Yes
Search for embedded text in notes	Yes	Yes	Yes	By next year
Two steps to delete contact	Yes	No	Yes	Yes
Internet lead capture	Third party	No		Yes
Groups	Yes	No		Yes
Contact hierarchy	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
Default address information from organization - but can override	Yes	No	Yes	Yes
3 levels - organization / location / employee	Yes	No	Yes	
French version	Yes	No	Yes	No
Screens	Yes	Yes	Yes	
Reports	Yes	Yes	Yes	
Documentation	Yes	Yes	Yes	
Integration				
XML enabled	Partly	Yes	Yes	Yes
Import processor	Yes	Yes	Yes	
API (application programming interface)	Yes	No	Yes	Yes
Marketing automation	Yes	Yes	Yes	Yes
Record temporary contact information and later convert to prospect	Yes	Yes	Yes	Yes
Permission based	Yes	Yes	Yes	Yes
Scripts for direct marketing	No	No	Yes	No
Use Microsoft Exchange Server for e-mail blasts	Yes	No	Yes	Yes
Use a SMTP Server for e-mail blasts	Yes	Yes	Yes	Yes
E-mail history stored in CRM database	Yes	Yes	Yes	Yes
Campaign management	Yes	No	Yes	Yes
Auto responders - scan lead and forward to appropriate recipient	Yes	No	Yes	Yes
Mass emails - no restrictions on number sent	Partly	Yes	Yes	Yes
Multiple relationships for each contact	Yes	No	Yes	Yes
Primary relationship	Yes	No	Yes	Yes

# The CAmagazine 2009/2010 CRM Survey

<b>Question</b> - Highlighted questions indicate a difference from the previous year:	<b>ACT! by Sage 2010</b>	<b>Borneosoft CRM</b>	<b>CDC Pivotal</b>	<b>Commence On Demand</b>
Four secondary relationships	Yes	No	Yes	Yes
Ten secondary relationships	Yes	No	No	Yes
Each relationship is a contact (set up once)	Yes	No	Yes	Yes
<b>Online</b>				
E-commerce - orders, check status...	No	No	Partly	Yes
Self-serve - access product support information...	Partly	Yes	Yes	Yes
Prospects respond online	No	No	Yes	Third party
Register for seminars	No	No	Yes	Customization
<b>Order processing</b>				
Quotes	Yes	Yes	Partly	Yes
Orders	Yes	No	No	Yes
Invoices	Yes	No	No	Yes
<b>Sales force automation</b>				
Track status of opportunity	Yes	Yes	Yes	Yes
Proposal generation	Yes	No	Partly	Yes
<b>Security</b>				
By employee	Yes	Yes	Yes	Yes
By role	Yes	Yes	Yes	Yes
<b>Services management</b>				
Maintain contract	No	Yes	Yes	Yes
Can forward/re-assign support calls	Yes	Yes	Yes	Yes
Reason codes - for analysis of problems	Third party	By next year	Yes	Yes
Link emails to ticket/call	Yes	By next year	Yes	Yes
Escalations based on rules	Yes	By next year	Partly	Partly
Close out multiple incidents at the same time if they all relate to the same problem	Yes	By next year	No	Yes
Ability to set priorities and severities	Yes	By next year	Yes	Yes
Dispatching	Yes	By next year	No	Customization
<b>Synchronization</b>				
Palm Pilot	Yes	No	No	Yes
Windows CE	Yes	No	Yes	Yes
BlackBerry	Third party	No	Yes	Yes
iPhone	Third party	No	By next year	By next year
Microsoft Outlook	Yes	Partly	Yes	Yes
Lotus Notes	Yes	No	Yes	Partly
Only business (not personal) contacts	Yes	No	Yes	Yes
Call centre automation	Yes	No	Yes	Yes

# The CAmagazine 2009/2010 CRM Survey

<b>Question</b> - Highlighted questions indicate a difference from the previous year:	<b>ACT! by Sage 2010</b>	<b>Borneosoft CRM</b>	<b>CDC Pivotal</b>	<b>Commence On Demand</b>
Computer telephony integration	Third party	No	Yes	Customization
Predictive dialers	No	No	No	Third party
Pop up name on incoming call with authorization from contact	Third party	No	No	Customization
Statistics including call duration	Third party	No	Yes	No
<b>Technology</b>				
Multi-user	Yes	Yes	Yes	Yes
XML enabled	Partly	Yes	Yes	Yes
Three-tier architecture	No	Yes	Yes	Yes
Customizable	Yes	Yes	Yes	Yes
Different view of screens by employee or role	Yes	Partly	Yes	Yes
Without changing source code	Yes	Yes	Yes	Yes
Add user-defined fields	Yes	No	Yes	Yes
Unlimited	Yes	No	Yes	Yes
Defaults	Yes	Yes	Yes	Yes
Validation	Yes	Yes	Yes	Yes
Move fields around screen	Yes	No	Yes	No
Change tab order of fields	Yes	No	Yes	No
Change fields to required, optional or invisible	Yes	No	Yes	Yes
Change field captions and headings	Yes	No	Yes	Yes
Add new sub-form and push buttons	Yes	No	Yes	Customization
Apply to all or selected users	Yes	No	Yes	Yes
Work flow	Yes	No	Yes	Yes
Alerts - e.g., if date for follow-up is missed	Yes	No	Yes	Yes
Electronic routings if approval required	Yes	No	Yes	No
Audit trail on all approvals	Yes	No	Yes	No
Escalation if late	Yes	No	Yes	Customization
<b>Name 1 to 3 unique or very important features of your product</b>				
Unique/important feature no. 1	Email marketing and social media integration within ACT! 2010 product	Fast Index based search for all fields and all modules	Integration with Desktop tools for greater user adoption	See all customer information on one screen
Unique/important feature no. 2	Advanced contact management with notes, history, reports, groups, companies and opportunity tracking	Blog for all users	Flexibility to adapt to customer reqmt for complete innovation	Automated business process for lead qualification and sales cycle management

## The CAmagazine 2009/2010 CRM Survey

Question - Highlighted questions indicate a difference from the previous year:	ACT! by Sage 2010	Borneosoft CRM	CDC Pivotal	Commence On Demand
Unique/important feature no. 3	Online/offline capabilities with Windows and Web clients; synch with BlackBerry, Pocket PC and Palm	Can define multi-tier (volume based) pricing and generate quotation	Leverage and extend Microsoft technology for greatest IT ROI	Customizable without programmer intervention

# The CAmagazine 2009/2010 CRM Survey

Question - Highlighted questions indicate a difference from the previous year:	Epicor	GoldMine Enterprise Edition (GME)	GoldMine Premium Edition (PE)	Infusionsoft
Additions				
Changes				
Product	Epicor	GoldMine Enterprise Edition (GME)	GoldMine Premium Edition (PE)	Infusionsoft
Vendor	Epicor Software	FrontRange Solutions	FrontRange Solutions	Infusionsoft
Version	9	v6.3	v8.5	1.17.13.5
<b>Contact</b>				
Name	Brendan Dorney	Jeff Moloughney	Jeff Moloughney	Tyler Gams
Telephone	905-361-6469	719 278 7149	719 278 7149	480-682-6765
Email	<a href="mailto:info@epicor.com">info@epicor.com</a>	<a href="mailto:jeff.moloughney@frontrange.com">jeff.moloughney@frontrange.com</a>	<a href="mailto:jeff.moloughney@frontrange.com">jeff.moloughney@frontrange.com</a>	<a href="mailto:tylerg@infusionsoft.com">tylerg@infusionsoft.com</a>
Website	<a href="http://www.epicor.com">www.epicor.com</a>	<a href="http://www.goldmine.com">www.goldmine.com</a>	<a href="http://www.goldmine.com">www.goldmine.com</a>	<a href="http://www.infusionsoft.com">http://www.infusionsoft.com</a>
<b>Cost</b> (Canadian dollars)				
Licence based				
Average cost per user	\$2,500	\$1,395	\$695	\$62
Average no. of users	40	50	10	4
Average cost	\$100,000	\$69,750	\$6,950	\$248
Ratio - average implementation cost/licence cost	0.75	1.00	0.75	
Average implementation cost	\$75,000	\$69,750	\$5,213	\$0
Total licence based	<b>\$175,000</b>	<b>\$139,500</b>	<b>\$12,163</b>	<b>\$248</b>
SaaS (Software as a Service) based				
Average setup or fixed fees				
Average annual fee / user	\$2,200			
Average no. of users	5			
Average fees - year one	\$11,000			
Average implementation costs / average fees - year one	0.50			
Average implementation costs	\$5,500			\$0
NPV over 5 years (discount rate of 5%)	<b>\$52,862</b>			<b>\$0</b>

# The CAmagazine 2009/2010 CRM Survey

<b>Question</b> - Highlighted questions indicate a difference from the previous year: <b>Applications (Yes/No/Partly/Third party/By next year/Customization)</b>	<b>Epicor</b>	<b>GoldMine Enterprise Edition (GMEE)</b>	<b>GoldMine Premium Edition (PE)</b>	<b>Infusionsoft</b>
Contact management	Yes	Yes	Yes	Yes
Sales force automation	Yes	Yes	Yes	Yes
Marketing automation	Yes	Yes	Yes	Yes
Services management	Yes	Yes	Yes	No
Billing	By next year	Third party	Yes	Yes
Call centre	Partly	Yes	Yes	No
Knowledge management	Partly	Yes	Yes	No
Analytics	Yes	Yes	Yes	Yes
Business intelligence	Yes	Yes	Yes	Yes
<b>Profile</b>				
World head office location	Irvine, CA, USA	Pleasanton, CA	Pleasanton, CA	Gilbert, Arizona, USA
Canadian head office location	Mississauga, ON	Toronto, ON	Toronto, ON	N/A
No. of customers - worldwide - all products	22,000+	135,000	135,000	15,000
No. of customers - worldwide - this product	8500+	100	3,500	15,000
No. of customers - Canada - all products	800+			750
No. of customers - Canada - this product	250+			750
Revenue 2008 - CAD - all products - in millions	\$440M			\$13
Revenue 2008 - CAD - this product - in millions	\$200M			\$13
Revenue 2007 - CAD - all products - in millions	\$420M			\$8
Revenue 2007 - CAD - this product - in millions	\$180M			\$8
<b>Target market</b>				
Average revenue/customer (CAD)	\$50M-\$200M	\$50M - \$1B	\$5M - \$500M	\$13,000
Average no. of employees/customer	100-499	50-5000	5-500	140/15,000
Industry classification based on the North American Industry Classification System (NAICS) - See <a href="http://www.naics.com/info.htm#Structure">http://www.naics.com/info.htm#Structure</a> for more about NAICS (Approximate % of implementations)				511210
11 Agriculture, forestry, fishing and hunting	3%	5%	1%	
21 Mining, Quarrying, and Oil and Gas Extraction	3%		1%	
22 Utilities	2%	5%	2%	
23 Construction	2%		3%	

# The CAmagazine 2009/2010 CRM Survey

<b>Question - Highlighted questions indicate a difference from the previous year:</b>	<b>Epicor</b>	<b>GoldMine Enterprise Edition (GMEE)</b>	<b>GoldMine Premium Edition (PE)</b>	<b>Infusionsoft</b>
31-33 Manufacturing	38%	30%	25%	
42 Wholesale trade	15%		10%	
44-45 Retail trade	5%	5%	4%	
48-49 Transportation and warehousing	10%		5%	
51 Information and Cultural Industries			6%	
52 Finance and insurance	5%	20%	12%	
53 Real estate and rental and leasing			10%	
54 Professional, scientific, and technical services	5%	5%		
55 Management of companies and enterprises	5%	20%		
56 Administrative and support and waste management and remediation services			1%	
61 Education services		5%	2%	
62 Health care and social assistance		5%	4%	
71 Arts, entertainment and recreation				
72 Accommodation and food services			12%	
81 Other services (except public administration)	7%			
92 Public administration			2%	
Total	100%	100%	100%	
<b>Technology</b>				
Database (approximate % of implementations)				
Microsoft SQL Server	70%	70%	90%	
Oracle		30%		x
Pervasive SQL				
IBM DB2				
Sybase				
Informix				
Access				
Btrieve				
Proprietary				x
FoxPro				
mySQL				x
Progress	30%			
Other			10%	x
Total	100%	100%	100%	
Networks supported (approximate % of implementations)				

# The CAmagazine 2009/2010 CRM Survey

<b>Question</b> - Highlighted questions indicate a difference from the previous year:	<b>Epicor</b>	<b>GoldMine Enterprise Edition (GMEE)</b>	<b>GoldMine Premium Edition (PE)</b>	<b>Infusionsoft</b>
Microsoft	95%	70%	100%	x
Linux	2%			x
Unix	3%	30%		x
AIX				x
Novell Netware				x
IBM AS/400 (OS/400)				x
IBM S/390				x
Other				x
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	
<b>Supported clients (% of implementations)</b>				
Web based without Citrix or Terminal Services	35%			x
Windows	65%			
Mac OS (without web browser)				
Other				
<b>Total</b>	<b>100%</b>			
Development tools used to build application	C#, VB .NET	.NET		Java
Open source	No	No	No	
Integration to ERP or accounting systems - which?	Embedded within ERP	BPML / web services based integration platform	QuickBooks and others	Accounting – Quickbooks
% of application available from browser, not including use of Citrix or Terminal Services	99%	100%	100%	100%
Expected date for Web-based version	Already available			
<b>Features</b>				
Business intelligence	Yes	Yes	Yes	Yes
Analyse performance related to CRM	Yes	Yes	Yes	Yes
KPIs	Yes	Yes	Yes	Yes
Forecasts of customer behaviour	Yes	Yes	Yes	Yes
Contact management	Yes	Yes	Yes	Yes
Multiple criteria used to create list for mail merge	Yes	Yes	Yes	Yes
Mass update noting all clients that were updated	Yes	Yes	Yes	Yes
Multiple addresses per contact	By next year	Yes	Yes	Yes
Identify potential duplicates for new contact	Yes	Yes	Yes	Yes

# The CAmagazine 2009/2010 CRM Survey

<b>Question</b> - Highlighted questions indicate a difference from the previous year:	<b>Epicor</b>	<b>GoldMine Enterprise Edition (GMEE)</b>	<b>GoldMine Premium Edition (PE)</b>	<b>Infusionsoft</b>
Duplicate merge process	Third party	Yes	Yes	Yes
Audit trail	Yes	Yes	Yes	Yes
Date and person making change	Yes	Yes	Yes	Yes
Full audit trail with what was changed	Yes	Yes	Yes	Partly
Unlimited follow-ups with contact	Yes	Yes	Yes	Yes
Unlimited notes per contact with date/time stamp	Yes	Yes	Yes	Yes
Search for embedded text in notes	Yes	Yes	Yes	Yes
Two steps to delete contact	Yes	Yes	Yes	Yes
Internet lead capture	Yes	Yes	Yes	Yes
Groups	Yes	Yes	Yes	Yes
Contact hierarchy	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
Default address information from organization - but can override	Yes	Yes	Yes	Yes
3 levels - organization / location / employee	Yes	Yes	Yes	Yes
French version	Yes	No	No	No
Screens	Yes	No	No	
Reports	Yes	No	No	
Documentation	Partly	No	No	
Integration				
XML enabled	Yes	Yes	Yes	
Import processor	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
Permission based	By next year	Yes	Yes	Yes
Scripts for direct marketing	By next year	Customization	Yes	Yes
Use Microsoft Exchange Server for e-mail blasts	Yes	Yes	Yes	No
Use a SMTP Server for e-mail blasts	Yes	Yes	Yes	No
E-mail history stored in CRM database	Yes	Yes	Yes	Yes
Campaign management	Yes	Yes	Yes	Yes
Auto responders - scan lead and forward to appropriate recipient	Customization	Yes	Third party	Yes
Mass emails - no restrictions on number sent	Yes	Third party	Yes	Yes
Multiple relationships for each contact	By next year	Yes	Yes	Yes
Primary relationship	Yes	Yes	Yes	Yes

# The CAmagazine 2009/2010 CRM Survey

<b>Question</b> - Highlighted questions indicate a difference from the previous year:	<b>Epicor</b>	<b>GoldMine Enterprise Edition (GMEE)</b>	<b>GoldMine Premium Edition (PE)</b>	<b>Infusionsoft</b>
Four secondary relationships	By next year	Yes	No	Partly
Ten secondary relationships	By next year	Yes	No	No
Each relationship is a contact (set up once)	No	No	Yes	Yes
<b>Online</b>				
E-commerce - orders, check status...	Yes	Third party	No	Yes
Self-serve - access product support information...	Partly	Yes	No	Yes
Prospects respond online	Partly	Yes	Yes	Yes
Register for seminars	Yes	Yes	Yes	Yes
<b>Order processing</b>	Yes	Third party	No	Yes
Quotes	Yes	Yes	Yes	No
Orders	Yes	Third party	No	Yes
Invoices	Yes	Third party	Third party	Yes
<b>Sales force automation</b>	Yes	Yes	Yes	Yes
Track status of opportunity	Yes	Yes	Yes	Yes
Proposal generation	Yes	No	No	No
<b>Security</b>	Yes	Yes	Yes	Yes
By employee	Yes	Yes	Yes	Yes
By role	Yes	Yes	Yes	Yes
<b>Services management</b>	Yes	Yes	Yes	No
Maintain contract	By next year	No	No	No
Can forward/re-assign support calls	Yes	Yes	Yes	No
Reason codes - for analysis of problems	Yes	Yes	Yes	No
Link emails to ticket/call	Yes	Yes	Yes	No
Escalations based on rules	Yes	Yes	Yes	No
Close out multiple incidents at the same time if they all relate to the same problem	No	Yes	Yes	No
Ability to set priorities and severities	Customization	Yes	Yes	No
Dispatching	Yes	No	No	No
<b>Synchronization</b>				
Palm Pilot	No	No	No	No
Windows CE	Yes	By next year	Yes	No
BlackBerry	By next year	By next year	Yes	No
iPhone	By next year	No	No	By next year
Microsoft Outlook	Yes	Yes	Yes	Yes
Lotus Notes	No	Partly	No	No
Only business (not personal) contacts	Yes			No
Call centre automation	Customization	Yes	Yes	No

# The CAmagazine 2009/2010 CRM Survey

<b>Question - Highlighted questions indicate a difference from the previous year:</b>	<b>Epicor</b>	<b>GoldMine Enterprise Edition (GMEE)</b>	<b>GoldMine Premium Edition (PE)</b>	<b>Infusionsoft</b>
Computer telephony integration	Customization	Yes	Yes	No
Predictive dialers	Customization	Yes	Yes	No
Pop up name on incoming call with authorization from contact	Customization	Yes	Yes	No
Statistics including call duration	Yes	Yes	Yes	No
<b>Technology</b>				
Multi-user	Yes	Yes	Yes	Yes
XML enabled	Yes	Yes	Yes	No
Three-tier architecture	Yes	Yes	No	
Customizable	Yes	Yes	Yes	Yes
Different view of screens by employee or role	Yes	Yes	Yes	Yes
Without changing source code	Yes	Yes	Yes	Yes
Add user-defined fields	Yes	Yes	Yes	Yes
Unlimited	No	Yes	Yes	No
Defaults	Yes	Yes	Yes	Yes
Validation	Yes	Yes	Yes	Yes
Move fields around screen	Yes	Yes	Yes	No
Change tab order of fields	Yes	Yes	Yes	No
Change fields to required, optional or invisible	Yes	Yes	Yes	Yes
Change field captions and headings	Yes	Yes	Yes	Yes
Add new sub-form and push buttons	Yes	Yes	Yes	No
Apply to all or selected users	Yes	Yes	Yes	Yes
<b>Work flow</b>	Yes	Yes	Yes	
Alerts - e.g., if date for follow-up is missed	Yes	Yes	Yes	Yes
Electronic routings if approval required	Yes	Yes	No	Yes
Audit trail on all approvals	Yes	Yes	No	Yes
Escalation if late	Yes	Yes	Yes	Yes
<b>Name 1 to 3 unique or very important features of your product</b>				
Unique/important feature no. 1	Real-time flow and single UI between CRM and ERP and back	Configurable, wizard driven based platform	Dashboards	"Smart" autoresponders
Unique/important feature no. 2	Windows, Web and mobile users	Real-time dashboard analysis and reporting	Universal Search provides an easy search mechanism across GoldMine, emails, linked documents and notes	"Smart" links

Question - Highlighted questions indicate a difference from the previous year:	Epicor	GoldMine Enterprise Edition (GME)	GoldMine Premium Edition (PE)	Infusionsoft
Unique/important feature no. 3	Web-based configurator	SOA and BPML / Web services based integration platform	FrontRange voice integration for call center and customer service	Intelligent automation

# The CAmagazine 2009/2010 CRM Survey

Question - Highlighted questions indicate a difference from the previous year:	Microsoft Dynamics CRM	OroMailCenter	Sage CRM / SageCRM.com	Sage SalesLogix
Additions				
Changes				
Product	Microsoft Dynamics CRM	OroMailCenter	Sage CRM / SageCRM.com	Sage SalesLogix
Vendor	Microsoft Corporation	OroLogic Inc.	Sage North America	Sage North America
Version	4	2	v6.2	v7.5
<b>Contact</b>				
Name	Frank Falcone, Sr. Product Lead	Sales department	Sage North America	Sage North America
Telephone	905-363-8744	418-524-5066	800-643-6400	800-643-6400
Email	<a href="mailto:frank.falcone@microsoft.com">frank.falcone@microsoft.com</a>	<a href="mailto:sales@orologic.com">sales@orologic.com</a>	<a href="mailto:info.sagecrmsolutions@sage.com">info.sagecrmsolutions@sage.com</a>	<a href="mailto:saleslogixinfo@saleslogix.com">saleslogixinfo@saleslogix.com</a>
Website	<a href="http://www.microsoft.ca/dynamics">www.microsoft.ca/dynamics</a>	<a href="http://www.orologic.com">http://www.orologic.com</a>	<a href="http://www.sagecrmsolutions.com">www.sagecrmsolutions.com</a>	<a href="http://www.sagecrmsolutions.com">www.sagecrmsolutions.com</a>
<b>Cost</b> (Canadian dollars)				
Licence based				
Average cost per user	\$850	\$249	\$595	\$795
Average no. of users	35	10	20	35
Average cost	\$29,750	\$2,490	\$11,900	\$27,825
Ratio - average implementation cost/licence cost	1.00			
Average implementation cost	\$29,750	\$0	\$0	\$0
Total licence based	<b>\$59,500</b>	<b>\$2,490</b>	<b>\$11,900</b>	<b>\$27,825</b>
SaaS (Software as a Service) based				
Average setup or fixed fees	\$0			
Average annual fee / user	\$528		\$828	
Average no. of users	10		11	
Average fees - year one	\$5,280		\$9,108	
Average implementation costs / average fees - year one	0.50		0.25	
Average implementation costs	\$2,640	\$0	\$2,277	
NPV over 5 years (discount rate of 5%)	<b>\$25,374</b>	<b>\$0</b>	<b>\$41,601</b>	

# The CAmagazine 2009/2010 CRM Survey

<b>Question</b> - Highlighted questions indicate a difference from the previous year: <b>Applications (Yes/No/Partly/Third party/By next year/Customization)</b>	<b>Microsoft Dynamics CRM</b>	<b>OroMailCenter</b>	<b>Sage CRM / SageCRM.com</b>	<b>Sage SalesLogix</b>
Contact management	Yes	Yes	Yes	Yes
Sales force automation	Yes	No	Yes	Yes
Marketing automation	Yes	No	Yes	Yes
Services management	Yes	Yes	Yes	Third party
Billing	Third party	No	Yes	Yes
Call centre	Yes	Yes	Yes	Yes
Knowledge management	Partly	Yes	Yes	Yes
Analytics	Partly	Yes	Yes	Yes
Business intelligence	Partly	Partly	Third party	Yes
<b>Profile</b>				
World head office location	Redmond, WA	Quebec, Canada	Newcastle-Upon-Thyme, UK	Newcastle-Upon-Thyme, UK
Canadian head office location	Mississauga, ON	Quebec, Canada	Mississauga, ON	Mississauga, ON
No. of customers - worldwide - all products		NA	Sage Group plc supports over 5.8 million customers worldwide	Sage Group plc supports over 5.8 million customers worldwide
No. of customers - worldwide - this product	20,000	NA		more than 9,200 corporate accounts and over 325,000 users
No. of customers - Canada - all products		NA		
No. of customers - Canada - this product		NA		
Revenue 2008 - CAD - all products - in millions		NA		
Revenue 2008 - CAD - this product - in millions		NA		
Revenue 2007 - CAD - all products - in millions		NA		
Revenue 2007 - CAD - this product - in millions		NA		
<b>Target market</b>				
Average revenue/customer (CAD)			\$50M-\$200M	\$50M-\$200M
Average no. of employees/customer			100-499	>500
Industry classification based on the North American Industry Classification System (NAICS) - See <a href="http://www.naics.com/info.htm#Structure">http://www.naics.com/info.htm#Structure</a> for more about NAICS (Approximate % of implementations)				
11 Agriculture, forestry, fishing and hunting			No	No
21 Mining, Quarrying, and Oil and Gas Extraction			No	Yes
22 Utilities			Yes	Yes
23 Construction			Yes	Yes

# The CAmagazine 2009/2010 CRM Survey

Question - Highlighted questions indicate a difference from the previous year:	Microsoft Dynamics CRM	OroMailCenter	Sage CRM / SageCRM.com	Sage SalesLogix
31-33 Manufacturing			Yes	Yes
42 Wholesale trade			Yes	Yes
44-45 Retail trade			Yes	Yes
48-49 Transportation and warehousing			Yes	Yes
51 Information and Cultural Industries			Yes	Yes
52 Finance and insurance			Yes	Yes
53 Real estate and rental and leasing			Yes	Yes
54 Professional, scientific, and technical services			Yes	Yes
55 Management of companies and enterprises			Yes	Yes
56 Administrative and support and waste management and remediation services			No	Yes
61 Education services			Yes	Yes
62 Health care and social assistance			Yes	Yes
71 Arts, entertainment and recreation			Yes	Yes
72 Accommodation and food services			Yes	Yes
81 Other services (except public administration)			Yes	Yes
92 Public administration			Yes	Yes
Total				
<b>Technology</b>				
Database (approximate % of implementations)				
Microsoft SQL Server	Yes		90%	90%
Oracle			6%	10%
Pervasive SQL				
IBM DB2			3%	
Sybase			1%	
Informix				
Access				
Btrieve				
Proprietary				
FoxPro				
mySQL				
Progress				
Other		100%		
Total		100%	100%	100%
Networks supported (approximate % of implementations)				

# The CAmagazine 2009/2010 CRM Survey

<b>Question</b> - Highlighted questions indicate a difference from the previous year:	<b>Microsoft Dynamics CRM</b>	<b>OroMailCenter</b>	<b>Sage CRM / SageCRM.com</b>	<b>Sage SalesLogix</b>
Microsoft	Yes	95%	100%	100%
Linux		5%		
Unix				
AIX				
Novell Netware				
IBM AS/400 (OS/400)				
IBM S/390				
Other				
Total		100%	100%	100%
<b>Supported clients (% of implementations)</b>				
Web based without Citrix or Terminal Services		0%	60%	20%
Windows			40%	80%
Mac OS (without web browser)				
Other				
Total			<b>100%</b>	<b>100%</b>
Development tools used to build application	ASP.Net	Delphi	.asp	.NET, Delphi, AJAX, CAB; codeless customization for Web and Mobile
Open source		No	No	No
Integration to ERP or accounting systems - which?	GP, AX, NAV	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 Web site for full listing
% of application available from browser, not including use of Citrix or Terminal Services	100%	0%	100%	95%
Expected date for Web-based version	Already in market	Not planned	Available	Became available in v7.5
<b>Features</b>				
Business intelligence	Yes		Third party	Yes
Analyse performance related to CRM	Yes	Yes	Yes	Yes
KPIs	Yes		Yes	Yes
Forecasts of customer behaviour	Yes		Third party	Yes
Contact management			Yes	Yes
Multiple criteria used to create list for mail merge	Yes		Yes	Yes
Mass update noting all clients that were updated	Yes		Yes	Yes
Multiple addresses per contact	Yes		Yes	Yes
Identify potential duplicates for new contact	Yes		Yes	Yes

# The CAmagazine 2009/2010 CRM Survey

<b>Question</b> - Highlighted questions indicate a difference from the previous year:	<b>Microsoft Dynamics CRM</b>	<b>OroMailCenter</b>	<b>Sage CRM / SageCRM.com</b>	<b>Sage SalesLogix</b>
Duplicate merge process	Yes		Yes	Yes
Audit trail	Yes		Yes	Yes
Date and person making change	Yes	Yes	Yes	Yes
Full audit trail with what was changed	Yes		Yes	Yes
Unlimited follow-ups with contact	Yes	Yes	Yes	Yes
Unlimited notes per contact with date/time stamp	Yes	Yes	Yes	Yes
Search for embedded text in notes	Yes	Yes	Yes	Yes
Two steps to delete contact	Yes		Yes	Yes
Internet lead capture	Yes		Third party	Third party
Groups	Yes		Yes	Yes
Contact hierarchy		No	Yes	Yes
2 levels - organization and employees (e.g., might want to view all lawyers in a specific legal firm)	Yes		Yes	Yes
Default address information from organization - but can override	Yes		Yes	Yes
3 levels - organization / location / employee	Yes		Customization	Yes
French version	Yes	Yes	Yes	Yes
Screens	Yes	Yes	Yes	Yes
Reports	Yes	Yes	Yes	Yes
Documentation	Yes	Yes	Yes	Yes
Integration				
XML enabled	Yes		Yes	Yes
Import processor	Yes		Yes	Yes
API (application programming interface)	Yes	Yes	Yes	Yes
Marketing automation			Yes	Yes
Record temporary contact information and later convert to prospect	Yes		Yes	Yes
Permission based	Yes	Yes	Yes	Yes
Scripts for direct marketing	Yes		Yes	Yes
Use Microsoft Exchange Server for e-mail blasts	Yes		Yes	Yes
Use a SMTP Server for e-mail blasts	Yes		Yes	Yes
E-mail history stored in CRM database	Yes	Yes	Yes	Yes
Campaign management	Yes		Yes	Yes
Auto responders - scan lead and forward to appropriate recipient	Yes	Yes	Yes	Yes
Mass emails - no restrictions on number sent	Yes		Partly	Yes
Multiple relationships for each contact			Yes	Yes
Primary relationship	Yes		Yes	Yes

# The CAmagazine 2009/2010 CRM Survey

<b>Question</b> - Highlighted questions indicate a difference from the previous year:	<b>Microsoft Dynamics CRM</b>	<b>OroMailCenter</b>	<b>Sage CRM / SageCRM.com</b>	<b>Sage SalesLogix</b>
Four secondary relationships	Yes		Yes	Yes
Ten secondary relationships	Yes		Yes	Yes
Each relationship is a contact (set up once)	Yes		Yes	Yes
<b>Online</b>				
E-commerce - orders, check status...	Yes		Yes	Third party
Self-serve - access product support information...	Yes		Yes	Yes
Prospects respond online	Yes		Yes	Yes
Register for seminars	Yes		No	Third party
<b>Order processing</b>			Yes	Yes
Quotes	Yes		Yes	Yes
Orders	Yes		Yes	Yes
Invoices	Yes		Yes	Yes
<b>Sales force automation</b>			Yes	Yes
Track status of opportunity	Yes		Yes	Yes
Proposal generation	Yes		Yes	Yes
<b>Security</b>			Yes	Yes
By employee	Yes	Yes	Yes	Yes
By role	Yes		Yes	Yes
<b>Services management</b>			Yes	Yes
Maintain contract			Customization	Yes
Can forward/re-assign support calls	Yes	Yes	Yes	Yes
Reason codes - for analysis of problems	Yes		Yes	Yes
Link emails to ticket/call	Yes	Yes	Yes	Yes
Escalations based on rules	Yes		Yes	Yes
Close out multiple incidents at the same time if they all relate to the same problem	Yes		Yes	Yes
Ability to set priorities and severities	Yes		No	Yes
Dispatching	Yes	Yes	No	Yes
<b>Synchronization</b>				
Palm Pilot	Yes		Third party	Yes
Windows CE	Yes		Third party	Yes
BlackBerry	Yes		Third party	Yes
iPhone	Yes		Third party	Third party
Microsoft Outlook	Yes		Yes	Yes
Lotus Notes	Yes		Partly	Yes
Only business (not personal) contacts	Yes		Yes	Yes
<b>Call centre automation</b>			Yes	Third party

# The CAmagazine 2009/2010 CRM Survey

Question - Highlighted questions indicate a difference from the previous year:	Microsoft Dynamics CRM	OroMailCenter	Sage CRM / SageCRM.com	Sage SalesLogix
Computer telephony integration	Yes		Yes	Third party
Predictive dialers	Yes		No	Third party
Pop up name on incoming call with authorization from contact	Yes		Yes	Third party
Statistics including call duration	Yes		Partly	Third party
<b>Technology</b>				
Multi-user	Yes		Yes	Yes
XML enabled	Yes		Yes	Yes
Three-tier architecture	Yes		Yes	Yes
Customizable	Yes		Yes	Yes
Different view of screens by employee or role	Yes		Yes	Yes
Without changing source code	Yes		Yes	Yes
Add user-defined fields	Yes	Yes	Yes	Yes
Unlimited	Yes		Yes	Yes
Defaults	Yes		Yes	Yes
Validation	Yes		Yes	Yes
Move fields around screen	Yes		Yes	Yes
Change tab order of fields	Yes		Yes	Yes
Change fields to required, optional or invisible	Yes		Yes	Yes
Change field captions and headings	Yes		Yes	Yes
Add new sub-form and push buttons	Yes		Customization	Yes
Apply to all or selected users	Yes		Yes	Yes
<b>Work flow</b>				
Alerts - e.g., if date for follow-up is missed	Yes		Yes	Yes
Electronic routings if approval required	Yes		Yes	Yes
Audit trail on all approvals	Yes		Yes	Yes
Escalation if late	Yes		Yes	Yes
<b>Name 1 to 3 unique or very important features of your product</b>				
Unique/important feature no. 1	True Outlook Integration		Recommended CRM module for front/back office integration; w/ Sage Accpac and Sage MAS ERP etc	Robust Web client plus support for mixture of mobile devices in same implementation
Unique/important feature no. 2	Deployment choice - partner hosted, on-premises, or CRM Online hosted by Microsoft		Integrated sales, marketing and customer care; easy customization	Highly customizable with a common codeless customization environment for Web and mobile clients

<p><b>Question</b> - Highlighted questions indicate a difference from the previous year:</p>	<p><b>Microsoft Dynamics CRM</b></p>	<p><b>OroMailCenter</b></p>	<p><b>Sage CRM / SageCRM.com</b></p>	<p><b>Sage SalesLogix</b></p>
<p>Unique/important feature no. 3</p>	<p>Powerful platform for rapid LOB application development (xRM)</p>		<p>Ability to migrate between hosted and on premises implementations with all customization intact</p>	<p>Full suite CRM for mid-sized orgs and divisions of enterprise</p>

<b>Question</b> - Highlighted questions indicate a difference from the previous year:	<b>Sopra</b>
Additions	
Changes	
Product	Sopra
Vendor	Alcero
Version	3.2
<b>Contact</b>	
Name	Mark Kosikowski
Telephone	514-316-5064 x 112
Email	<a href="mailto:mkosikowski@alcero.com">mkosikowski@alcero.com</a>
Website	<a href="http://www.alcero.com">www.alcero.com</a>
<b>Cost</b> (Canadian dollars)	
Licence based	
Average cost per user	
Average no. of users	
Average cost	
Ratio - average implementation cost/licence cost	
Average implementation cost	
Total licence based	
SaaS (Software as a Service) based	
Average setup or fixed fees	
Average annual fee / user	
Average no. of users	
Average fees - year one	
Average implementation costs / average fees - year one	
Average implementation costs	
NPV over 5 years (discount rate of 5%)	

Question - Highlighted questions indicate a difference from the previous year:	Sopra
<b>Applications (Yes/No/Partly/Third party/By next year/Customization)</b>	
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	Yes
<b>Profile</b>	
World head office location	Montreal
Canadian head office location	Montreal
No. of customers - worldwide - all products	36
No. of customers - worldwide - this product	
No. of customers - Canada - all products	
No. of customers - Canada - this product	
Revenue 2008 - CAD - all products - in millions	n/a
Revenue 2008 - CAD - this product - in millions	n/a
Revenue 2007 - CAD - all products - in millions	n/a
Revenue 2007 - CAD - this product - in millions	n/a
<b>Target market</b>	
Average revenue/customer (CAD)	
Average no. of employees/customer	25
Industry classification based on the North American Industry Classification System (NAICS) - See <a href="http://www.naics.com/info.htm#Structure">http://www.naics.com/info.htm#Structure</a> for more about NAICS (Approximate % of implementations)	
11 Agriculture, forestry, fishing and hunting	
21 Mining, Quarrying, and Oil and Gas Extraction	10%
22 Utilities	10%
23 Construction	10%

## The CAmagazine 2009/2010 CRM Survey

Question - Highlighted questions indicate a difference from the previous year:	Sopra
31-33 Manufacturing	
42 Wholesale trade	
44-45 Retail trade	10%
48-49 Transportation and warehousing	
51 Information and Cultural Industries	
52 Finance and insurance	10%
53 Real estate and rental and leasing	10%
54 Professional, scientific, and technical services	
55 Management of companies and enterprises	10%
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)	10%
92 Public administration	20%
Total	100%
<b>Technology</b>	
Database (approximate % of implementations)	
Microsoft SQL Server	100%
Oracle	
Pervasive SQL	
IBM DB2	
Sybase	
Informix	
Access	
Btrieve	
Proprietary	
FoxPro	
mySQL	
Progress	
Other	
Total	100%
Networks supported (approximate % of implementations)	

Question - Highlighted questions indicate a difference from the previous year:	Sopra
Microsoft	100%
Linux	
Unix	
AIX	
Novell Netware	
IBM AS/400 (OS/400)	
IBM S/390	
Other	
Total	100%
Supported clients (% of implementations)	
Web based without Citrix or Terminal Services	
Windows	100%
Mac OS (without web browser)	
Other	
Total	100%
Development tools used to build application	SharePoint
Open source	No
Integration to ERP or accounting systems - which?	Yes
% of application available from browser, not including use of Citrix or Terminal Services	100%
Expected date for Web-based version	
<b>Features</b>	
Business intelligence	Yes
Analyse performance related to CRM	Yes
KPIs	Yes
Forecasts of customer behaviour	Yes
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

Question - Highlighted questions indicate a difference from the previous year:	Sopra
Duplicate merge process	Yes
Audit trail	Yes
Date and person making change	Yes
Full audit trail with what was changed	Partly
Unlimited follow-ups with contact	Yes
Unlimited notes per contact with date/time stamp	Yes
Search for embedded text in notes	Yes
Two steps to delete contact	Yes
Internet lead capture	Yes
Groups	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	Yes
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	Partly
Use Microsoft Exchange Server for e-mail blasts	Partly
Use a SMTP Server for e-mail blasts	Partly
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	No

## The CAmagazine 2009/2010 CRM Survey

Question - Highlighted questions indicate a difference from the previous year:	Sopra
Four secondary relationships	Yes
Ten secondary relationships	Yes
Each relationship is a contact (set up once)	Yes
<b>Online</b>	
E-commerce - orders, check status...	No
Self-serve - access product support information...	Yes
Prospects respond online	No
Register for seminars	No
<b>Order processing</b>	
Quotes	No
Orders	No
Invoices	No
<b>Sales force automation</b>	
Track status of opportunity	Yes
Proposal generation	No
<b>Security</b>	
By employee	Yes
By role	Yes
<b>Services management</b>	
Maintain contract	Yes
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	Yes
<b>Synchronization</b>	
Palm Pilot	Yes
Windows CE	Yes
BlackBerry	Yes
iPhone	Yes
Microsoft Outlook	Yes
Lotus Notes	Yes
Only business (not personal) contacts	Yes
Call centre automation	Yes

Question - Highlighted questions indicate a difference from the previous year:	Sopra
Computer telephony integration	Yes
Predictive dialers	No
Pop up name on incoming call with authorization from contact	Yes
Statistics including call duration	No
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
<b>Name 1 to 3 unique or very important features of your product</b>	
Unique/important feature no. 1	
Unique/important feature no. 2	

<b>Question</b> - Highlighted questions indicate a difference from the previous year:	<b>Sopra</b>
Unique/important feature no. 3	