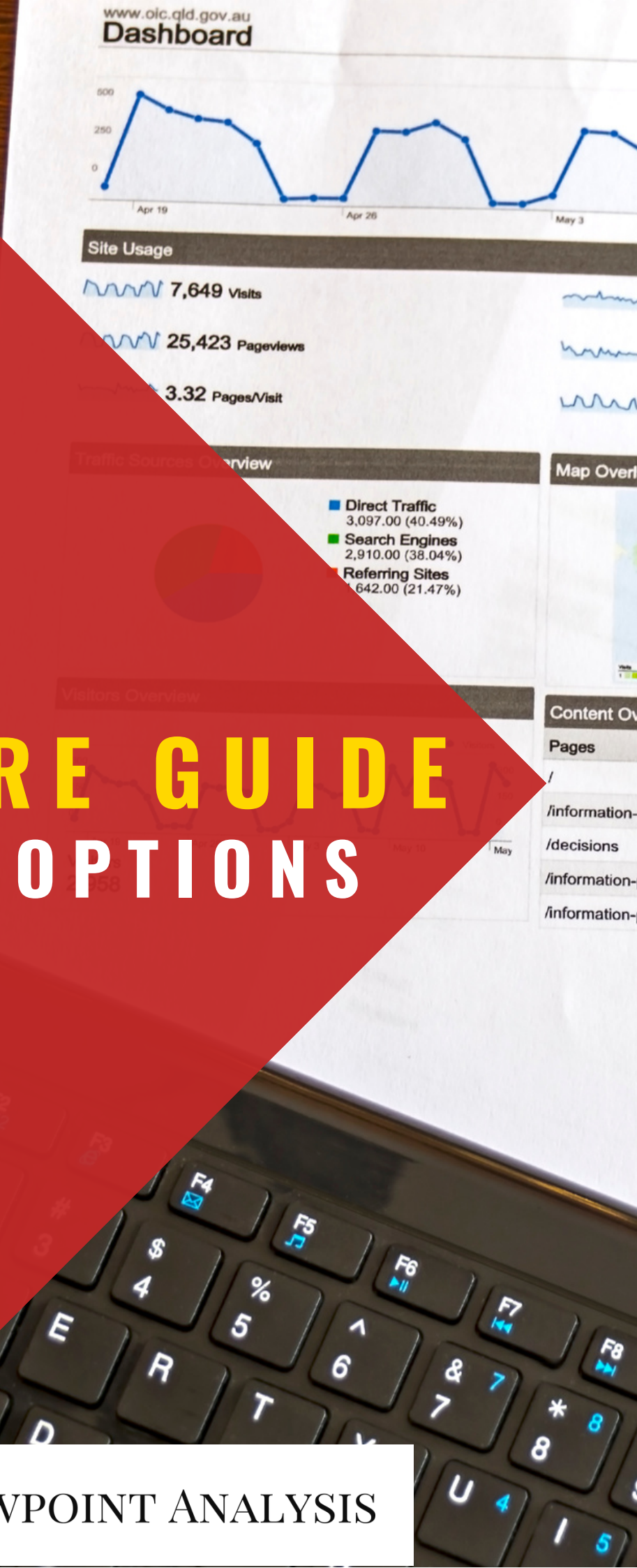


CRM SOFTWARE GUIDE LONGLIST OPTIONS

2023



VIEWPOINT ANALYSIS



FOREWORD

CRM Software Guide - Longlist Options

Welcome to our **CRM Software Guide - Longlist Options**.

CRM has been and continues to be, one of the most popular categories of software in the enterprise market. Companies of all shapes and sizes need a sales platform and the larger a business gets, the more they depend upon it.

Our CRM Software Guide - also known as our 'Longlist' report, looks at the software vendors that we believe might be useful for your initial CRM market assessment. They are not all the vendors in this space, but a selection based upon a variety of factors - analyst assessments, market share, customer feedback, and more.

Like all of our longlists, we hope they are a starting point to help move your selection process forward. Add more vendors, take some away - but get out and find your new CRM solution.

If you need help, we also have a range of small fixed-cost services:

- **Technology Matchmaker** - a great way to bring new ideas to your team or to the wider business. The Technology Matchmaker is a simple service where we interview your team, write up the requirements, and bring a variety of CRM vendors to present how they can help you. Ideal for your initial project research.
 - [Learn more about the Technology Matchmaker service here.](#)
- **Rapid RFI (RRFI)** - If you have a project green light, we can help your team conduct a quick initial market assessment with our Rapid RFI (RRFI) and take you from the 'longlist' of options to the shortlist.
 - [Find out more about our RRFI here.](#)
- **Rapid RFP (RRFP)** - Our Rapid RFP (RRFP) is changing the way that companies select new technology. We streamline the process and take the weight off your team by running the quickest RFP process so that you can select the right vendor - but get on with your project as soon as possible.
 - [Find out more about our Vendor Selection service here](#)

If we can help or if you have any questions or comments, drop us a note at: **contactus@viewpointanalysis.com**.

You can review all of our Longlists at www.viewpointanalysis.com/longlists

If you want to keep up to date on all our reports (we publish new reports and updates to our reports on a frequent basis) you can subscribe to our [mailing list here](#).

Yours Sincerely,

Phil Turton
Managing Director - Viewpoint Analysis Ltd.



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SALESFORCE

Website: www.salesforce.com

Why they are worth considering:

Salesforce has for many years become synonymous with CRM. Although the CRM area is now only a proportion of what they sell, they are the major force in the market.

Their CRM solutions help organizations streamline their sales, marketing, customer service, and commerce operations through a centralized platform. By providing a 360-degree view of customer interactions, Salesforce enables businesses to personalize communications and drive engagement. Salesforce was founded in 1999 and is headquartered in San Francisco, California. With a strong presence in the CRM space, they have continued to drive innovation and shape the industry for over two decades.

MICROSOFT

Website: www.microsoft.com

Why they are worth considering:

Microsoft is a key player in the customer relationship management (CRM) arena, offering strong solutions to businesses worldwide. Their CRM software helps organizations streamline sales processes, enhance customer engagement, and boost productivity.

Microsoft Dynamics CRM offers features such as lead and opportunity management, customer service automation, marketing campaigns, and data analytics. Established in 1975 and headquartered in Redmond, Washington, Microsoft has a long-standing presence in the technology industry. Leveraging its extensive experience and deep customer base, it continues to enjoy a strong market share.


ZOHO

Website: www.zoho.com

Why they are worth considering:

Zoho is a cloud-based software company that offers a comprehensive suite of customer relationship management (CRM) tools. Amongst a growing number of enterprise applications, their CRM solutions are designed to help businesses enhance customer engagement, streamline workflows, and drive revenue growth.





Zoho CRM offers an array of features that include lead and contact management, sales forecasting, marketing automation, and data analytics. The company was founded in 1996 and is headquartered in Chennai, India. With a focus on delivering user-friendly and versatile solutions, Zoho has gained global recognition among small and medium-sized enterprises.

SUGARCRM

Website: www.sugarcrm.com

Why they are worth considering:

SugarCRM is a leading provider of customer relationship management (CRM) software solutions. Their CRM platform helps businesses optimize their sales, marketing, and customer service operations to provide a 'high-definition customer experience'. SugarCRM is frequently selected for ease of customization, intuitive user interface, predictable total cost of ownership, and integration capabilities.

SugarCRM offers a range of features that deliver end users a complete view of their customers, underpinned by workflow processes to guide next best actions. SugarCRM was founded in 2004 and is headquartered in Cupertino, California. SugarCRM is best suited for SME and Mid-market organizations, with a client base that covers all industries.

CREATIO

Website: www.creatio.com

Why they are worth considering:

Creatio is a global software vendor operating in the 'no-code' area. They promote their product as being one platform to automate the end-to-end customer journey with no code.

Founded in 2002 and headquartered in Boston, Massachusetts, Creatio offers a comprehensive suite of CRM tools designed to enhance sales, marketing, and service processes. Their CRM platform provides features such as lead and opportunity management, customer data management, and contact center capabilities. With a user-friendly interface and powerful automation capabilities, Creatio enables organizations to streamline their customer-centric processes and drive business growth.



HUBSPOT

Website: www.hubspot.com

Why they are worth considering:

HubSpot is a leading provider of inbound marketing and sales software. Established in 2006 and headquartered in Cambridge, Massachusetts, HubSpot offers a comprehensive CRM platform designed to help businesses attract, engage, and delight customers. Their CRM tools include lead tracking, email marketing, social media management, and customer support. HubSpot's CRM system provides a centralized repository for customer information and offers automation capabilities to streamline marketing and sales processes.

ORACLE

Website: www.oracle.com

Why they are worth considering:

Like some of our other longlist vendors, Oracle has been a cornerstone of the CRM market for a considerable number of years. A global software giant, Oracle has many strings to its bow, but CRM continues to be a key area for them. Today CRM is part of a wider solution area, but continues to be well-established and distributed in the market. Founded in 1977 and headquartered in Redwood City, California, they are a truly global business with sales, marketing and support operations in most global locations.

ZENDESK

Website: www.zendesk.com

Why they are worth considering:

Zendesk is a customer service and engagement platform that helps businesses build better relationships with their customers. Headquartered in San Francisco, California, Zendesk was established in 2007. Their CRM software offers a range of features including ticket management, live chat, knowledge base, and customer self-service options. With Zendesk, businesses can efficiently track, prioritize, and resolve customer inquiries across multiple channels. The platform also provides analytics and reporting tools to gain insights into customer satisfaction and team performance. They are known for a user-friendly interface and customizable workflows,

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Who Are Viewpoint Analysis?

We are Technology Matchmakers....

Viewpoint Analysis Ltd aims to build a bridge between companies with a technology need and exciting technology vendors that can meet your needs. A Technology Matchmaker for want of a better term. Our services include:

- **Technology Ideas & Options**

Do you know that you need technology but are not sure what and where to turn? Our 'Technology Matchmaker' and our 'Technology Day' services bring amazing vendors to your door with new ideas and capabilities. Great for knowing what's available in the market and keeping up with the latest trends.

- **Rapid RFI**

The Rapid RFI (RRFI) service helps customers to quickly assess the market and go from a 'longlist' of potential options to a shortlist of worthy partners.

- **Vendor Selection - Rapid RFP**

Our 'Rapid RFP' - is for customers who want to run an RFP process but want to make a quick decision and get on with delivering for the business. The Rapid RFP reaches a decision in weeks, not months - and makes life easier for the selection team and the vendor community.

Email - contactus@viewpointanalysis.com or call 0113 5129252

Join our mailing list to receive our latest Software Guides and updates as they are published - [Link Here](#)



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