

CRM SOFTWARE COMPARISON

2017 Edition



OVERVIEW

PRODUCT NAME

Base CRM

Insightly CRM

SuperOffice CRM

BuddyCRM

SOFTWARE FEATURES

API ACCESS



CADENCE



CONTACT MANAGEMENT



CONTRACT MANAGEMENT



DATABASE MANAGEMENT



FUNNEL REPORTING



INTEGRATIONS



PARTNER TRACKING



PERFORMANCE REPORTING



PIPELINE MANAGEMENT	✓	✓	✓	✓
PRODUCT & PRICE CONTROL	✗	✗	✗	✗
SALES GAMIFICATION	✗	✗	✗	✗
QUOTATION HANDLING	✗	✗	✓	✓
TASK ASSIGNMENT	✓	✓	✓	✗
TERRITORY/QUOTA MANAGEMENT	✗	✗	✗	✗
SUPPLEMENTARY FEATURES				
CPQ	✗	✗	✗	✓
CUSTOMER SERVICE AUTOMATION	✗	✗	✓	✗
MARKETING AUTOMATION	✓	✓	✓	✓
SOCIAL RELATIONSHIP MANAGEMENT	✗	✓	✗	✗
CUSTOMER SIZE				
SMALL	✓	✓	✓	✓
MEDIUM	✓	✓	✓	✓

ENTERPRISE	✓	✗	✓	✓
OTHER FEATURES				
MULTIPLE LOCATIONS	✗	✗	✓	✗
MULTIPLE CURRENCY	✗	✗	✗	✗
CUSTOMIZABLE	✗	✓	✓	✓
MOBILE FEATURES				
IOS APP	✓	✓	✓	✓
ANDROID APP	✓	✓	✓	✗
NATIVE WEB APP	✗	✗	✓	✗
HOSTING METHOD				
CLOUD	✓	✓	✓	✓
ON-PREMISE	✗	✗	✗	✗

REVIEWS				
REVIEW SCORE				
OTHER INFORMATION				
PRICING	\$25/user/month. Up to 5 users	Free up to 2 users. \$15/user/month.	*From 44€ user/month. *Billed annually.	From £35/user/month.
IMPLEMENTATION TIMEFRAME				



OVERVIEW

PRODUCT NAME

Sage CRM

Netsuite CRM+

Freshdesk CRM

HubSpot CRM

SOFTWARE FEATURES

API ACCESS



CADENCE



CONTACT MANAGEMENT



CONTRACT MANAGEMENT



DATABASE MANAGEMENT



FUNNEL REPORTING



INTEGRATIONS



PARTNER TRACKING



PERFORMANCE REPORTING



PIPELINE MANAGEMENT	✗	✗	✗	✓
PRODUCT & PRICE CONTROL	✗	✓	✓	✗
SALES GAMIFICATION	✗	✓	✓	✗
QUOTATION HANDLING	✓	✓	✗	✗
TASK ASSIGNMENT	✓	✗	✗	✓
TERRITORY/QUOTA MANAGEMENT	✗	✓	✗	✗
SUPPLEMENTARY FEATURES				
CPQ	✗	✗	✗	✗
CUSTOMER SERVICE AUTOMATION	✓	✓	✓	✗
MARKETING AUTOMATION	✓	✓	✗	✓
SOCIAL RELATIONSHIP MANAGEMENT	✓	✓	✓	✗
CUSTOMER SIZE				
SMALL	✓	✓	✓	✓
MEDIUM	✓	✓	✓	✓

ENTERPRISE	✗	✓	✓	✓
OTHER FEATURES				
MULTIPLE LOCATIONS	✗	✗	✓	✗
MULTIPLE CURRENCY	✓	✗	✗	✓
CUSTOMIZABLE	✓	✓	✓	✓
MOBILE FEATURES				
IOS APP	✓	✓	✓	✓
ANDROID APP	✓	✓	✓	✓
NATIVE WEB APP	✓	✓	✗	✗
HOSTING METHOD				
CLOUD	✓	✓	✓	✓
ON-PREMISE	✗	✗	✗	✗

REVIEWS				
REVIEW SCORE				
OTHER INFORMATION				
PRICING	Not Available	No Pricing Available	From \$0 to \$19/user/month.	From Free
IMPLEMENTATION TIMEFRAME				



OVERVIEW

PRODUCT NAME

SAP CRM

Salesforce

Oracle Customer Experience

bpm' online

SOFTWARE FEATURES

API ACCESS

✗

✓

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CADENCE

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CONTACT MANAGEMENT

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CONTRACT MANAGEMENT

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DATABASE MANAGEMENT

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FUNNEL REPORTING

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INTEGRATIONS

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PARTNER TRACKING

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PERFORMANCE REPORTING

✓

✓

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✓

PIPELINE MANAGEMENT	✓	✓	✓	✓
PRODUCT & PRICE CONTROL	✓	✗	✗	✓
SALES GAMIFICATION	✓	✓	✓	✓
QUOTATION HANDLING	✓	✓	✓	✓
TASK ASSIGNMENT	✓	✓	✓	✓
TERRITORY/QUOTA MANAGEMENT	✓	✓	✓	✓
SUPPLEMENTARY FEATURES				
CPQ	✓	✗	✓	✗
CUSTOMER SERVICE AUTOMATION	✓	✓	✓	✓
MARKETING AUTOMATION	✓	✓	✓	✓
SOCIAL RELATIONSHIP MANAGEMENT	✗	✗	✓	✓
CUSTOMER SIZE				
SMALL	✓	✓	✗	✓
MEDIUM	✓	✓	✓	✓

ENTERPRISE	✓	✓	✓	✓
OTHER FEATURES				
MULTIPLE LOCATIONS	✗	✓	✓	✓
MULTIPLE CURRENCY	✗	✓	✓	✓
CUSTOMIZABLE	✗	✗	✗	✓
MOBILE FEATURES				
IOS APP	✓	✓	✓	✓
ANDROID APP	✓	✓	✗	✓
NATIVE WEB APP	✓	✗	✗	✓
HOSTING METHOD				
CLOUD	✗	✓	✓	✓
ON-PREMISE	✓	✗	✗	✓

REVIEWS				
REVIEW SCORE				
OTHER INFORMATION				
PRICING		£20/user/month* (billed annually). Up to 5 users		Starts from \$25 Per user / month
IMPLEMENTATION TIMEFRAME				Depending on complexity: From several days to few months

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