



Contact: Tracey Hoston, ISM
301-656-8448
thoston@ismguide.com

ISM Announces Winners of 2013 Top 15 CRM Software Awards for both ‘Enterprise’ and ‘Small & Medium Business’ Solutions

ISM President Barton Goldenberg Forecasts CRM Trends: Data/Business Analytics, Social CRM, Mobile Functionality & Gamification

Bethesda, MD, May 21, 2013 – As businesses seek a higher return and increased effectiveness on marketing, sales and service program investments, the Customer Relationship Management (CRM) software market is seeing dramatic growth and enhanced offerings including Data Analytics and Social CRM applications, mobile functionality as well as Gamification features, reports premier CRM consulting firm ISM (www.ismguide.com) as part of its annual Top 15 CRM Software Awards. Since 1990, ISM, through its Software Lab, has been awarding recognition to leading CRM providers in Enterprise and Small & Medium Business (SMB) categories.

“The winners of the 2013 Top 15 are the influencers in the CRM community who have made significant advancements in both functionality and connectivity for sales, customer service and marketing professionals; offer better decision making tools for executives; and provide more intimate connectivity with today’s Digital Clients,” said Barton Goldenberg, president, ISM. Goldenberg also notes that mobile CRM, Social CRM, and SaaS offerings continue to be popular CRM software features and that Big Data Analytics/Insight and Gamification applications are the new, hot new trends in the industry. (Note: More in-depth information on the trends follows the release copy.)

“The winners of the 2013 Top 15 CRM Software Awards are clearly the leaders and innovators in this fast-paced and growing industry” he added.

The Top 15 Award winners, in alphabetical order, are:

ISM Top 15 CRM Enterprise Winners

- *Amdocs CM v. 9.0 – by **Amdocs Limited**
- *C2CRM v. 10 – by **Clear C2, Inc.**
- *Consona CRM – by **Aptean**
- *ExSellen 5.92 – by **Optima Technologies, Inc.**
- *Firstwave CRM – by **Firstwave Technologies, Inc.**
- *Infor Epiphany 10.0.1 – by **Infor**

- *KANA Enterprise – by **KANA, Inc.**
- *OnContact CRM v. 7.5 – by **Oncontact Software Corporation**
- *Oracle Siebel CRM – by **Oracle Corporation**
- *Pega CRM 6.3 – by **PegaSystems**
- *Pivotal CRM v. 6.0.12 – by **Aptean**
- *Powertrak v10 – by **Axonom, Inc.**
- *Salesforce.com – by **Salesforce.com**
- *SAP CRM 7.0 – by **SAP AG**
- *update.seven – by **update software AG**

ISM Top 15 CRM SMB Winners

- *Ardexus MODE – by **Ardexus, Inc.**
- *BPMonline CRM – by **BPMonline**
- *C2CRM v. 10 – by **Clear C2, Inc.**
- *Goldmine Premium Edition 9.2 – by **Goldmine**
- *GBS CRM – by **Group Business Software**
- *Maximizer CRM 12 – by **Maximizer Software Inc.**
- *Microsoft CRM 2011 – by **Microsoft Corporation**
- *NetSuite CRM 2012.2 & NetSuite ERP – by **NetSuite, Inc.**
- *Oncontact CRM v. 7.5 – by **Oncontact Software Corporation**
- *Sage CRM 7.1 SP2 – by **Sage Group, PLC**
- *Sage SalesLogix v. 8.0 – by **Sage Group, PLC****
- *Salesforce.com – by **Salesforce.com**
- *Salespage Enterprise – by **Salespage Technologies, LLC**
- *StayinFront CRM – by **StayinFront, Inc.**
- *Sugar CRM v. 6.6 – by **Sugar CRM**

****SalesLogix v. 8.0 has been acquired by Swiftpage.**

To find out more about and/or to purchase the reviews, go to:

<http://www.ismguide.com/ism-products/top-15-crm-software-reviews>

The annual Top 15 CRM Software Awards are based on rigorous testing of CRM software programs from around the world that are sold in the North American marketplace. New trends for 2013 are identified from vendor surveys and intensive testing at the ISM Software Lab in Bethesda, MD. Each software program is rated according to 208 selection criteria, including 99 business functions, 48 technical features, 34 implementation capabilities, 10 real time criteria and 17 user-support features. With no ownership in or by a vendor, ISM's software analysis is 100 percent unbiased.

About ISM:

Founded in 1985 and headquartered in Bethesda, MD, ISM Inc. provides customer-centric business strategy services to organizations planning and implementing CRM, Social CRM, Social Media and Data Analysis & Insight initiatives. Clients include best-in-class organizations such as ExxonMobil, Giorgio Armani, IBM, Jaguar Land Rover, Kraft Foods, Marriott, McGraw Hill, Nike, PepsiCo, Roche, Samsung, Schlumberger, Zumba Fitness and more. Barton Goldenberg, ISM's founder and president, is a respected author, columnist, speaker and industry leader, including being one of the first three inductees in the CRM Hall of Fame. To learn more, go to www.ismguide.com or call (301) 656-8448.

Based on the software testing process, Barton Goldenberg points out several business application and technology trends in CRM software:

- **Integration with Social Media Applications:** CRM vendors are now beginning to offer integration with third-party, comprehensive social media applications that is adding a new social element in traditional CRM processes. These new 'Social CRM' applications enable a business to connect customer conversations and relationships from social networking websites into the CRM process. ISM sees Social CRM becoming integrated in CRM platforms and applications for a more complete view of customers through the use of feeds from social media channels.
- **Increased Availability of Social Media Functionality:** CRM vendors are now providing direct access to social media functionality. Social media can also refer to web-based services that emphasize online collaboration and sharing among users. Computers and other technologies have shifted from one-way static communication to platforms for interaction and community building. In addition, ISM forecasts that the monitoring, filtering and analyzing of relevant social media posts for sentiment and other organizational purposes will be an increasing focus for the CRM industry over the next 3-5 years.
- **Increased Social Media Customer Assistance Options:** Many CRM vendors see Social Media as a cost-effective method to improve their customer assistance options. Customers are no longer calling the help line when they have a problem — they are Tweeting about their problems, posting and finding the appropriate solutions within online forums or discussing problems on Facebook with their contacts. ISM sees more and more organizations building online communities (requiring components such as dialogues, forums, ideation, media sharing and blogs) for customer assistance, which increasingly come with tight integration into other CRM processes.
- **Increased Use of Big Data Analytical Tools in CRM Solutions:** Big Data Analytical tools, which include predictive modeling, can now foretell the monetary value and profitability of a particular customer. These tools take into account profiling customers based on their behavior, segmenting markets and predicting customer purchases based on past purchase information and psychographic/demographic data, as well as determining cross-sell opportunities. The expansion of Internet

traffic, social networking, mobile devices and cloud applications will generate a tremendous increase in unstructured data, leading to an increased demand for business analytics software that combines text analytics, sentiment extraction and related technologies to find patterns and trends among social network, mobile device and cloud application users.

- **Increased Number of Mobile CRM Offerings and a Move Towards Real-Time CRM:** CRM vendors continue to develop and release mobile CRM application modules, especially those that are bundled with or work on a large variety of handheld and/or wireless devices. ISM foresees mobile apps extending its influence on the CRM marketplace as CRM applications will look and behave more like apps that are accessible on mobile devices. Consequently, CRM applications accessed on mobile devices will streamline their user interface and make their applications simple to use. Wireless components will increasingly allow users to make business decisions in real-time while simultaneously creating analytics in real-time—all of which support a growing movement toward Real-Time CRM.
- **Increased CRM Offerings via the SaaS Model:** CRM software vendors are increasingly offering CRM software solutions via the SaaS model, which is also referred to as an on-demand solution and is part of the growing cloud computing movement. While not applicable for all organizations, the SaaS model is attractive because it can circumvent traditional problems with the CRM client-server model including initially high prices, time-consuming deployments and the need to perform software upgrades. The two major drivers of accelerated adoption of SaaS in organizations include initial cost advantages and increased proof of data security.
- **Increased in Gamification applications in CRM Software:** There is a growing importance of Gamification, which utilizes game design techniques and mechanics to enhance user adoption of CRM applications. Business leaders are increasingly conducting trials on CRM programs which leverage game elements that provide a clear sense of progress, instant feedback loop and reward incentives—and which directly accelerate the accomplishment of measurable performance objectives.