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

ISM President Barton Goldenberg Forecasts CRM Trends: Big Data Analytics & Insight, Social CRM, Mobile Functionality & Gamification with the Internet of Things in the Horizon

Bethesda, MD, June 10, 2015 – 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 – [Gartner](#) forecast a \$37B market by 2017. Enhanced CRM software offerings include Big Data Analytics/Insight, Social CRM applications, Mobile functionality as well as Gamification features, reports [ISM Inc.](#) (www.ismguide.com) as part of its bi-annual Top 15 CRM Software Awards. For the past 25 years – 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 2015/16 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, founder/president, ISM. Goldenberg also notes two meaningful CRM industry trends: (1) ‘Social CRM’ will grow significantly as noted in his recent book, [The Definitive Guide to Social CRM](#) (Pearson, 2015) and (2) the ‘Internet of Things’ – where every day physical objects connect to the Internet – will explode from 9 billion connected devices/sensors today to a forecasted 2 trillion devices/sensors connected by 2020.

“The winners of the 2015/16 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 CES CRM – by **Amdocs Limited**

*C2CRM – by **Clear C2, Inc.**

*ExSelligence 6.02 – by **Optima Technologies, Inc.**

- *Infor CRM – by **Infor**
- *KANA Enterprise v. 14R1– by **KANA, Inc.**
- *Microsoft Dynamics CRM – by **Microsoft Corporation**
- *Oncontact CRM v. 8.1 – by **Workwise LLC**
- *Oracle Siebel CRM – by **Oracle Corporation**
- *Pega CRM – by **PegaSystems**
- *Pivotal CRM v. 6.5 – by **Aptean**
- *Salesforce.com – by **Salesforce.com**
- *SalesTalk – by **SalesTalk Technologies, Inc.**
- *SAP CRM – by **SAP AG**
- *Sugar CRM v. 7.6 – by **Sugar CRM**
- *update.CRM – by **update software AG**

ISM Top 15 CRM SMB Winners

- *bpm'online CRM – by **bpm'online**
- *C2CRM – by **Clear C2, Inc.**
- *Goldmine Premium Edition 2014.2 – by **HEAT Software**
- *Maximizer CRM 2015 R2 – by **Maximizer Software Inc.**
- *Microsoft Dynamics CRM – by **Microsoft Corporation**
- *NetSuite CRM – by **NetSuite, Inc.**
- *Oncontact CRM v. 8.1 – by **Workwise LLC**
- *Sage CRM 7.3/Sage CRM Cloud – by **Sage Group, PLC**
- *Salesboom.com Cloud CRM – by **Salesboom.com**
- *Salesforce.com – by **Salesforce.com**
- *Salespage Financial – by **Salespage Technologies, LLC**
- *Soffront CRM – by **Soffront Software**
- *StayinFront CRM – by **StayinFront, Inc.**
- *Sugar CRM v. 7.6 – by **Sugar CRM**
- *Zoho CRM – by **Zoho Corporation**

ISM's Top 15 CRM Software Awards are based on rigorous testing of CRM software applications from around the world that are sold in the North American marketplace. Each software application is rated according to 179 selection criteria. With no ownership in or by a vendor, ISM's software analysis is 100 percent unbiased. The Top 15 winners for each category are available for purchase in CD and downloadable format at ISM's [website](#). For more information, call 301-656-8448 or email John Chan at Johnc@ismguide.com.

Candidate testing and winner selection of the next ISM Top 15 CRM Awards is scheduled to take place in 2017.

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ABOUT ISM

Founded in 1985 and headquartered in Bethesda, MD, ISM Inc. provides customer-centric strategic services to organizations planning and implementing CRM/Social CRM, Big Data Analysis/Insight, Branded Communities, Customer Experience Management, and Channel Optimization initiatives. Clients include best-in-class organizations such as American Automobile Association, Exxon Mobil, Federal Reserve Bank, Giorgio Armani, Johnson Controls, Jaguar Land Rover, Kraft, Marriott, McGraw Hill, Nike, Samsung, T. Rowe Price, Zumba 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. His new book, [The Guide to Social CRM](#), published by Pearson, is receiving industry-wide [accolades](#). Learn more about ISM's services at www.ismguide.com or call (301) 656-8448.