



**Sales Force Automation (SFA) Comparison Guide**  
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	<b>Avidian Technologies Inc.</b> Prophet 5 Enterprise Server	<b>Entellium Corp.</b> eSalesForce	<b>Sage Software</b> ACT! Premium 2008	<b>Frontrange Solutions Inc.</b> GoldMine Enterprise Edition: Sales Management	<b>Landslide Technologies</b> Landslide
<b>Targeted Company Size</b>	SMB*	SMB*	SMB*	Midmarket/Small Enterprise*	Midmarket/Small Enterprise*
<b>Number of Users</b>	5 to 300	1 to 500; most customers have less than 100 users	10 to 100	Aimed at SMBs (small- to medium-sized businesses)	5 to unlimited; current customers are mostly SMBs
<b>Type of Solution</b>	Microsoft Outlook plug-in	SFA SaaS (software as a service)	Installed contact and customer-management software	Installed CRM suite	Sales Workstyle Management SaaS
<b>Modular Deployment</b>	No	No	No	Yes	No
<b>Pricing</b>	\$499.99 per user	\$50 per user, per month	\$399.99 per user	Undisclosed	Starts at \$125 per month
<b>Alternative Editions</b>	Professional and Personal	eSuite package includes eSalesForce, eMarketing and Customer Service modules	ACT! and ACT! Premium for Web	Premium, Corporate and Standard	No
<b>Dashboards for End Users</b>	Yes	Yes	Yes	Yes	Yes
<b>Mobile Device Access</b>	Yes	Yes	Yes	Available via Goldmine Mobile	Yes
<b>Mobile Device Synchronization</b>	Yes	Yes	Yes	Available via Goldmine Mobile	Yes
<b>Offline Access</b>	Yes	Yes	Yes	Available via Goldmine Mobile	Available via VIP Assistants
<b>Enterprise Application Integration</b>	No	eMarketing and Customer Service modules; uses Web services and APIs (application programming interfaces) to integrate with third-party applications	Sage accounting products, including Peachtree, QuickBooks and Sage MAS 200	Oracle, Microsoft.NET and Microsoft SQL; other FrontRange products	Seibel, PeopleSoft and BAAN
<b>Customization</b>	Customize fields in opportunity and company windows, track types in opportunity notes and the product or service list; create custom email, appointment and task templates	Customize fields, change field values, change look of application, customize business rules at record and queue level, build multiple sales processes and Web services API	Add fields and tabs, customize page layouts and add custom priority, activity and history types	Customize home pages and tailor business processes	Customize databases and user-interface elements
<b>Software Developer Toolkit</b>	No	No	No	No	No
<b>Sales Tools</b>					
<b>Lead Management</b>	Yes	Yes	Yes	Available via Marketing Automation module	Yes
<b>Opportunity Management</b>	Yes	Yes	Yes	Yes	Yes
<b>Sales Forecasting</b>	Yes	Yes	Yes	Yes	Yes
<b>Sales Analytics</b>	No	Yes	No	Yes	Yes
<b>Account Management</b>	Yes	Yes	Yes	Available via Relationship Management module	No
<b>Contact Management</b>	Yes	Yes	Yes	Available via Relationship Management module	No
<b>Quote Management</b>	Yes	Yes	Yes	Yes	No
<b>Order Management</b>	No	No	No	No	Yes
<b>Contract Management</b>	Yes	Yes	No	No	No
<b>Pipeline Management</b>	Yes	Yes	Yes	Yes	No
<b>Territory Management</b>	Yes	Yes	Yes	Yes	Yes
<b>360-Degree View of Customer</b>	Yes	Yes	Yes	Yes	Yes
<b>Customizable Reports</b>	Yes	Yes	Yes	Yes	Yes
<b>Activity Management</b>	Yes	Yes	Yes	Yes	Yes
<b>Team Selling</b>	Yes	Yes	No	No	No
<b>Email Integration</b>	Microsoft Outlook	Microsoft Outlook	Microsoft Outlook and Lotus Notes	Microsoft Outlook	Microsoft Outlook
<b>Shared Calendar</b>	Yes	Yes	Yes	Yes	Yes
<b>Desktop Applications Integration</b>	Microsoft Excel and Word	Microsoft Excel	Microsoft Excel	Microsoft Office	No
<b>Sales Methodologies</b>	Yes	Yes	No	Yes	Yes
<b>Workflow Automation</b>	Yes	Yes	Yes	Yes	Yes
<b>Customizable Workflow</b>	Yes	Yes	Yes	Yes	Yes
<b>Competitor Tracking</b>	No	Yes	No	Yes	Yes
<b>PRM (Partner Relationship Management)</b>	No	No	No	Available via Relationship Management module	No
<b>Incentive Management</b>	No	No	No	No	No
<b>Sales Information Tools</b>					
<b>Product Catalog</b>	No	Yes	Yes	No	Yes
<b>Document or Literature Management</b>	No	Yes	No	No	No
<b>Pricing Management</b>	No	No	No	No	No
<b>Marketing Automation Tools</b>					
<b>Campaign Management</b>	No	Yes	No	Available via Marketing Automation module	Yes
<b>Email Templates for Salespeople</b>	Yes	Yes	Yes	No	Yes

\* According to SearchCRM.com: SMB solutions generally range from 40 to 250 users/midmarket/small enterprises solutions generally range from 250 to 500 users and large enterprise solutions generally are more than 500 users



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	<b>Maximizer Software Inc.</b>	<b>NetSuite Inc.</b>	<b>RightNow Technologies Inc.</b>	<b>Sage Software</b>	<b>Sage Software</b>
	<i>Maximizer CRM 10 Enterprise Edition</i>	<i>NetSuite: Sales Force Automation</i>	<i>RightNow On Demand CRM: RightNow Sales</i>	<i>SageCRM 6.1: Sales</i>	<i>Sage SalesLogix 7.2.2</i>
<b>Targeted Company Size</b>	Midmarket/Small Enterprise*	Midmarket/Small Enterprise*	Midmarket/Small Enterprise*	Midmarket/Small Enterprise*	Midmarket/Small Enterprise*
<b>Number of Users</b>	10 to unlimited, designed for SMBs	1 to 500	5 to 100	10 to 1,000	10 to 1,000
<b>Type of Solution</b>	Installed integrated CRM suite	CRM SaaS	CRM SaaS	Installed integrated CRM suite	Installed CRM suite
<b>Modular Deployment</b>	No	Yes	Yes	No	No
<b>Pricing</b>	Starts at \$499 per user	Starts at \$499 per month plus \$99 per user, per month	Starts at \$100 per user	Starts at \$595 per user and \$1,495 for the server; \$69 per user, per month for the SaaS edition	Starts at \$795 per user and \$2,995 for the server
<b>Alternative Editions</b>	Professional, Group and Entrepreneur	No	No	SageCRM.com	No
<b>Dashboards for End Users</b>	Yes	Yes	Yes	Yes	Yes
<b>Mobile Device Access</b>	Yes	Yes	Vendor can configure product to make it accessible to mobile	Yes	Yes
<b>Mobile Device Synchronization</b>	Yes	Yes	Yes	Yes	Yes
<b>Offline Access</b>	Yes	Yes	Yes	Yes	Yes
<b>Enterprise Application Integration</b>	Use the Customization Suite's Accounting API to integrate with ERP, accounting and other systems	Use SuiteFlex to connect to legacy and third-party applications and content providers	Achieved via the RightNow Connect SOA (Service-Oriented Architecture)-based framework	Sage accounting and back-office financial applications	Sage accounting and back-office financial applications
<b>Customization</b>	Configure custom fields and custom windows by user with "click-not code" tools	"Click-not code" customization includes configuration, records and tables, terminology, customer fields and more. With SuiteFlex, customize end-to-end business processes; build new functionality, workflows and processes; and personalize roles	Customize every aspect of the application with "click-not code" tools	Make user-specific modifications to interfaces and data	Customize user interface, data fields, industry-specific business processes, sales methodologies and purpose-built applications
<b>Software Developer Toolkit</b>	Customization Suite available as an add-on	SuiteFlex, the toolkit for customization, verticalization and business-process automation within NetSuite BOS platform	No	Yes	Yes
<b>Sales Tools</b>					
<b>Lead Management</b>	Yes	Available via Market Automation module	Yes	Available via Marketing functionality	Available via Marketing functionality
<b>Opportunity Management</b>	Yes	Yes	Yes	Yes	Yes
<b>Sales Forecasting</b>	Yes	Yes; standard and advanced	Yes	Yes	Yes
<b>Sales Analytics</b>	No	Yes	Available via Analytics module	No	No
<b>Account Management</b>	Yes	Yes	Yes	Yes	Yes
<b>Contact Management</b>	Yes	Yes	Yes	Available via Customer Care functionality	Yes
<b>Quote Management</b>	Yes	Yes	Yes	Yes	Yes
<b>Order Management</b>	Yes	Yes	Available via partner solutions	Yes	Yes
<b>Contract Management</b>	No	Limited	Yes	No	No
<b>Pipeline Management</b>	Yes	Yes	Yes	Yes	Yes
<b>Territory Management</b>	Yes	Yes	Yes	Yes	Yes
<b>360-Degree View of Customer</b>	Yes	Yes	Yes	Available via Customer Care functionality	Available via integration with ERP applications
<b>Customizable Reports</b>	Yes	Yes	Yes	Yes	Yes
<b>Activity Management</b>	Yes	Yes	Yes	Yes	Yes
<b>Team Selling</b>	Yes	Yes	Yes	Yes	No
<b>Email Integration</b>	Microsoft Outlook and Exchange	Microsoft Outlook, Lotus Notes, Yahoo! Mail and America Online	Microsoft Outlook	Microsoft Outlook	Microsoft Outlook
<b>Shared Calendar</b>	Yes	Yes	Yes	Yes	Yes
<b>Desktop Applications Integration</b>	Microsoft Office	Microsoft Word and Excel	Connect to applications via SOA integration framework	Microsoft Office	Microsoft Office
<b>Sales Methodologies</b>	Yes	Yes	Yes	No	Yes
<b>Workflow Automation</b>	Yes	Yes	Yes	Yes	Available via Marketing functionality
<b>Customizable Workflow</b>	Yes	Yes	Yes	Yes	Yes
<b>Competitor Tracking</b>	Yes	Yes	Yes	No	No
<b>PRM (Partner Relationship Management)</b>	Available via PRM functionality	Available via PRM module	No	No	No
<b>Incentive Management</b>	No	Yes	No	No	No
<b>Sales Information Tools</b>					
<b>Product Catalog</b>	Available via Order Desk module	Yes	Yes	Yes	Available via integration with Sage back-office applications
<b>Document or Literature Management</b>	Available via Business Productivity functionality	Yes	Yes	Yes	Yes
<b>Pricing Management</b>	No	Yes	Yes	No	No
<b>Marketing Automation Tools</b>					
<b>Campaign Management</b>	Available via Marketing Automation functionality	Available via Market Automation module	Available via Marketing module	Available via Market Automation module	Available via Marketing functionality
<b>Email Templates for Salespeople</b>	Available via Marketing Automation functionality	Available via Market Automation module	Yes	Available via Market Automation module	Yes



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	<b>CDC Software</b>	<b>Infor</b>	<b>Microsoft Corp.</b>	<b>Oracle PeopleSoft</b>	<b>SAP</b>
	<i>Pivotal Sales</i>	<i>CRM Epiphany: Sales</i>	<i>Dynamics CRM 4.0 Enterprise: Sales</i>	<i>PeopleSoft Enterprise CRM: Sales Solution</i>	<i>CRM On-Demand Solution</i>
<b>Targeted Company Size</b>	Large enterprise*	Large enterprise*	Large enterprise*	Large enterprise*	Large enterprise*
<b>Number of Users</b>	1,000-plus	30 to 10,000-plus	Unlimited	Contact vendor	Contact vendor
<b>Type of Solution</b>	Installed integrated CRM suite	Installed integrated CRM suite	Installed integrated CRM suite	Installed CRM application; integrates with PeopleSoft Enterprise CRM	CRM SaaS
<b>Modular Deployment</b>	Yes	Yes	Yes	Yes	Contact vendor
<b>Pricing</b>	Undisclosed	Starts at \$25,000 for 15 users	Undisclosed	\$6,500 per user for Sales edition; \$1,250 per user for Mobile Sales edition	Contact vendor
<b>Alternative Editions</b>	No	Industry-specific solutions; Business and Enterprise editions are planned for release in April 2008	Professional Server and Workgroup Server	On-demand and industry-specific solutions	No
<b>Dashboards for End Users</b>	Yes	Yes	Yes	Yes	Yes
<b>Mobile Device Access</b>	Available via Mobile Client application	Yes	Yes	Yes	Contact vendor
<b>Mobile Device Synchronization</b>	Available via Mobile Client application	Yes	Yes	Yes	Contact vendor
<b>Offline Access</b>	Available via Mobile Client application	Yes	Yes	Contact vendor	Contact vendor
<b>Enterprise Application Integration</b>	Several products, tools and APIs available within an integration framework; custom integration supported via XML, OCX and .NET APIs	Achieved via SOA and J2EE application technology	Microsoft products and technologies, including the 2007 Microsoft Office system, Microsoft Office SharePoint Server 2007 and Windows Vista	PeopleSoft Enterprise applications	Contact vendor
<b>Customization</b>	Customize all aspects including the data model, the user interface and the business processes	Customize most aspects throughout the solution, including adding third-party components	Customize forms or change the way to capture and look at customer data with Web-based design tools	Contact vendor	Contact vendor
<b>Software Developer Toolkit</b>	Pivotal Toolkit and Pivotal Web Services Generator	Yes	Microsoft CRM 3.0 SDK	Contact vendor	Contact vendor
<b>Sales Tools</b>					
<b>Lead Management</b>	Available via Marketing Automation module	Yes	Yes	Yes	Available via Marketing module
<b>Opportunity Management</b>	Yes	Yes	Yes	Contact vendor	Yes
<b>Sales Forecasting</b>	Yes	Yes	Yes	Yes	Yes
<b>Sales Analytics</b>	Yes	Yes	Yes	Yes	Yes
<b>Account Management</b>	Yes	Yes	Yes	Yes	Yes
<b>Contact Management</b>	Yes	Yes	Yes	Contact vendor	Yes
<b>Quote Management</b>	Yes	Yes	Yes	Yes	Contact vendor
<b>Order Management</b>	Yes	Yes	Yes	Yes	Contact vendor
<b>Contract Management</b>	Yes	Yes	Yes	Contact vendor	Contact vendor
<b>Pipeline Management</b>	Yes	Yes	Yes	Yes	Yes
<b>Territory Management</b>	Yes	Yes	Yes	Yes	Contact vendor
<b>360-Degree View of Customer</b>	Yes	Yes	Yes	Yes	Contact vendor
<b>Customizable Reports</b>	Yes	Yes	Yes	Contact vendor	Contact vendor
<b>Activity Management</b>	Yes	Yes	Yes	Contact vendor	Contact vendor
<b>Team Selling</b>	Yes	Yes	No	Yes	Contact vendor
<b>Email Integration</b>	Microsoft Outlook	Includes own email client; integrates with Microsoft Outlook and others via SOA	Microsoft Outlook	Microsoft Outlook and Lotus Notes	Microsoft Outlook and Lotus Notes
<b>Shared Calendar</b>	Yes	Yes	Yes	Yes	Yes
<b>Desktop Applications Integration</b>	Microsoft Office	Any via SOA	Microsoft Word, Excel, SharePoint and SQL Server Reporting Services	Contact vendor	Contact vendor
<b>Sales Methodologies</b>	Yes	No	Yes	Contact vendor	Contact vendor
<b>Workflow Automation</b>	Yes	Yes	Yes	Contact vendor	Contact vendor
<b>Customizable Workflow</b>	Yes	Yes	Yes	Contact vendor	Contact vendor
<b>Competitor Tracking</b>	Yes	Yes	Yes	Contact vendor	Contact vendor
<b>PRM (Partner Relationship Management)</b>	Available via Partner Manager module	No	No	Available via PRM module	No
<b>Incentive Management</b>	No	No	No	No	No
<b>Sales Information Tools</b>					
<b>Product Catalog</b>	Yes	Yes	Yes	Yes	Contact vendor
<b>Document or Literature Management</b>	Available via Marketing Automation module	Yes	Yes	Contact vendor	Contact vendor
<b>Pricing Management</b>	Yes	Yes	Yes	Yes	Contact vendor
<b>Marketing Automation Tools</b>					
<b>Campaign Management</b>	Available via Marketing Automation module	Available via Marketing module	Yes	Available via Marketing module	Available via Marketing module
<b>Email Templates for Salespeople</b>	Yes	Yes	Yes	Contact vendor	Contact vendor