CRM Grid showing vendors plotted by Satisfaction (x-axis) and Market Presence (y-axis) across four quadrants: Contenders (top-left), Leaders (top-right), Niche (bottom-left), High Performers (bottom-right).

Contenders / Leaders / Niche / High Performers

Products plotted: Salesforce CRM, Microsoft Dynamics CRM, SAP CRM, Siebel CRM, NetSuite CRM, Oracle CRM On Demand, Sage CRM, Oracle Sales Cloud, Nimble, Workbooks.com, SugarCRM, Zoho CRM, Maximizer CRM, Base CRM, Salesnet, Contactually, Saleslogix, ACT!, Highrise, Pipedrive, PipelineDeals, CiviCRM, Pipeliner CRM, Nutshell, WORK[etc], InfoFlo Software, Goldmine

CRM Grid Ranking

Products shown on the Grid for CRM have received a minimum of 10 reviews in data gathered by August 12, 2014. Products are ranked by customer satisfaction (based on user reviews) and market presence (based on market share, vendor size, and social impact) and placed into four categories on the Grid:

- **Leaders** offer CRM products that are rated highly by G2 Crowd users and have substantial scale, market share, and global support and service resources.

- **High Performers** provide products that are highly rated by their users, but have not yet achieved the market presence and scale of the vendors in the Leader category.

- **Contenders** have significant market presence and resources, but their products have received below average user satisfaction ratings or have not yet received a sufficient number of reviews to validate their products.

- **Niche** vendors do not have the market presence of the Leaders. They may have been rated positively on customer satisfaction, but have not yet received enough reviews to validate their success.

Grid Scores for CRM

The table below shows the satisfaction and market presence scores that determine vendor placement on the Grid.

	Product Name	# of Ratings & Reviews	Satisfaction (normalized)	Market Presence	Overall G2 Crowd Score
Leaders					
	Salesforce CRM	675	93	88	90
	Microsoft Dynamics CRM	73	58	78	68
High Performers					
	Nimble	225	98	49	73
	Workbooks.com	136	98	47	72
	Salesnet	21	83	35	59
	Base CRM	27	81	37	59
	Contactually	23	88	30	59
	Pipeliner CRM	12	88	24	56
	PipelineDeals	23	83	25	54
	WORK[etc]	28	82	25	53
	Pipedrive	23	81	25	53
	Maximizer CRM	42	60	39	49
	CiviCRM	19	76	22	49
	InfoFlo Software	15	74	18	46
	Nutshell	23	69	21	45
Contenders					
	SAP CRM	23	35	67	51
	Oracle Siebel	34	27	67	47
	NetSuite CRM	48	31	62	46
	Oracle CRM On Demand	37	29	59	44
	Oracle Sales Cloud	12	24	55	39
	Sage CRM	17	16	50	33
Niche					
	SugarCRM	45	47	49	48
	Zoho CRM	42	41	47	44
	Highrise	18	26	36	31
	ACT!	22	16	37	26
	Saleslogix	17	7	35	21
	Goldmine	15	7	27	17

CRM Definition

Customer Relationship Management (CRM) systems enable companies to track and manage all customer interactions across the customer lifecycle in one master system of record. CRM suites typically provide:

- Sales Force Automation (SFA) including contact, account, and opportunity management
- Marketing automation features such as lead and campaign management
- Customer support features such as support case and knowledge management
- A unifying database and platform for companies to manage customer data across the company

Grid Rating Methodology

The Grid represents the democratic voice of real business and IT users, rather than the subjective opinion of one analyst. G2 Crowd rates CRM products algorithmically based on data sourced from product reviews shared by G2 Crowd users and data aggregated from online sources and social networks.

Technology buyers can use the Grid to help them quickly select the best CRM product for their business, to set realistic goals for their marketing initiatives, and to find peers with similar experiences. For vendors, media, investors, and analysts, the Grid provides benchmarks for product comparison and market trend analysis.

Grid Scoring Methodology

G2 Crowd rates products and vendors based on ratings and reviews gathered from our user community, as well as data aggregated from online sources and social networks. We apply a unique, patent-pending algorithm to this data to calculate the product strength and vendor market presence scores in real time.

The satisfaction rating is affected by the following (in order of importance):

- Overall Customer Satisfaction and Net Promoter Score (NPS) based on ratings by G2 Crowd users
- Customer satisfaction with second-level product attributes based on user reviews
- Popularity and statistical significance based on number of ratings and reviews received by G2 Crowd

The market presence score is affected by the following (in order of importance):
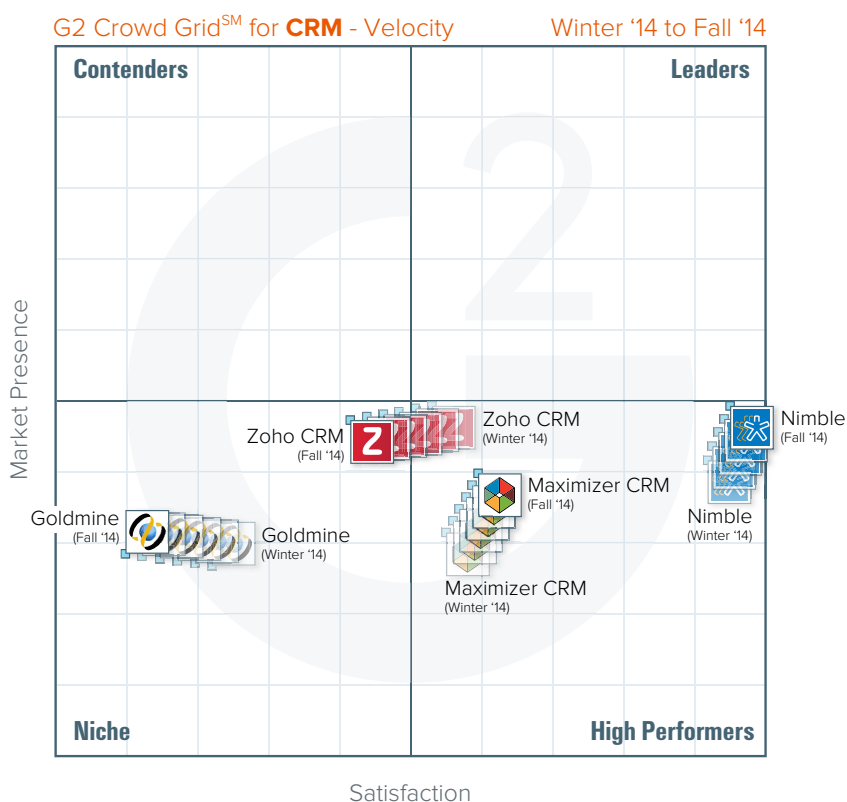
- Number of employees for product and parent company (based on social networks and public sources)
- Market share based on share of voice including number of ratings and reviews received
- Vendor momentum based on web traffic and Google search trends
- Product social impact based on Klout score and Twitter followers
- Vendor social impact based on Klout score, Twitter, and LinkedIn followers
- Revenue and year over year revenue growth rate (if available)
- Age of company (number of years in operation)
- Employee satisfaction and engagement (based on social network ratings)

CRM Grid Changes

The CRM Velocity Grid shown below highlights products that have significantly moved in Grid position since the Winter '14 CRM Grid Report. G2 Crowd users contributed more than 500 new reviews of CRM products between the Winter '14 and Fall '14 Grids.

Nimble and Maximizer CRM had the most positive momentum. Nimble's satisfaction score increased by 4 points (4%) and its market presence score increased by 8 points (20%). Maximizer CRM's satisfaction score increased by 6 points (11%) and its market presesnce score increased by 9 points (30%).

Zoho CRM and Goldmine had the most negative momentum. Goldmine's satisfaction score decreased by 15 points (68%) and its market presence increased by 2 points (8%). Zoho CRM's satisfaction score decreased by 12 points (23%) and its market presence decreased by 2 points (4%).

G2 Crowd Grid℠ for **CRM** - Velocity   Winter '14 to Fall '14

Contenders   **Leaders**

Market Presence

Zoho CRM (Fall '14)

Zoho CRM (Winter '14)

Nimble (Fall '14)

Maximizer CRM (Fall '14)

Goldmine (Fall '14)

Goldmine (Winter '14)

Nimble (Winter '14)

Maximizer CRM (Winter '14)

Niche   **High Performers**

Satisfaction

New Products

Products appearing on the CRM Grid for the first time: Contactually, Pipeliner CRM, Pipedrive, InfoFlo Software, and Nutshell. All of these new vendors were ranked as High Performers and specialize in CRM software for small to mid-market customers.

Products Not on the Grid

Products with fewer than 10 reviews are not included in the Grid. Some notable products not yet included are Insightly, Pivotal CRM, Really Simple Systems, Apptivo, update.CRM, RelateIQ, and Pega CRM. Users of these products are encouraged to visit www.g2crowd.com and write a review.

Product Executive Summaries

The following pages contain summary profiles of each CRM vendor with 15 or more reviews. To compare products in greater detail, please visit the CRM category page: https://www.g2crowd.com/categories/crm.

Salesforce CRM

★★★★☆ (675)

4.2 out of 5 stars

FALL 2014
LEADER
G²|CROWD

Vendor Information

Vendor: Salesforce.com (NYSE: CRM)

Location: San Francisco, CA
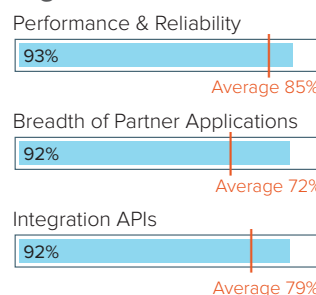
Founded: 1999

2014 revenue: $4.07 billion

Employees (listed on LinkedIn): 14,693
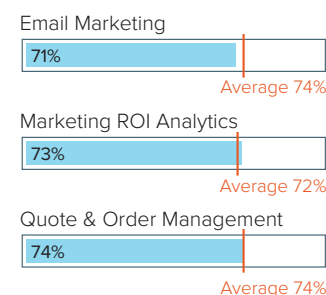
Website: www.salesforce.com

Highest-Rated Features

Performance & Reliability
93%
Average 85%

Breadth of Partner Applications
92%
Average 72%

Integration APIs
92%
Average 79%

Lowest-Rated Features

Email Marketing
71%
Average 74%

Marketing ROI Analytics
73%
Average 72%

Quote & Order Management
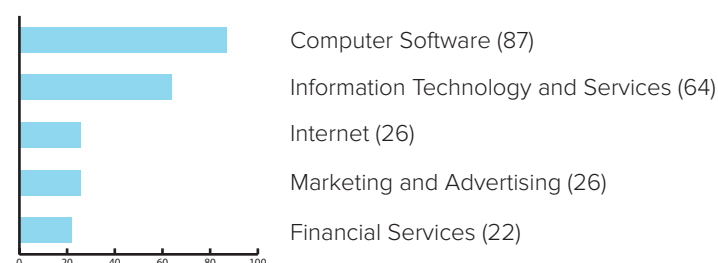74%
Average 74%

Executive Summary

Salesforce CRM has been named a Leader based on receiving a high customer satisfaction score and having the largest market presence. 90% of users rated it 4 or 5 stars; 84% of customers would recommend the product to peers; and 88% believe Salesforce CRM is headed in the right direction.

In short-answer responses, users liked Salesforce CRM's easy-to-use and customizable interface, partner integrations, record-keeping ability, and wide industry usage. Users' main dislike was its escalating costs and complexity associated with customization. Users recommended that buyers prioritize training on the Salesforce platform and avoid customization if looking to integrate with other products. Business problems solved with Salesforce CRM included customer organization and tracking, account analysis, campaign management, and managing marketing and sales processes.

Review Breakdown*

Small Business: 1-50 employees (83)

Mid-Market: 51-1,000 employees (129)

Enterprise: 1,000+ employees (74)

Top Industries Represented*

Computer Software (87)

Information Technology and Services (64)

Internet (26)

Marketing and Advertising (26)

Financial Services (22)

As seen above, the majority of Salesforce CRM's reviews came from users in mid-market companies. In short-answer responses, users from mid-market businesses appreciated Salesforce CRM's user-friendly interface and numerous customization options, as well as its ubiquitous nature. Many businesses use it, making inter-company communication easier as well as providing a wide range of third-party content. The most common dislike mid-market businesses had was Salesforce CRM's complex set of options, and users found its learning curve to be steep. They also pointed out Salesforce CRM's high price compared to other CRM programs. Business problems solved with Salesforce CRM included creating a sales pipeline, customer tracking, and inter-office communication.

Demographic information is compiled from reviewers' LinkedIn profiles and is not available for all reviewers.

Microsoft Dynamics CRM

★★★☆☆ (73)

3.3 out of 5 stars

FALL 2014
LEADER
G2|CROWD

Vendor Information
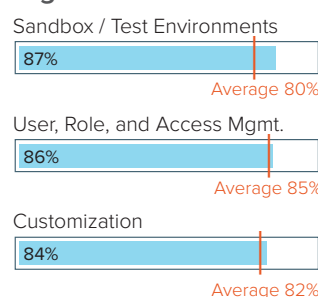
Vendor: Microsoft (NASDAQ: MSFT)

Location: Redmond, WA

Founded: 1975

2014 revenue: $86.8 billion

Employees (listed on LinkedIn): 119,442
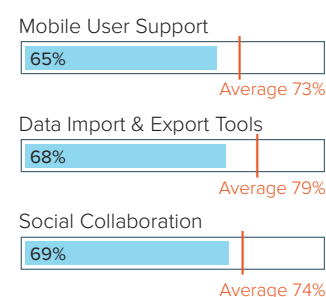
Website: www.microsoft.com

Highest-Rated Features

Sandbox / Test Environments
87%
Average 80%

User, Role, and Access Mgmt.
86%
Average 85%

Customization
84%
Average 82%

Lowest-Rated Features

Mobile User Support
65%
Average 73%

Data Import & Export Tools
68%
Average 79%

Social Collaboration
69%
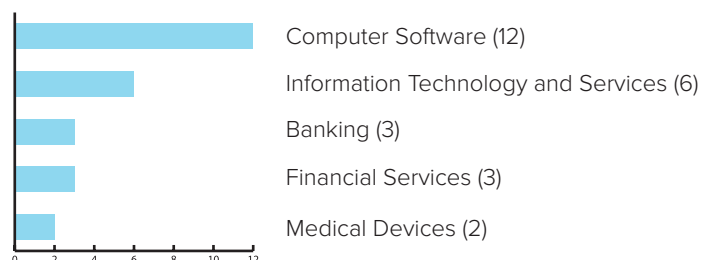Average 74%

Executive Summary

Microsoft Dynamics CRM has been named a Leader based on receiving a high customer satisfaction score and having a large market presence. 60% of users rated it 4 or 5 stars; 64% of customers would recommend the product to peers; and 60% believe Microsoft Dynamics CRM is headed in the right direction.

In short-answer responses, users liked Microsoft Dynamics CRM's easy integration with other Microsoft products and user-friendly interface. They also liked its customization options and ability to track sales cycles. Users disliked its steep learning curve and the cost of the software, and sometimes found its performance to be slow. Users recommended keeping the program updated and using professional consultants to gain the most functionality from the product. Business problems solved with Microsoft Dynamics CRM included customer tracking, account and contact integration, sales cycle analysis, and online storefront management.

Review Breakdown*

Small Business: 1-50 employees (9)

Mid-Market: 51-1,000 employees (15)

Enterprise: 1,000+ employees (15)

Top Industries Represented*

Computer Software (12)

Information Technology and Services (6)

Banking (3)

Financial Services (3)

Medical Devices (2)

As seen above, the majority of Microsoft Dynamics CRM's reviews came from users in mid-market and enterprise companies. In short-answer responses, users from mid-market businesses complimented Microsoft Dynamics CRM's integrations with other Microsoft products and its reporting capability. They also liked its wide range of options, though some found the interface to be confusing due to its many options. As a result, user recommendations from mid-size businesses advise buyers to plan in advance for usage and devote a sufficient time to learning the program. Users from enterprise companies liked its Outlook integration and customization options. These users disliked the interface, finding it difficult to navigate. Business problems solved included customer organization and tracking to produce a complete sales pipeline, as well as account analysis and integration flexibility.

*Demographic information is compiled from reviewers' LinkedIn profiles and is not available for all reviewers.

Nimble

★★★★½ (225)

4.6 out of 5 stars

FALL 2014
HIGH PERFORMER
G²|CROWD
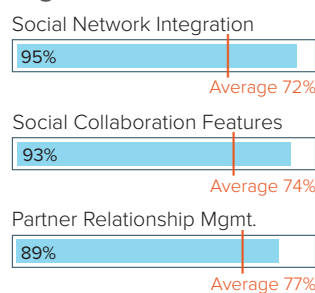
Vendor Information

Vendor: Nimble

Location: Santa Monica, CA

Founded: 2009

2013 revenue: n/a (private company)

Employees (listed on LinkedIn): 37

Website: www.nimble.com

Highest-Rated Features

Social Network Integration
95% — Average 72%

Social Collaboration Features
93% — Average 74%

Partner Relationship Mgmt.
89% — Average 77%

Lowest-Rated Features

Mobile User Support
61% — Average 73%

Territory & Quota Management
63% — Average 74%

Sandbox / Test Environments
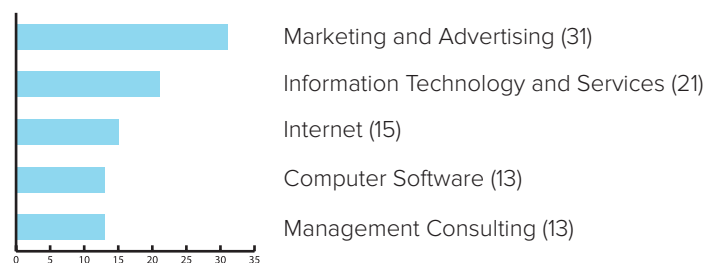64% — Average 80%
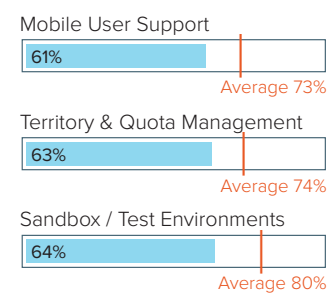
Executive Summary

Nimble has been named a High Performer based on receiving a high customer satisfaction score and having a small market presence. 97% of users rated it 4 or 5 stars; 92% of customers would recommend the product to peers; and 94% believe Nimble is headed in the right direction.

In short-answer responses, users liked Nimble's user-friendly interface and ease of setup, as well as its excellent integration with social media. Users disliked its mobile app and integration options with other products. Users recommended using the product for social media, and taking advantage of the free training offered by Nimble to get acquainted with it. Business problems solved with Nimble included tracking the sales process, providing an overview of customer interaction and revenue flow, and utilizing social relationships as part of the sales process.

Review Breakdown*

Small Business: 1-50 employees (116)

Mid-Market: 51-1,000 employees (17)

Enterprise: 1,000+ employees (15)

Top Industries Represented*

Marketing and Advertising (31)

Information Technology and Services (21)

Internet (15)

Computer Software (13)

Management Consulting (13)

As seen above, the majority of Nimble's reviews came from users in small businesses. In short-answer responses, these small business users overwhelmingly appreciate Nimble's integration with social media, as well as its easy setup and user-friendly features. They disliked the program's otherwise-limited scope, particularly in data importation and its built-in search function. Recommendations are positive, reinforcing the program's social media strengths. Business problems solved included lead generation, maintaining social relationships, and identifying advocates.

*Demographic information is compiled from reviewers' LinkedIn profiles and is not available for all reviewers.

Workbooks.com

★★★★½ (136)

4.7 out of 5 stars

FALL 2014
HIGH PERFORMER
G² CROWD

Vendor Information

Vendor: Workbooks

Location: Reading Berkshire, UK

Founded: 2007

2013 revenue: n/a (private company)

Employees (listed on LinkedIn): 32

Website: www.workbooks.com

Highest-Rated Features

Contact & Account Management
91%
Average 86%

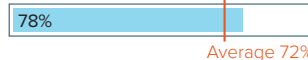Performance & Reliability
91%
Average 85%

Case Management
91%
Average 81%

Lowest-Rated Features

Breadth of Partner Applications
78%
Average 72%

Mobile User Support
79%
Average 73%

Social Network Integration
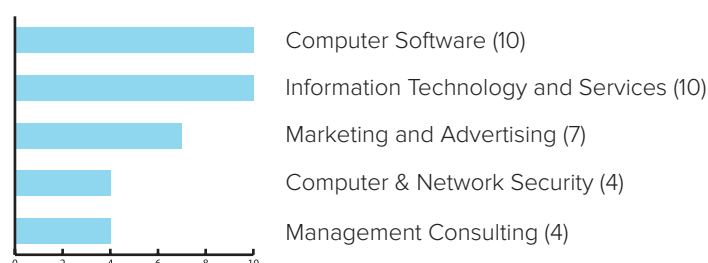81%
Average 72%

Executive Summary

Workbooks.com has been named a High Performer based on receiving a high customer satisfaction score and having a small market presence. 99% of users rated it 4 or 5 stars; 92% of customers would recommend the product to peers; and 94% believe Workbooks.com is headed in the right direction.

In short-answer responses, users liked Workbooks.com's flexible, user-friendly, and easily customizable interface, as well as its variety of functions and customer support. Users disliked the program's complexity and need for training before use. Users recommended determining exactly how to use the program before purchasing and utilizing consulting time from Workbooks.com's customer support to configure it properly. Business problems solved with Workbooks.com included customer and sales tracking, improved inter-office communication, and scalability for growing businesses.

Review Breakdown*

Small Business: 1-50 employees (29)
Mid-Market: 51-1,000 employees (15)
Enterprise: 1,000+ employees (3)

Top Industries Represented*

Computer Software (10)
Information Technology and Services (10)
Marketing and Advertising (7)
Computer & Network Security (4)
Management Consulting (4)

0   2   4   6   8   10

As seen above, the majority of Workbooks.com's reviews came from users in small businesses. In short-answer responses, these small business users complimented Workbooks.com's flexibility and easily customizable interface, particularly in how easy it is to tailor the program to small customer databases while still allowing room for growth. Small business users disliked how the product's customizable nature can result in a counterintuitive, confusing interface. Small business users recommended research beforehand due to Workbooks.com's price, with most recommending the product as it solved their problems related to customer tracking and interdepartmental communication.

*Demographic information is compiled from reviewers' LinkedIn profiles and is not available for all reviewers.

Salesnet

★★★★½ (21)

4.7 out of 5 stars

FALL
2014
HIGH PERFORMER
G2 CROWD

Vendor Information
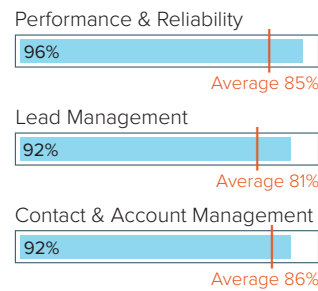
Vendor: Oracle (NYSE: ORCL)

Location: Redwood Shores, CA

Founded: 1977

2014 revenue: $38.3 billion

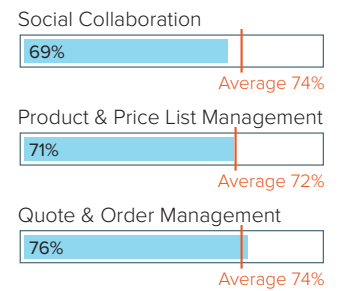Employees (listed on LinkedIn): 131,173

Website: www.salesnet.com

Highest-Rated Features

Performance & Reliability
96%
Average 85%

Lead Management
92%
Average 81%

Contact & Account Management
92%
Average 86%

Lowest-Rated Features

Social Collaboration
69%
Average 74%

Product & Price List Management
71%
Average 72%

Quote & Order Management
76%
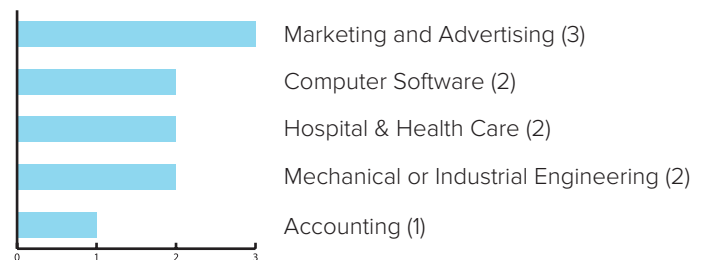Average 74%

Executive Summary

Salesnet has been named a High Performer based on receiving a high customer satisfaction score and having a small market presence. 100% of users rated it 4 or 5 stars; 96% of customers would recommend the product to peers; and 100% believe Salesnet is headed in the right direction.

In short-answer responses, users liked Salesnet's customization capabilities and how well it streamlines the sales process. Users also complimented Salesnet's customer service. Users disliked Salesnet's interface navigation and would like to see the ability to convert leads into opportunities. Users recommended using Salesnet's training and customer support. Business problems solved with Salesnet included improving internal communications, creating a central support center, and streamlining sales processes.

Review Breakdown*

Small Business: 1-50 employees (4)

Mid-Market: 51-1,000 employees (3)

Enterprise: 1,000+ employees (1)

Top Industries Represented*

Marketing and Advertising (3)

Computer Software (2)

Hospital & Health Care (2)

Mechanical or Industrial Engineering (2)

Accounting (1)

Demographic information is compiled from reviewers' LinkedIn profiles and is not available for all reviewers.

Base CRM

★★★★½ (27)

4.4 out of 5 stars

FALL 2014
HIGH PERFORMER
G2 CROWD
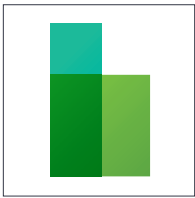
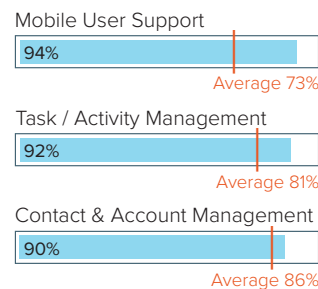## Vendor Information

Vendor: Base CRM

Location: San Francisco, CA
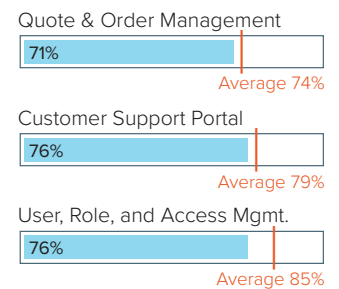
Founded: 2009

2013 revenue: n/a (private company)

Employees (listed on LinkedIn): 99

Website: www.getbase.com

Highest-Rated Features

Mobile User Support
94% | Average 73%

Task / Activity Management
92% | Average 81%

Contact & Account Management
90% | Average 86%

Lowest-Rated Features

Quote & Order Management
71% | Average 74%

Customer Support Portal
76% | Average 79%

User, Role, and Access Mgmt.
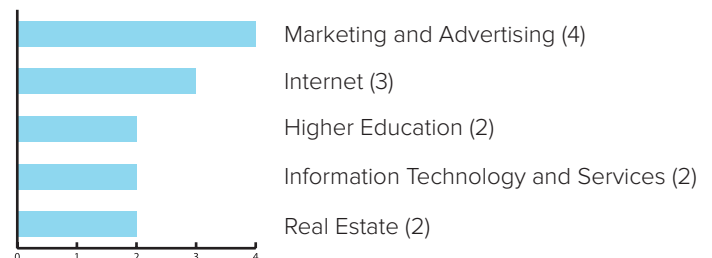76% | Average 85%

Executive Summary

Base CRM has been named a High Performer based on receiving a high customer satisfaction score and having a small market presence. 90% of users rated it 4 or 5 stars; 92% of customers would recommend the product to peers; and 100% believe Base CRM is headed in the right direction.

In short-answer responses, users liked Base CRM's user-friendly interface, customer service, and robust features. Users disliked the limited integrations with third party programs. Base CRM users recommended the product for small businesses looking for an easy-to-use tool. Business problems solved with Base CRM included building a database of sales prospects, managing multiple communication channels, and developing an overview of the sales process.

Review Breakdown*

Small Business: 1-50 employees (11)

Mid-Market: 51-1,000 employees (3)

Enterprise: 1,000+ employees (1)

Top Industries Represented*

Marketing and Advertising (4)

Internet (3)

Higher Education (2)

Information Technology and Services (2)

Real Estate (2)

0   1   2   3   4

Demographic information is compiled from reviewers' LinkedIn profiles and is not available for all reviewers.

Contactually

★★★★★ (23)

4.9 out of 5 stars

FALL 2014
HIGH PERFORMER
G² CROWD

Vendor Information

Vendor: Contactually

Location: Washington, D.C.

Founded: 2011

2013 revenue: n/a (private company)

Employees (listed on LinkedIn): 33

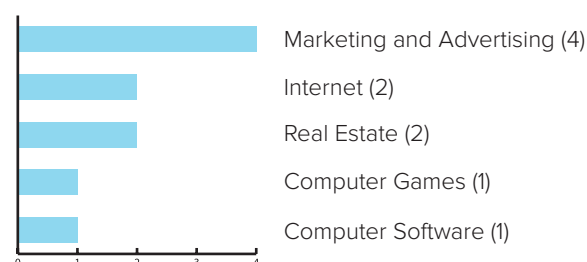Website: www.contactually.com

Executive Summary

Contactually has been named a High Performer based on receiving a high customer satisfaction score and having a small market presence. 100% of users rated it 4 or 5 stars; 97% of customers would recommend the product to peers; and 100% believe Contactually is headed in the right direction.

In short-answer responses, users liked Contactually's customer organization tools, citing specifically how well the platform keeps track of individual customers and sales. Users also praised its "bucket" organization system as well as its user-friendly interface that does not require a dedicated administrator or training. Users disliked Contactually's difficulties in syncing with other programs, as well as its occasionally cumbersome features. Users recommended starting with the program's basic features and then customizing. Business problems solved with Contactually included organizing sales, generating new referrals, and customer tracking and management.

Review Breakdown*

- Small Business: 1-50 employees (11)
- Mid-Market: 51-1,000 employees (3)
- Enterprise: 1,000+ employees (2)

Top Industries Represented*

- Marketing and Advertising (4)
- Internet (2)
- Real Estate (2)
- Computer Games (1)
- Computer Software (1)

Demographic information is compiled from reviewers' LinkedIn profiles and is not available for all reviewers.

PipelineDeals

⭐⭐⭐⭐⭐ (23)

[4.5 out of 5 stars](#)

Vendor Information

Vendor: PipelineDeals

Location: Wayne, PA

Founded: 2006

2013 revenue: n/a (private company)

Employees (listed on LinkedIn): 18

Website: www.pipelinedeals.com
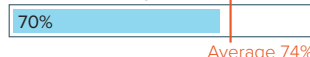
Highest-Rated Features

Output Document Generation
100%
Average 77%

Performance & Reliability
100%
Average 85%

Data Import & Export Tools
97%
Average 79%

Lowest-Rated Features

Email Marketing
70%
Average 74%

Breadth of Partner Applications
77%
Average 72%

Territory & Quota Management
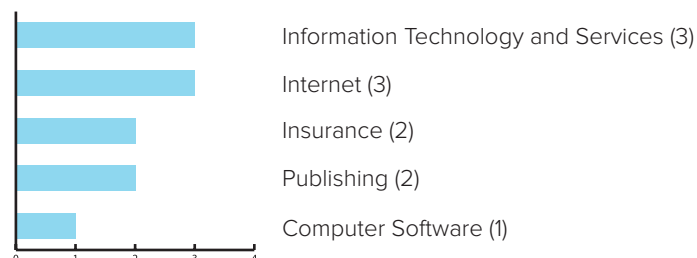78%
Average 74%

Executive Summary

PipelineDeals has been named a High Performer based on receiving a high customer satisfaction score and having a small market presence. 95% of users rated it 4 or 5 stars; 92% of customers would recommend the product to peers; and 89% believe PipelineDeals is headed in the right direction.

In short-answer responses, users liked PipelineDeals's intuitive interface, ease of use and setup, customer service, and reporting functionality. Users disliked its integration options, specifically requesting integrations with email marketing tools and Outlook calendar. Users recommended PipelineDeals for small businesses seeking an easy-to-use CRM platform that does not require many integrations to other programs. Business problems solved with PipelineDeals included creating sales dashboards, pipeline management, and sales process organization.

Review Breakdown*

Small Business: 1-50 employees (8)

Mid-Market: 51-1,000 employees (3)

Enterprise: 1,000+ employees (0)

Top Industries Represented*

Information Technology and Services (3)

Internet (3)

Insurance (2)

Publishing (2)

Computer Software (1)

Demographic information is compiled from reviewers' LinkedIn profiles and is not available for all reviewers.

G2 CROWD

WORK[etc]

★★★★½ (28)

4.6 out of 5 stars

FALL 2014
HIGH PERFORMER
G2 CROWD
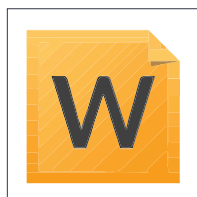
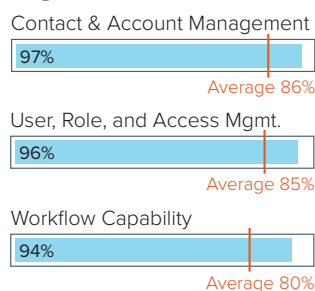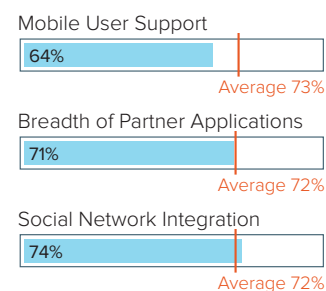## Vendor Information

Vendor: Work[etc]

Location: San Francisco, CA

Founded: 2009

2013 revenue: n/a (private company)

Employees (listed on LinkedIn): 11

Website: www.worketc.com

Highest-Rated Features

Contact & Account Management
97%
Average 86%

User, Role, and Access Mgmt.
96%
Average 85%

Workflow Capability
94%
Average 80%

Lowest-Rated Features

Mobile User Support
64%
Average 73%

Breadth of Partner Applications
71%
Average 72%

Social Network Integration
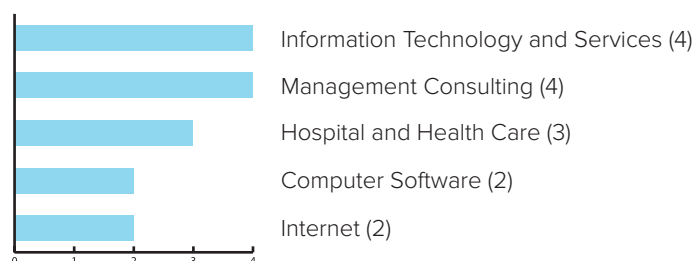74%
Average 72%

Executive Summary

Work[etc] has been named a High Performer based on receiving a high customer satisfaction score and having a small market presence. 96% of users rated it 4 or 5 stars; 92% of customers would recommend the product to peers; and 95% believe Work[etc] is headed in the right direction.

In short-answer responses, users liked Work[etc]'s highly customizable and user-friendly interface, as well as its affordable pricing. Customers disliked Work[etc]'s mobile interface and would like to see an autosave feature. Users recommended planning workflows and setup before purchasing. Business problems solved with Work[etc] include a unified office workflow and customer tracking, particularly for small or medium businesses.

Review Breakdown*

Small Business: 1-50 employees (13)

Mid-Market: 51-1,000 employees (1)

Enterprise: 1,000+ employees (1)

Top Industries Represented*

Information Technology and Services (4)

Management Consulting (4)

Hospital and Health Care (3)

Computer Software (2)

Internet (2)

0 1 2 3 4

Demographic information is compiled from reviewers' LinkedIn profiles and is not available for all reviewers.

Pipedrive

★★★★½ (23)

4.5 out of 5 stars

FALL 2014
HIGH PERFORMER
G2 CROWD

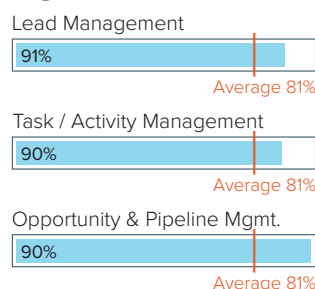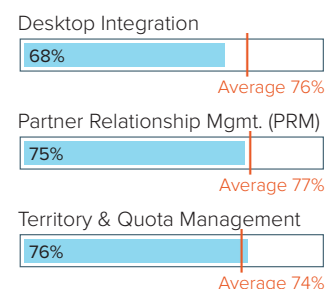## Vendor Information

Vendor: Pipedrive

Location: San Francisco, CA

Founded: 2010

2013 revenue: n/a (private company)

Employees (listed on LinkedIn): 47

Website: www.pipedrive.com

Highest-Rated Features

Lead Management
91%
Average 81%

Task / Activity Management
90%
Average 81%

Opportunity & Pipeline Mgmt.
90%
Average 81%

Lowest-Rated Features

Desktop Integration
68%
Average 76%

Partner Relationship Mgmt. (PRM)
75%
Average 77%

Territory & Quota Management
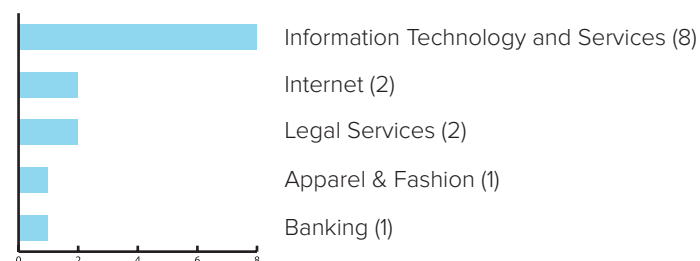76%
Average 74%

Executive Summary

Pipedrive has been named a High Performer based on receiving a high customer satisfaction score and having a small market presence. 95% of users rated it 4 or 5 stars; 91% of customers would recommend the product to peers; and 100% believe Pipedrive is headed in the right direction.

In short-answer responses, users liked Pipedrive's intuitive interface, simplicity, and quick implementation time. Users disliked its limited reporting features and would like to see improved email inbox integration. Users recommend Pipedrive for smaller companies that do not require the complex functionality of larger CRM systems. Business problems solved with Pipedrive included managing a sales pipeline, monitoring leads, and tracking communication.

Review Breakdown*

- Small Business: 1-50 employees (15)
- Mid-Market: 51-1,000 employees (2)
- Enterprise: 1,000+ employees (2)

Top Industries Represented*

Information Technology and Services (8)

Internet (2)

Legal Services (2)

Apparel & Fashion (1)

Banking (1)

Demographic information is compiled from reviewers' LinkedIn profiles and is not available for all reviewers.
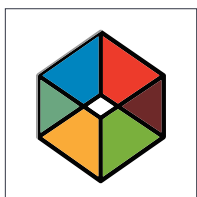
Maximizer CRM

★★★★☆ (42)

3.8 out of 5 stars

FALL 2014
HIGH PERFORMER
G2 CROWD

Vendor Information

Vendor: Maximizer Software

Location: Vancouver, BC

Founded: 1995

2013 revenue: n/a (private company)

Employees (listed on LinkedIn): 125

Website: www.maximizer.com

Highest-Rated Features

User, Role, and Access Mgmt.
92%
Average 85%

Call Center Features
88%
Average 76%

Forecasting
88%
Average 78%

Lowest-Rated Features

Social Network Integration
51%
Average 72%

Social Collaboration
53%
Average 74%

Breadth of Partner Applications
66%
Average 72%

Executive Summary

Maximizer CRM has been named a High Performer based on receiving a high customer satisfaction score and having a small market presence. 83% of users rated it 4 or 5 stars; 77% of customers would recommend the product to peers; and 70% believe Maximizer CRM is headed in the right direction.

In short-answer responses, users liked Maximizer CRM's customization, ease of use, search functionality, and value. Users disliked its integrations, particularly with Outlook. Maximizer CRM users recommended the product for small businesses and suggested discussing customization needs with Maximizer. Business problems solved with Maximizer CRM included improved internal communication, creating an organized sales process, and maintaining a contact database.

Review Breakdown*

Small Business: 1-50 employees (9)

Mid-Market: 51-1,000 employees (10)

Enterprise: 1,000+ employees (2)

Top Industries Represented*

Information Technology and Services (7)

Computer Software (3)

Accounting (2)

Financial Services (2)

Publishing (2)

Demographic information is compiled from reviewers' LinkedIn profiles and is not available for all reviewers.

Nutshell

⭐⭐⭐⭐⭐ (23)

4.4 out of 5 stars

FALL 2014
HIGH PERFORMER
G2 CROWD

Vendor Information

Vendor: Nutshell

Location: Ann Arbor, MI

Founded: 2010

2013 revenue: n/a (private company)

Employees (listed on LinkedIn): 13

Website: www.nutshell.com

Highest-Rated Features

Performance & Reliability
88%
Average 85%

User, Role, and Access Mgmt.
88%
Average 85%

Task / Activity Management
87%
Average 81%

Lowest-Rated Features

Social Collaboration
49%
Average 74%

Social Network Integration
49%
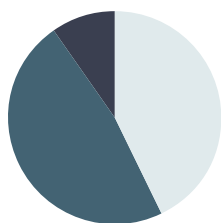Average 72%

Partner Relationship Mgmt. (PRM)
62%
Average 77%
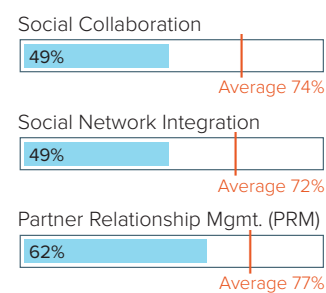
Executive Summary

Nutshell has been named a High Performer based on receiving a high customer satisfaction score and having a small market presence. 82% of users rated it 4 or 5 stars; 82% of customers would recommend the product to peers; and 85% believe Nutshell is headed in the right direction.
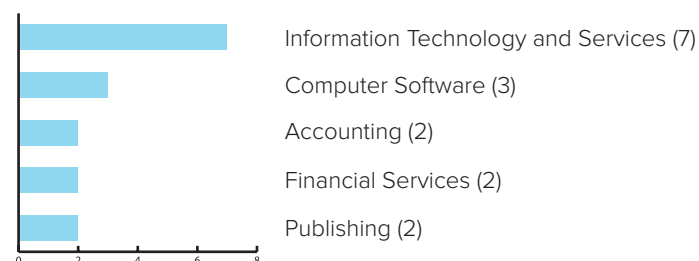
In short-answer responses, users liked Nutshell's intuitive and user-friendly interface, customer service, and value. Users disliked the lack of customization options and inability to track subscription-based revenue streams. Nutshell users recommended the program for small businesses seeking a simple CRM tool. Problems solved included managing sales pipeline and tracking different modes of communication.

Review Breakdown*

Small Business: 1-50 employees (15)
Mid-Market: 51-1,000 employees (4)
Enterprise: 1,000+ employees (0)

Top Industries Represented*

Computer Software (3)

Internet (2)

Professional Training & Coaching (2)

Biotechnology (1)

Electrical/Electronic Manufacturing (1)

Demographic information is compiled from reviewers' LinkedIn profiles and is not available for all reviewers.

G2 CROWD

CiviCRM

★★★★★ (19)

4.7 out of 5 stars

FALL 2014
HIGH PERFORMER
G2 CROWD
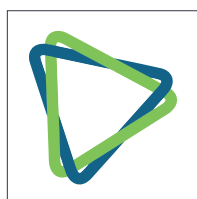
Vendor Information

Vendor: CiviCRM

Location: n/a

Founded: 2005

2013 revenue: n/a (non-profit company)

Employees (listed on LinkedIn): 9

Website: www.civicrm.org

Highest-Rated Features

Email Marketing
92%
Average 74%

Contact & Account Management
92%
Average 86%

Customization
89%
Average 82%

Lowest-Rated Features

Desktop Integration
67%
Average 76%

Product & Price List Management
71%
Average 72%

Mobile User Support
73%
Average 73%
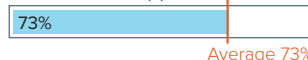
Executive Summary

CiviCRM has been named a High Performer based on receiving a high customer satisfaction score and having a small market presence. 100% of users rated it 4 or 5 stars; 92% of customers would recommend the product to peers; and 100% believe CiviCRM is headed in the right direction.

In short-answer responses, users liked CiviCRM's features, which are tailored for nonprofit organizations, and consider it comprehensive and flexible. Users disliked CiviCRM's steep learning curve and complicated interface, as well as its poor customer support. Users recommended working with an experienced developer to configure CiviCRM.

Review Breakdown*

Small Business: 1-50 employees (9)

Mid-Market: 51-1,000 employees (1)

Enterprise: 1,000+ employees (1)

Top Industries Represented*

Non-Profit Organization Management (4)

Fund-Raising (2)

Information Technology and Services (2)

Public Relations and Communications (2)

Broadcast Media (1)

Demographic information is compiled from reviewers' LinkedIn profiles and is not available for all reviewers.

InfoFlo Software

★★★★☆ (15)

4.4 out of 5 stars

FALL
2014
HIGH PERFORMER
G2 CROWD

Vendor Information
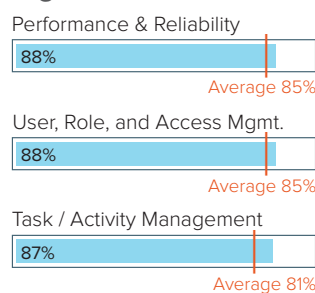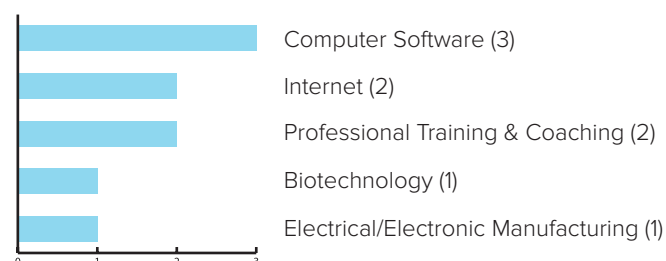
Vendor: Carmel Vision

Location: Toronto, ON

Founded: 2002

2013 revenue: n/a (private company)

Employees (listed on LinkedIn): 6

Website: www.carmelvision.com

Highest-Rated Features

Contact & Account Management
91%
Average 86%

Desktop Integration
89%
Average 76%

Campaign Management
86%
Average 75%

Lowest-Rated Features

Territory & Quota Management
71%
Average 74%

Product & Price List Management
71%
Average 72%

Call Center Features
74%
Average 76%

Executive Summary

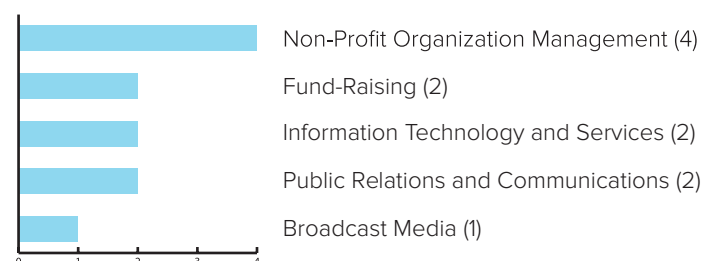InfoFlo Software has been named a High Performer based on receiving a high customer satisfaction score and having a small market presence. 100% of users rated it 4 or 5 stars; 88% of customers would recommend the product to peers; and 92% believe InfoFlo Software is headed in the right direction.

In short-answer responses, users liked InfoFlo's simple and user-friendly interface, which is excellent for customer tracking. Users disliked the lack of a mobile application. InfoFlo Software users recommended getting the scheduled backup add-on for the product. Business problems solved with InfoFlo Software included refining business communication and tracking customers.

SAP CRM

★★★☆☆ (23)

[3.6 out of 5 stars](#)

Vendor Information

Vendor: SAP (NYSE: SAP)

Location: Walldorf, Germany

Founded: 1972

2013 revenue: $22.2 billion

Employees (listed on LinkedIn): 59,700

Website: www.sap.com

Highest-Rated Features

Workflow Capability
81%
Average 80%

Sandbox / Test Environments
79%
Average 80%

Lead Management
79%
Average 81%

Lowest-Rated Features

Desktop Integration
57%
Average 76%

Email Marketing
63%
Average 74%

Breadth of Partner Applications
63%
Average 72%
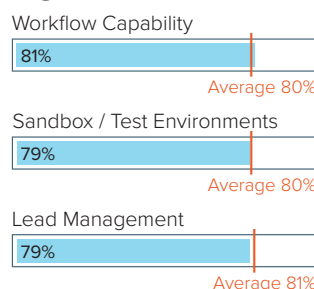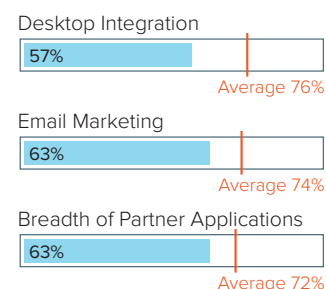
Executive Summary

SAP CRM has been named a Contender based on receiving a low customer satisfaction score and having a high market presence. 75% of users rated it 4 or 5 stars; 74% of customers would recommend the product to peers; and 81% believe SAP CRM is headed in the right direction.

In short-answer responses, users liked SAP CRM's general ease of use, functionality, customization options, integration with other SAP programs, and customer service. Users disliked the program's complicated infrastructure and long implementation time. SAP CRM users recommended hiring an experienced consultant or administrator to configure the software properly. Business problems solved with SAP CRM include compiling a customer database, CRM integration with SAP ERP, and detailed reporting.

Review Breakdown*

Small Business: 1-50 employees (0)

Mid-Market: 51-1,000 employees (3)

Enterprise: 1,000+ employees (12)

Top Industries Represented*

Computer Software (4)

Information Technology and Services (3)

Consumer Goods (2)

Consumer Electronics (1)

Financial Services (1)

Demographic information is compiled from reviewers' LinkedIn profiles and is not available for all reviewers.
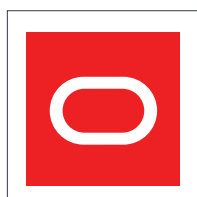
Oracle Siebel

★★★☆☆ (34)

3.2 out of 5 stars

Vendor Information

Vendor: Oracle (NYSE: ORCL)

Location: Redwood Shores, CA

Founded: 1977

2014 revenue: $38.3 billion

Employees (listed on LinkedIn): 131,173

Website: www.oracle.com

Highest-Rated Features

Workflow Capability
82%
Average 80%

Internationalization
82%
Average 82%

Customization
79%
Average 82%

Lowest-Rated Features

Customer Support Portal
57%
Average 79%

Marketing ROI Analytics
60%
Average 72%
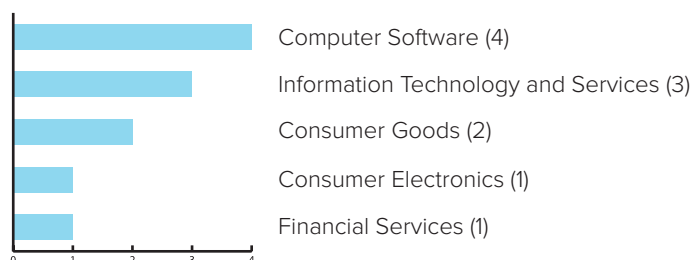
Reporting
63%
Average 79%

Executive Summary

Oracle Siebel has been named a Contender based on receiving a low customer satisfaction score and having a large market presence. 44% of users rated it 4 or 5 stars; 58% of customers would recommend the product to peers; and 47% believe Oracle Siebel is headed in the right direction.

In short-answer responses, users liked Oracle Siebel's customization options, wide variety of features, and its integration options. Oracle Siebel users disliked its confusing interface and long implementation time. Users recommend extensive planning and training, and recommended the program for larger businesses. Business problems solved with Oracle Siebel included building a sales pipeline, creating a large sales database, and organizing call centers.

Review Breakdown*

Small Business: 1-50 employees (0)
Mid-Market: 51-1,000 employees (3)
Enterprise: 1,000+ employees (10)

Top Industries Represented*

Information Technology and Services (6)

Computer Software (4)

Computer Hardware (1)

Consumer Goods (1)

Education Management (1)

0 1 2 3 4 5 6

Demographic information is compiled from reviewers' LinkedIn profiles and is not available for all reviewers.

NetSuite CRM

★★★☆☆ (48)

[3.1 out of 5 stars](#)

Vendor Information

Vendor: NetSuite (NYSE: N)

Location: San Mateo, CA

Founded: 1998

2013 revenue: 414.5 million

Employees (listed on LinkedIn): 2,667

Website: www.netsuite.com

Highest-Rated Features

Customization
76%
Average 82%

Sandbox / Test Environments
74%
Average 80%

Performance & Reliability
74%
Average 85%

Lowest-Rated Features

Mobile User Support
51%
Average 73%

Desktop Integration
53%
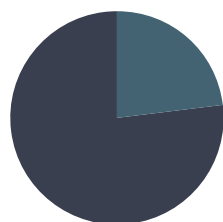Average 76%

Campaign Management
56%
Average 75%
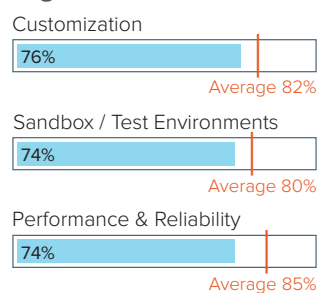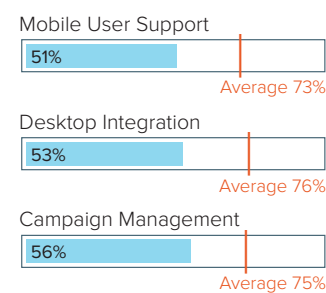
Executive Summary

NetSuite CRM has been named a Contender based on receiving a low customer satisfaction score and having a large market presence. 50% of users rated it 4 or 5 stars; 60% of customers would recommend the product to peers; and 63% believe NetSuite CRM is headed in the right direction.

In short-answer responses, users liked NetSuite CRM's excellent flexibility and customization options, its centralized web-based services, its customer tracking capabilities, and its low cost. Users disliked its complicated interface, poor inventory management, and difficult integrations with other programs. Users recommended training to learn the program before using it and hiring a third-party consultant for the implementation. Business problems solved with NetSuite CRM included greater business transparency and integrations with other NetSuite products.

Review Breakdown*
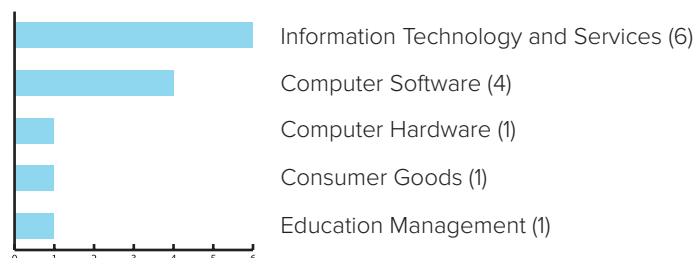
Small Business: 1-50 employees (5)

Mid-Market: 51-1,000 employees (18)

Enterprise: 1,000+ employees (3)

Top Industries Represented*

Mining & Metals (7)

Computer Software (6)

Information Technology and Services (6)

Consumer Goods (3)

Marketing and Advertising (3)

Demographic information is compiled from reviewers' LinkedIn profiles and is not available for all reviewers.

SugarCRM

★★★★☆ (45)

[3.4 out of 5 stars](#)

Vendor Information

Vendor: SugarCRM

Location: Cupertino, CA

Founded: 2004

2013 revenue: n/a (private company)

Employees (listed on LinkedIn): 394

Website: www.sugarcrm.com

Highest-Rated Features

Sandbox / Test Environments
87%
Average 80%

Opportunity & Pipeline Mgmt.
82%
Average 81%

Contact & Account Management
81%
Average 86%
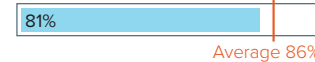
Lowest-Rated Features

Call Center Features
59%
Average 76%

Campaign Management
60%
Average 75%

Email Marketing
61%
Average 74%
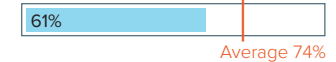
Executive Summary

SugarCRM has been named a Niche vendor based on receiving a low customer satisfaction score and having a small market presence. 65% of users rated it 4 or 5 stars; 68% of customers would recommend the product to peers; and 67% believe SugarCRM is headed in the right direction.

In short-answer responses, users liked SugarCRM's user-friendly and customizable interface, as well as the program's affordable price. They also appreciated SugarCRM's customer support network. Users disliked how difficult it is to customize the platform and the challenges faced when managing a large customer database. Users recommended SugarCRM for smaller companies or startups. Business problems solved with SugarCRM included customer tracking and integration with third-party products.

Review Breakdown*

Small Business: 1-50 employees (6)
Mid-Market: 51-1,000 employees (7)
Enterprise: 1,000+ employees (8)

Top Industries Represented*

Computer Software (8)

Information Technology and Services (7)

Financial Services (4)

Marketing and Advertising (2)

Electrical/Electronic Manufacturing (1)

Demographic information is compiled from reviewers' LinkedIn profiles and is not available for all reviewers.

Zoho CRM

★★★½☆ (42)

[3.3 out of 5 stars](#)

Vendor Information

Vendor: Zoho

Location: Pleasanton, CA

Founded: 1996

2013 revenue: n/a (private company)
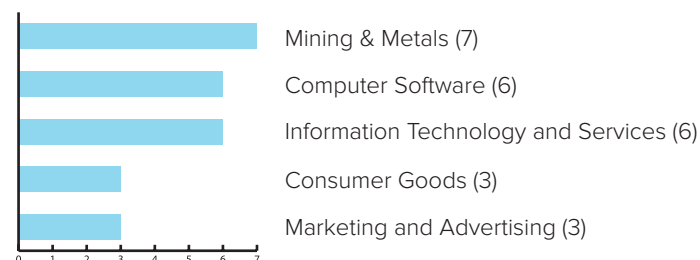
Employees (listed on LinkedIn): 2,341

Website: www.zohocorp.com

Highest-Rated Features

Contact & Account Management
83% — Average 86%

User, Role, and Access Mgmt.
82% — Average 85%

Internationalization
80% — Average 82%

Lowest-Rated Features

Breadth of Partner Applications
48% — Average 72%

Call Center Features
52% — Average 76%

Support Analytics
57% — Average 76%

Executive Summary

Zoho CRM has been named a Niche vendor based on receiving a low customer satisfaction score and having a small market presence. 64% of users rated it 4 or 5 stars; 65% of customers would recommend the product to peers; and 50% believe Zoho CRM is headed in the right direction.

In short-answer responses, users liked Zoho CRM's user-friendly interface as well as its affordable price. They also appreciated its easy email integration as well as Zoho CRM's design for small businesses. Customers disliked the product's limited functionality and poor integration with other programs, as well as its poor customer support. Users recommended Zoho CRM for smaller businesses due to its customer cap, low price, and simpler features. Business problems solved with Zoho CRM included building a customer database and increasing sales efficiency.

Review Breakdown*
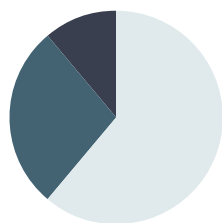
Small Business: 1-50 employees (11)

Mid-Market: 51-1,000 employees (5)

Enterprise: 1,000+ employees (2)
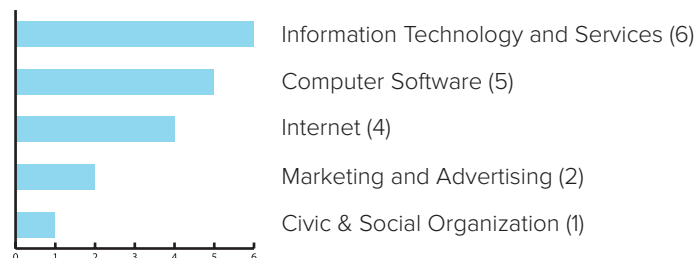
Top Industries Represented*

Information Technology and Services (6)

Computer Software (5)

Internet (4)

Marketing and Advertising (2)

Civic & Social Organization (1)

Demographic information is compiled from reviewers' LinkedIn profiles and is not available for all reviewers.

ACT!

★★★☆☆ (22)

2.9 out of 5 stars

Vendor Information

Vendor: Swiftpage

Location: Denver, CO

Founded: 2001

2013 revenue: n/a (private company)

Employees (listed on LinkedIn): 300

Website: www.swiftpage.com

Executive Summary

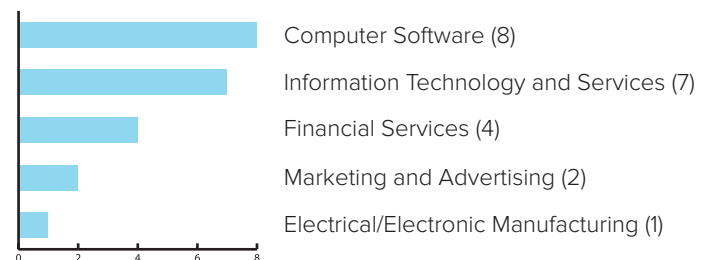ACT! has been named a Niche vendor based on receiving a low customer satisfaction score and having a small market presence. 25% of users rated it 4 or 5 stars; 58% of customers would recommend the product to peers; and 19% believe ACT! is headed in the right direction.

In short-answer responses, users liked ACT!'s customizable interface, its low price, and its ease of use in managing contacts. Users disliked its lack of a mobile interface and difficulty transferring data to other programs. Users recommended the program as a useful tool for small businesses but also recommended comparing ACT! to other solutions. Business problems solved with ACT! included building an initial client database and managing contacts.

Review Breakdown*
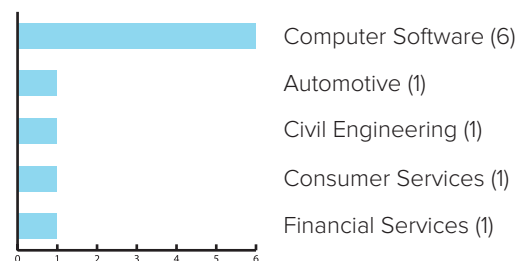
- Small Business: 1-50 employees (2)
- Mid-Market: 51-1,000 employees (6)
- Enterprise: 1,000+ employees (5)

Top Industries Represented*

Computer Software (6)

Automotive (1)

Civil Engineering (1)

Consumer Services (1)

Financial Services (1)

Demographic information is compiled from reviewers' LinkedIn profiles and is not available for all reviewers.

Satisfaction Ratings

G2 Crowd users rated CRM vendors ability to satisfy their needs as shown in the table below. Average satisfaction levels across survey questions were varied across all vendors in the range of 64% to 96%. Users validated that these providers meet their requirements at levels between 66% and 90%.

Satisfaction

	Salesforce CRM	Microsoft Dynamics CRM	Nimble	Workbooks.com	Salesnet	Base CRM	Contactually	PipelineDeals	WORK[etc]	Pipedrive	Maximizer CRM	Nutshell	CiviCRM	InfoFlo Software	SAP CRM	Oracle Siebel	NetSuite CRM	SugarCRM	Zoho CRM	ACT!	Grid Average
Likely to Recommend	84%	64%	92%	92%	96%	92%	97%	92%	92%	91%	77%	82%	92%	88%	74%	58%	60%	68%	65%	58%	**81%**
Product going in right direction?	88%	60%	94%	94%	100%	100%	100%	89%	95%	100%	70%	85%	100%	92%	81%	47%	63%	67%	50%	19%	**80%**
Net Promoter Score (NPS) (Range from -100 to +100)	42	-9	75	78	80	51	95	60	78	77	9	26	78	60	-4	-38	-31	-28	-28	-68	**30**

User Satisfaction Details

	Salesforce CRM	Microsoft Dynamics CRM	Nimble	Workbooks.com	Salesnet	Base CRM	Contactually	PipelineDeals	WORK[etc]	Pipedrive	Maximizer CRM	Nutshell	CiviCRM	InfoFlo Software	SAP CRM	Oracle Siebel	NetSuite CRM	SugarCRM	Zoho CRM	ACT!	Grid Average
Meets Requirements	86%	77%	84%	87%	90%	88%	90%	90%	90%	83%	82%	79%	87%	87%	76%	74%	66%	76%	76%	67%	**82%**
Ease of Use	83%	68%	91%	89%	94%	96%	93%	95%	85%	95%	77%	91%	82%	91%	67%	65%	n/a	75%	76%	65%	**83%**
Ease of Setup	77%	65%	93%	83%	88%	99%	100%	97%	80%	93%	75%	87%	69%	91%	n/a	n/a	61%	71%	76%	71%	**82%**
Ease of Admin	80%	73%	92%	86%	90%	91%	97%	93%	88%	89%	77%	81%	80%	88%	n/a	n/a	64%	73%	74%	66%	**82%**
Support Quality	77%	71%	92%	90%	97%	89%	95%	98%	95%	93%	75%	89%	84%	90%	65%	69%	63%	73%	61%	58%	**81%**
Ease of Doing Business	81%	76%	93%	91%	98%	96%	100%	99%	94%	96%	77%	86%	93%	93%	74%	62%	66%	76%	71%	64%	**84%**
Average Sat by Category	**81%**	**72%**	**91%**	**88%**	**93%**	**93%**	**96%**	**96%**	**89%**	**92%**	**77%**	**86%**	**83%**	**90%**	**70%**	**67%**	**64%**	**74%**	**72%**	**65%**	**82%**

Feature Comparison

G2 Crowd users have evaluated the CRM software vendors by feature. The summary results are shown below for vendors with at least 15 reviews.

Feature Summary	Salesforce CRM	Microsoft Dynamics CRM	Nimble	Workbooks.com	Salesnet	Base CRM	Contactually	PipelineDeals	WORK[etc]	Pipedrive	Maximizer CRM	Nutshell	CiviCRM	InfoFlo Software	SAP CRM	Oracle Siebel	NetSuite CRM	SugarCRM	Zoho CRM	ACT!	Grid Average
Sales Force Automation	80%	76%	78%	88%	85%	85%	92%	87%	88%	81%	76%	74%	78%	81%	72%	71%	63%	75%	73%	66%	**78%**
Marketing Automation	76%	74%	74%	86%	82%	82%	90%	79%	83%	84%	78%	78%	86%	83%	73%	65%	61%	64%	69%	55%	**76%**
Customer Support	80%	79%	75%	88%	85%	81%	97%	88%	89%	82%	84%	88%	85%	76%	74%	65%	66%	69%	63%	n/a	**80%**
Reporting & Analytics	85%	75%	77%	85%	86%	84%	88%	90%	88%	82%	79%	80%	79%	83%	77%	63%	66%	74%	69%	63%	**79%**
Mobile & Social	78%	68%	83%	80%	76%	87%	80%	84%	72%	83%	52%	60%	77%	n/a	n/a	n/a	56%	67%	62%	n/a	**73%**
Platform	84%	81%	73%	89%	88%	81%	n/a	95%	89%	n/a	79%	80%	85%	n/a	74%	75%	70%	76%	71%	n/a	**81%**
Integration	89%	73%	81%	84%	84%	80%	n/a	89%	80%	n/a	71%	72%	83%	n/a	66%	67%	64%	75%	61%	n/a	**76%**
Avg. Feature Rating	**82%**	**75%**	**77%**	**86%**	**84%**	**83%**	**90%**	**88%**	**84%**	**82%**	**74%**	**76%**	**82%**	**81%**	**73%**	**68%**	**64%**	**71%**	**67%**	**62%**	**77%**

Customer Segments Served

As shown in the table below, CRM vendors serve a range of small, mid-market, and enterprise customers.

Customers by Size	Salesforce CRM	Microsoft Dynamics CRM	Nimble	Workbooks.com	Salesnet	Base CRM	Contactually	PipelineDeals	WORK[etc]	Pipedrive	Maximizer CRM	Nutshell	CiviCRM	InfoFlo Software	SAP CRM	Oracle Siebel	NetSuite CRM	SugarCRM	Zoho CRM	ACT!	Grid Average
Small Business (1-50 employees)	29%	23%	78%	62%	50%	73%	69%	73%	87%	79%	43%	79%	82%	0%	0%	0%	19%	29%	61%	15%	**48%**
Mid-Market (51-1,000 employees)	45%	38%	11%	32%	38%	20%	19%	27%	7%	11%	48%	21%	9%	50%	20%	23%	69%	33%	28%	46%	**30%**
Enterprise (1,000+ employees)	26%	38%	10%	6%	13%	7%	13%	0%	7%	11%	10%	0%	9%	50%	80%	77%	12%	38%	11%	38%	**23%**

User Adoption Levels and ROI

G2 Crowd reviewers shared their average adoption levels and payback. Adoption across the vendors averaged 79%. A fast payback was reported for most solutions with an average payback of 7 months.

User Adoption and ROI	Salesforce CRM	Microsoft Dynamics CRM	Nimble	Workbooks.com	Salesnet	Base CRM	Contactually	PipelineDeals	WORK[etc]	Pipedrive	Maximizer CRM	Nutshell	CiviCRM	InfoFlo Software	SAP CRM	Oracle Siebel	NetSuite CRM	SugarCRM	Zoho CRM	ACT!	Grid Average
Average User Adoption	78%	57%	82%	90%	85%	90%	n/a	94%	71%	n/a	77%	76%	82%	94%	n/a	n/a	86%	73%	62%	70%	**79%**
Avg. Payback Period (Months)	16	9	4	6	7	3	n/a	4	4	n/a	10	4	6	n/a	n/a	n/a	18	9	4	n/a	**7**

Deployment and Implementation

78% of CRM solutions are deployed as SaaS (software as a service) solutions in the cloud. CRM solutions can be deployed quickly with an average implementation time of approximately 2 months.

	Salesforce CRM	Microsoft Dynamics CRM	Nimble	Workbooks.com	Salesnet	Base CRM	Contactually	PipelineDeals	WORK(etc)	Pipedrive	Maximizer CRM	Nutshell	CiviCRM	InfoFlo Software	SAP CRM	Oracle Siebel	NetSuite CRM	SugarCRM	Zoho CRM	ACT!	Grid Average
Deployment Method																					
Cloud	100%	40%	100%	100%	100%	100%	100%	100%	100%	100%	17%	100%	88%	n/a	9%	38%	100%	67%	100%	17%	**78%**
On-Premise	0%	60%	0%	0%	0%	0%	0%	0%	0%	0%	83%	0%	13%	100%	91%	63%	0%	33%	0%	83%	**26%**
Implementation Time																					
Avg. Months to Go Live	2.6	2.7	0.3	1.7	1.0	0.1	n/a	0.2	1.6	n/a	0.6	0.6	3.5	0.9	6.4	7.2	4.0	1.2	0.4	1.2	**2.0**
Implementation Method																					
% Led by In-House Team	63%	66%	98%	72%	93%	91%	100%	92%	100%	100%	22%	100%	60%	100%	60%	60%	41%	86%	88%	88%	**79%**
% Led by Vendor PS	15%	7%	2%	26%	7%	9%	0%	8%	0%	0%	56%	0%	7%	0%	20%	0%	44%	0%	6%	0%	**10%**
% Led by 3rd Party	22%	28%	0%	2%	0%	0%	0%	0%	0%	0%	22%	0%	33%	0%	20%	40%	16%	14%	6%	13%	**11%**
Number of Users Purchased																					
Median Number of Users Bought	38	38	2.5	7	17	4.75	n/a	2.5	n/a	n/a	17	17	n/a	n/a	375	n/a	75	17	2.5	7	**44**
Contract Term																					
Avg. Contract Term (Months)	18	13	2	11	8	3	n/a	2	5	n/a	8	1	4	n/a	n/a	n/a	18	9	4	n/a	**8**

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Mobile Applications

Many CRM products include mobile functionality. Native iOS and Android app ratings are provided below. Vendors without a native app may provide mobile-friendly versions of their platform to be accessible via a smartphone Internet browser.

	Salesforce CRM	Microsoft Dynamics CRM	Nimble	Workbooks.com	Salesnet	Base CRM	Contactually	PipelineDeals	WORK[etc]	Pipedrive	Maximizer CRM	Nutshell	CiviCRM	InfoFlo Software	SAP CRM	Oracle Siebel	NetSuite CRM	SugarCRM	Zoho CRM	ACT!	Grid Average
iOS Mobile App																					
Rating (5 stars)	3.5	3.0	3.5	n/a	n/a	4.5	4.0	3.5	3.5	3.5	n/a	4.0	n/a	n/a	3.0	n/a	2.5	4.5	3.0	n/a	**4**
Number of Reviews	499	32	40	n/a	n/a	706	30	29	10	48	n/a	56	n/a	n/a	27	n/a	370	19	179	n/a	**157**

	Salesforce CRM	Microsoft Dynamics CRM	Nimble	Workbooks.com	Salesnet	Base CRM	Contactually	PipelineDeals	WORK[etc]	Pipedrive	Maximizer CRM	Nutshell	CiviCRM	InfoFlo Software	SAP CRM	Oracle Siebel	NetSuite CRM	SugarCRM	Zoho CRM	ACT!	Grid Average
Android Mobile App																					
Rating (5 stars)	3.7	2.5	n/a	n/a	n/a	4.3	3.2	4.3	4.0	4.3	n/a	4.2	3.4	n/a	3.2	n/a	2.9	3.7	4.0	n/a	**4**
Number of Reviews	2,740	422	n/a	n/a	n/a	1,051	110	53	151	156	n/a	138	7	n/a	33	n/a	54	102	769	n/a	**445**

Vendor and Product Scale

Key data on the vendor's scale and impact are summarized below. Additional vendor demographic data is available for download in the Grid Spreadsheets.

	Salesforce CRM	Microsoft Dynamics CRM	Nimble	Workbooks.com	Salesnet	Base CRM	Contactually	PipelineDeals	WORK[etc]	Pipedrive	Maximizer CRM	Nutshell	CiviCRM	InfoFlo Software	SAP CRM	Oracle Siebel	NetSuite CRM	SugarCRM	Zoho CRM	ACT!	Grid Average
Vendor Info																					
Year Founded	1999	1975	2009	2007	1977	2009	2011	2006	2009	2010	1995	2010	2005	2002	1972	1977	1998	2004	1996	2001	**1999**
Financial Data (if available)																					
Revenue ($M ttm)	4,070	77,849	n/a	n/a	38,275	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	22,248	38,275	414.5	n/a	n/a	n/a	**30,091**
Vendor Social and Web Impact																					
Employees on LinkedIn (Vendor)	14,693	119,442	37	32	131,173	99	33	18	11	47	125	13	9	6	59,700	131,173	2,667	394	2,341	300	**23,116**
LinkedIn Followers	297,946	1.8 million	1,110	346	1.2 million	1,346	571	211	471	681	1,454	207	71	28	448,391	1.2 million	43,347	6,432	17,320	1,924	**249,019**
Twitter Followers	199,902	5.2 million	10,931	2,424	264,909	4,818	4,258	1,419	931	2,291	2,379	902	2,064	949	123,840	264,909	456,374	11,373	17,577	2,324	
Klout Score	88	99	64	46	87	52	57	54	46	50	49	46	48	34	89	87	81	56	79	52	**63**
Alexa Web Traffic Rank	168	42	11,185	69,808	473	28,105	22,207	16,208	39,541	5,765	188,650	18,575	49,784	823,525	2,832	473	2,277	8,705	216,296	92,962	**79,879**
Google Page Rank	7	8	6	4	8	5	5	5	5	4	5	4	0	3	7	8	6	6	6	4	**5**
Product Social and Web Impact																					
Product Klout Score	51	59	24	46	30	52	57	54	46	50	53	46	48	34	35	45	81	56	49	52	**48**
Twitter Followers for Product	9,659	20,226	10,931	2,424	1,012	4,818	4,258	1,419	931	2,291	2,379	902	2,064	949	21,035	14,999	456,358	11,371	17,577	3,008	**29,431**

Rating Changes and Dynamics

The ratings in this report are based on a snapshot of the user reviews and social data collected by G2 Crowd up to August 12, 2014. The ratings may change as the products are further developed, the vendors grow, and as additional opinions are shared by users. G2 Crowd updates the ratings on its website in real-time as additional data is received, and we will update this report at least twice per year. By improving their products and support and/or by having more satisfied customer voices heard, contenders may become leaders and niche vendors may become high performers.

Trust

Keeping our ratings unbiased is our top priority. We require the use of a LinkedIn account to validate a G2 Crowd user's identity and employer and verify all reviews manually. We do not allow users to rate their employer's products or those of their employer's competitors. Though we share reviews from business partners (they often contain valuable content), we filter out business partner ratings in our aggregate ratings to avoid bias.

Our G2 Crowd staff does not add any subjective input to the ratings, which are determined algorithmically based on data aggregated from publicly available online sources and social networks. Vendors cannot influence their ratings by spending time or money with us. Only the opinion of real users and data from public sources factor into the ratings.

Grid Inclusion Criteria

All products in a G2 Crowd category that have at least 10 reviews from real users of the product will be included in the Grid. Inviting other users, such as colleagues and peers to join G2 Crowd and share authentic product reviews will accelerate this process.

If a CRM product is not yet listed on G2 Crowd and it fits the CRM market definition, then users are encouraged to suggest its addition to our CRM category on our website at www.g2crowd.com.