

# DECIDING WHICH CRM SOLUTION IS RIGHT FOR YOU

PART OF THE CRM SUCCESS SERIES

## *Introduction*

# It's Time for a CRM Solution

Congratulations. Your business is growing and you've decided the time is right to add a customer relationship management (CRM) system to the mix.

Implementing a CRM solution to manage customer relationships, as well as the data and information associated with them, is a big step, but it's definitely a step in the right direction.

So, how do you know which kind of CRM solution is right for your business?

In this e-book, we will explain the two basic types of CRM, dish up some food for thought when it comes to the pros and cons of each, and finally, give you a handy little worksheet to help you sort it all out.

Turn the page for a look at your CRM options.

## Table of Contents

- 03 The Two Kinds of CRM
- 06 The Advantage of Cloud
- 09 The Best CRM for You
- 10 Conclusion

## Chapter 1

# THE TWO KINDS OF CRM

When it comes to CRM systems, businesses typically have two main options to pick from: on-premise and on-demand, also known as cloud-based. Here is a quick breakdown of both:

### On-Premise CRM

An on-premise CRM is exactly what it sounds like: It's a CRM system housed at the place of business that uses it. This can mean the CRM is kept in a dedicated server room, or even in a closet. Generally, an on-premise solution requires the business to buy either a server or a computer that can act as a server. After that, the CRM software can be installed on that server, usually by an in-house IT department.

### Cloud-Based CRM

A cloud-based CRM system is managed digitally via the Internet by an offsite team of experts. This solution is also referred to as software as a service (SaaS), because it does not require a software installation or an IT department for management purposes.

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Instead, you simply log in online and begin using it. Cloud-based CRM is accessible anytime by anyone approved within the business to use it – even on mobile devices. The positives and negatives around both on-premise and cloud-based CRM solutions vary. Consider this simple breakdown:

## On-Premise Pros

- In-house IT teams have greater control over equipment, security, and data.
- It may be all smaller businesses need for the time being.

## On-Premise Cons

- Outages can cause major delays in using the system.
- Upfront costs for setup and installation are prohibitive.
- IT staff required to keep system running.
- It can be difficult to scale, and upgrades can be costly.

## Cloud-Based Pros

- Accessible 24/7 by anyone approved within the organization.
- Accessible on the road via mobile devices.
- Minimum investment needed.
- It doesn't require server maintenance, and upgrades are often automatic.
- Scalable and secure to keep up with business growth.

## Cloud-Based Cons

- Cloud-based systems rely on your Internet connection. If your Internet service goes down, you may experience downtime.

Next up is a look at why so many businesses are choosing cloud-based CRMs.

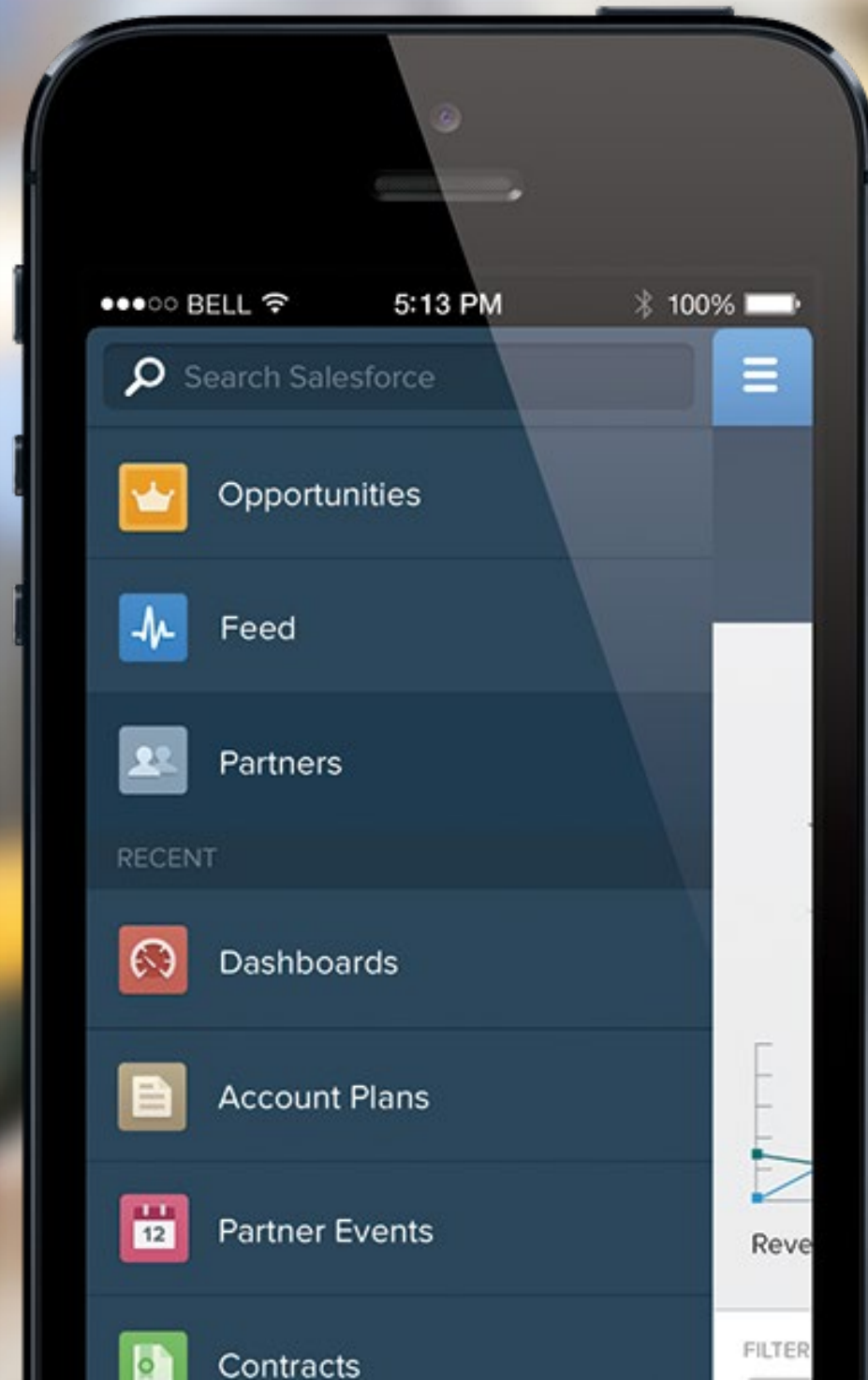
## Cloud as the new model for success:

Salesforce pioneered the cloud computing model over 15 years ago, and today it has surpassed on-premise solutions as the go-to model in nearly every industry. So why are the most successful businesses taking their businesses to the cloud?

- **Cut costs:** The cloud is substantially cheaper than traditional on-premise solutions.
- **No maintenance:** As there is no hardware, there is no maintenance or service required.
- **Scale infinitely:** There is no limit to how far you can scale your business in the cloud.
- **Evolve quickly:** Adding new features and functionality only takes a few clicks.

# Take an interactive guided tour.

Learn how a sales manager and sales rep use Salesforce to manage their day. This interactive tour guides you through the different capabilities of Salesforce. Experience the world's #1 CRM app today.



## Chapter 2


# THE ADVANTAGE OF CLOUD

While the cloud is ubiquitous in today's technological environment, Salesforce pioneered the concept way back in 1999. Cloud computing upended the traditional on-premise model, dramatically cutting costs and reducing risk.

In the 15 years since, Salesforce has perfected data center operations and helped the cloud computing industry grow to its current massive size and scale. With its cloud-based product, Salesforce is able to dramatically decrease costs by requiring no hardware, providing better support, making it far easier to scale, and getting customers up and running 70% faster than on-premise competitors.

### Less Hardware, Less Manpower

On-premise solutions are remarkably expensive to set up and continue to eat through your budget as you add additional IT headcount and



**Despite all the advancements in technology, sales success is still dependent on one thing: communication.**

incur maintenance costs. If you want to scale your operation in the future, the the hardware costs will mount even higher.

By delivering a cloud-based solution, run entirely from a secure data center, Salesforce requires none of the upfront cost of its on-premise competitors. There is no hardware to be installed and no additional IT hires to be made. An entire company can be set up and pushed live with minimal cost and effort to the customer.

## Faster Support

When it comes to sales and technology, any downtime at all can mean major lost revenue. When something goes wrong with an on-premise solution, it can take hours to get a technician onsite and even longer to get the problem resolved. The modern sales organization simply doesn't have that kind of time.

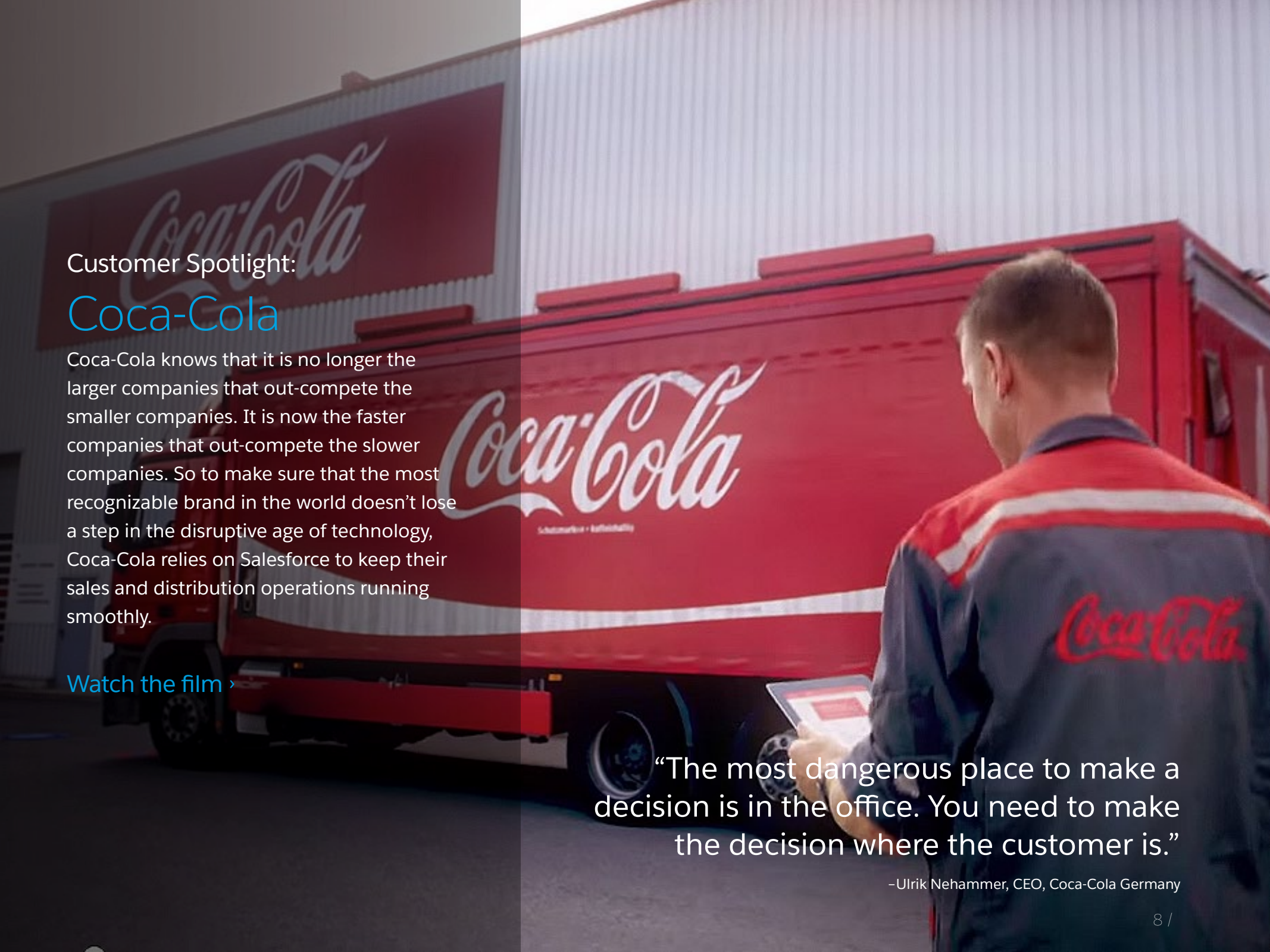
With Salesforce, maintenance happens automatically. If issues arise, a support technician investigates the problem in a matter of minutes, not days. This means less downtime, no expensive maintenance costs, and more time spent selling.

## Easy to Scale

For an organization running an on-premise CRM solution, scaling the business up or down requires a substantial investment, and therefore substantial risk. Scaling up requires adding additional hardware and staff and can take months to fully implement.

With Salesforce, additional users and additional functionality can be added with a few mouse clicks. No extra hardware, no extra risk. If you need to scale back down or restructure your organization in the future, Salesforce painlessly changes with you.



A photograph of a Coca-Cola delivery truck. The truck is red and white with the Coca-Cola logo prominently displayed on its side. A driver in a blue and red uniform is seen from behind, holding a tablet computer. The background is a blurred outdoor setting.

Customer Spotlight:

## Coca-Cola

Coca-Cola knows that it is no longer the larger companies that out-compete the smaller companies. It is now the faster companies that out-compete the slower companies. So to make sure that the most recognizable brand in the world doesn't lose a step in the disruptive age of technology, Coca-Cola relies on Salesforce to keep their sales and distribution operations running smoothly.

[Watch the film >](#)

“The most dangerous place to make a decision is in the office. You need to make the decision where the customer is.”

-Ulrik Nehammer, CEO, Coca-Cola Germany



## Chapter 3

# THE BEST CRM FOR YOU

The needs and requirements of every business are different. Selecting a CRM solution that fits your business best is a matter of finding the right balance of price, functionality, and where you plan to take your company in the future.

Some CRM solutions will be less expensive than others, but will not deliver the functionality your company truly needs to take your business to the next level. An investment in a CRM solution is less about what your company needs now, and more about what your company needs to get where you want to be in the future.

To help give you a better understanding of which CRM solution might be right for you, we have created the brief questionnaire to the right.

Answer with a simple yes or no:

1. Do you have teams that work closely together even when they're not physically together?

Yes  No

2. Do you rely on sales teams that are often on the road?

Yes  No

3. Is your business growing quickly?

Yes  No

4. Do you need a better customer service experience?

Yes  No

5. Is your IT department responding to a lot of maintenance requests?

Yes  No

If you responded yes to at least three of the five questions above, chances are your business will benefit from implementing a cloud-based CRM solution, rather than an on-site system.



*Conclusion*

## The Salesforce Advantage

Salesforce is a proven leader in CRM. Consistently ranked by industry analysts like Gartner as a best-in-class solution, Salesforce is the market leader in CRM for a reason.

By increasing productivity, efficiency, and effectiveness, a cloud-based solution like Salesforce can not only streamline the way your company operates, but also increase revenue while decreasing your costs. If you're looking to take your business to the next level, Salesforce is the right CRM solution for you.

# SALES SOLUTIONS THAT WILL MAKE YOUR BUSINESS MORE PRODUCTIVE

If you want to grow your sales and establish a transparent sales process, you need an easy-to-use Customer Relationship Management system. Salesforce allows you to store customer and prospect contact information, accounts, leads, and sales opportunities in one central location.

**32%** Improvement in win rate.

**40%** Increased sales productivity.

**32%** Increase in sales revenue.

Source: Salesforce Customer Relationship Survey conducted May 2015, by an independent third-party, Confirmat Inc., on 4,600+ customers randomly selected. Response sizes per question vary.

Note: Performance metrics are intended as a guideline based upon historical results from a sample set of customers. Results are dependent upon many different factors that are customer-specific. Therefore, actual results will vary.



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