

CRM Systems

Product Functionality Comparison

The right Customer Relationship Management (CRM) system for any organization depends upon a number of factors. While some mid-level CRM systems provide much needed functionality, there are still important differences that set them apart. A lack of awareness of these differences can be costly to a company looking to **minimize Total Cost of Ownership** in a new CRM system while maximizing performance.

This chart compares the **key strategic strengths** which put Sage Accpac CRM ahead of competitors like Microsoft Dynamics CRM. Detailed comparisons of critical features is the only way business owners can learn the truth about what they'll get — and won't get — with a CRM system.

The **Strengths** listed below strike at the heart of what matters to most business owners. **Performance, flexibility and ease of use** count more than well produced demos or perceived value based on parent company image alone.

Recent 3rd party reviews by Gartner and the Yankee Group throw much needed light on the strengths, and weaknesses, of CRM solutions like Sage CRM and Microsoft Dynamics CRM. For more information on how to determine which CRM solution is right for your company, please call us at (512) 990-3994 or e-mail us at info@mindovercorp.com.

Strengths

Sage CRM

Microsoft CRM

Easy deployment and user experience?	YES	NO - Cumbersome embedding in Outlook and multiple window cascading and high click volume; double menus in CRM and Outlook create confusion
Marketing automation available?	YES - Very compelling features include full campaign planning, execution, evaluation, phone integration and more	No - Key functional gaps include marketing automation, customer service and support
Internet access for remote users?	YES	No - Must use Outlook, which could impact performance of Outlook client
Integration to Outlook?	YES - Can run independently in browser or embedded in Outlook	Yes - Can only be accessed through Outlook
Is offline client easy to use?	YES - Synchronization takes seconds and operates in background	No - 39 choices needed to take data offline and synchronization takes at least 15 minutes each time; offline user interface is different than online one
Are mobile devices supported?	YES - Full mobile CRM support for Windows Mobile, Pocket PC and most Blackberry devices	Yes - Only limited mobile support available; must use 3rd party solutions; Blackberry use is even more limited
Access CRM from other computers?	YES - Simple access on Internet	Yes - Online client has different interface, which adds to user confusion
Easy customizations?	YES - Rapid customization environment provided, including code-less, wizards and templates; also supports advanced .NET customizations	No - Detailed customizations require code-level changes by programmer staff
Workflow management easy to set-up?	YES - Intuitive set-up and admin features embedded in CRM; can create new workflow process on the fly	No - Must use engine outside of CRM, installed on the application server that requires Active Directory integration, making it very technical and complex
Flexible deployment exists?	YES - Sage CRM is available in an on-demand, hosted environment as well as on-site	No - Only available as on-site deployment
System mature and stable?	YES - Over 100,000 clients use Sage Accpac worldwide	No - Only 2 major product release since 2002 with many functional gaps still going unmet