

2015 EDITION

TOP 40 CRM SOFTWARE REPORT

Comparison of the Leading CRM Software Vendors







Overview of CRM Software Solutions

Customer Relationship Management (CRM) simplifies company-client relations by providing a centralized repository for collecting information on prospective customers and established clientele. The ideal CRM system synchronizes your various marketing efforts and optimizes your marketing efforts by automating customer communications. Business owners should consider a CRM platform if they find it difficult to maintain regular interactions with clients or lack a comprehensive system for communicating with customers. A company might also find value in transitioning to a new CRM solution if they find an existing ad-hoc platform like a spreadsheet to be time-consuming or inadequate for their existing needs.

The best CRM platforms will enhance client interactions through a number of tools designed to fit your company size and needs. Look for a flexible solution that automates key client transactions and interactions, improves your customer support services and efficiently manages your marketing campaigns. For more information about the variations of CRM solutions available, check out Business-Software.com's range of CRM vendor reports, all of which are available on our Exclusive Reports page.

Read on to browse the leading CRM systems and discover which ones will be the best fit for your company in our Top 40 CRM Software Comparison report.

Key Features










 SaaS or on-premise solution	 Data import formats
 Mobile accessible	 Analytics
 Email marketing	 Email integrations
 Data cap per user or unlimited	 Free trial version

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We offer exclusive comparison reports for 80+ business software segments, enabling you to efficiently research and review highly rated software products. Download our free reports to discover top business solutions for Accounting, CRM, ERP, CMS, Manufacturing, HR and more.

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Salesforce Sales Cloud	NetSuite CRM+	C2CRM	Infor CRM	Sage CRM
 <p>www.salesforce.com</p>	 <p>www.netsuite.com</p>	 <p>www.c2crm.com</p>	 <p>crm.infor.com</p>	 <p>na.sage.com</p>
Starts at \$25/user/mo	\$129/user/mo	\$47-\$67/user/mo based on package	\$65/user/mo	\$39/user/mo
Select Customers NBCUniversal, Siemens, Dell, Kelly Services, Dr. Pepper Snapple, HP	Select Customers Aeris.net, AMPRO, Oakland Athletics, Document Sciences	Select Customers Verizon Wireless, Dean Foods, Douglas Machines, Cemex, City of Coppel	Select Customers Amica Life Insurance, UniFirst, Harry Rosen, Meridian Bioscience	Select Customers Panasonic, Lockheed Martin, Armstrong, Caber Sure Fit, NYSE
Key Features 	Key Features 	Key Features 	Key Features 	Key Features 
Additional Features <ul style="list-style-type: none"> Real-time updates on contacts, accounts, opportunities and documents Consolidate account history, customer communications, contacts and more Social media insight Log calls and respond to leads from mobile devices Manage and track campaigns across multiple channels Business data View details about deals the sales team is pursuing Securely share files Email and calendars Analytics and forecasting Build and manage a loyal partner community Application library 	Additional Features <ul style="list-style-type: none"> Opportunity management views Competitor tracking Customer-specific pricing and discounting Multiple-leads tracking 360-degree view into prospect and customer records Real-time sales forecasting Integrated order management Quote and order management Incentive compensation Commissions management Sales and marketing Library publishing Case management Knowledge base management Customer portal Time tracking 	Additional Features <ul style="list-style-type: none"> Relationship management maintains customer information in central repository for quick access Sales management includes all areas under relationships Sales force automation Customer service tracks post-sales activities Help desk support, time and material billing and field service Marketing management provides automated, collaborative communications via the customer's preferred method of contact Analytics help uncover the best or most profitable customers Determines actual costs associated with servicing customers 	Additional Features <ul style="list-style-type: none"> Easy-to-use interface and intuitive functionality for faster user adoption No install mobile available on leading smartphones and tablets Embedded CRM inside Microsoft Outlook with Infor CRM Xbar for Outlook Standard open APIs & integration options Seamless integration with back office systems via Infor ION Advanced customization capabilities to personalize and configure CRM Available in French, English, German, Russian, Italian, *Portuguese, *Spanish, and *Chinese (* Translation available through Channel Partner) 	Additional Features <ul style="list-style-type: none"> Easy-to-use interface Fully customizable dashboard Relationship management graphs Customizable graphical workflow Create accurate quotes and orders Quickly execute marketing campaigns Manage collaboration and team selling Customer service and support Reporting and analysis Leverages financial information from back-office system Mobile access on the latest smartphone and tablet devices Application integration Outlook and Exchange integration Social media integration












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<p>Base CRM</p>  <p>www.getbase.com</p>	<p>Mothernode CRM</p>  <p>www.mothernode.com</p>	<p>Insightly</p>  <p>www.insightly.com</p>	<p>Gold-Vision CRM</p>  <p>www.gold-vision.com</p>	<p>Microsoft Dynamics CRM</p>  <p>www.microsoft.com</p>
<p>Starts at \$45/user/mo</p>	<p>Starts at \$49.99/user/mo</p>	<p>Free up to 2 users Premium plan is \$15/user/mo</p>	<p>Starts at \$24/mo</p>	<p>Starts at \$65/user/mo</p>
<p>Select Customers Barnes & Noble, Expensify, Wayfair, Dom & Tom, Sartorius</p>	<p>Select Customers RBC Securities, Omaha Public Library, ASI Sign Systems, Izone Imaging</p>	<p>Select Customers NY State Assembly, Reddit, Centercode, YepRoc Records</p>	<p>Select Customers Ordnance Survey, British Chambers of Commerce, Cosworth, Bridgestone</p>	<p>Select Customers Delta Air Lines, Hitachi Solutions America, ING Bank, Pandora, PGA Tour</p>
<p>Key Features</p> 	<p>Key Features</p> 	<p>Key Features</p> 	<p>Key Features</p> 	<p>Key Features</p> 
<p>Additional Features</p> <ul style="list-style-type: none"> • Base Voice includes calling, recording, logging and reporting in one platform • Base Power Insights provides reporting for important sales metrics • Native apps available on iOS, Android and Windows devices • Real-time visibility into your sales pipeline • Automatically track and share your email communications, no matter where you are • Base Appointments is a sales-focused calendar that knows who's associated with each deal • Base Document Repository provides one shared library for all files a team needs 	<p>Additional Features</p> <ul style="list-style-type: none"> • Real-time account management • Leads and opportunities • Sales management • Custom reports • Dashboards • Tasks & calendar integration • Collaboration and real-time notifications • Android, iOS mobile applications • Email templates • Email integration • Campaign management • Help desk • Case management • Quotes & proposals • Document signing • Inventory • Vendor management • File libraries • Customization • Permissions • Easy to use 	<p>Additional Features</p> <ul style="list-style-type: none"> • Task and calendar management • Contact management helps you efficiently leverage your network to grow your business • Opportunity reports to manage key sales metrics • Project management with activity sets, pipelines and milestones • Social CRM allows you to see your contacts' information on popular sites • Integrates with Box, Dropbox, Evernote, Google Apps, Zapier, MailChimp, Microsoft OneDrive, Microsoft Outlook 2014/Office 365 and QuickBooks Online (premium plan) • API • iOS and Android apps 	<p>Additional Features</p> <ul style="list-style-type: none"> • Outlook and Exchange integration • Integrated marketing Automation and email marketing • Device-independent mobile access • Dynamic dashboards and powerful reporting • Opportunity and pipeline management • Quote management • Event and project management as standard • Sophisticated lead management and scoring capabilities • Social media integration • Advanced customization capabilities 	<p>Additional Features</p> <ul style="list-style-type: none"> • Create business connections across CRM activities and entities • Build teams with users from multiple business units • Audit changes to business data with automatic notification • Role-based access and permissions • Measure performance of organizations, business units, teams and individuals • Contract management • Knowledge management • Mobile capable • Real-time analytics • Scheduling tools • Workflows establish rule-based approvals • Marketing tools • Sales force automation











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<p>Commence CRM</p>  <p>www.commence.com</p>	<p>ClaritySoft</p>  <p>www.claritysoft.com</p>	<p>SAP Cloud for Sales</p>  <p>www.sap.com</p>	<p>PipelineDeals CRM</p>  <p>www.pipelinedeals.com</p>	<p>SalesNexus</p>  <p>www.salesnexus.com</p>
<p>Starts at \$19/user/mo</p>	<p>\$468/user per year</p>	<p>Contact vendor for pricing details</p>	<p>\$24/user/mo</p>	<p>Starts at \$55/mo</p>
<p>Select Customers Weight Watchers, NRA, Maryland General Assembly, Kenway Mack</p>	<p>Select Customers Berkshire Hathaway, The City of Dublin, Ohio, Ovation Brands, Clareon</p>	<p>Select Customers Bentley Systems, BOA Group, Proseed, Rieber</p>	<p>Select Customers The Shearwater Group Inc, Concentra, Cloops, Group ISO</p>	<p>Select Customers Better Business Bureau, Community Coffee, LoanDepot</p>
<p>Key Features</p> 	<p>Key Features</p> 	<p>Key Features</p> 	<p>Key Features</p> 	<p>Key Features</p> 
<p>Additional Features</p> <ul style="list-style-type: none"> • Contact Management • Organization Chart • Activity Management • Task, Reminders, Alerts • Group Calendaring • Notes & History • Custom Dashboards • E-mail integration • Lead Scoring • Pipeline Management • Forecast & Reporting • Custom Reporting • Analytical Reporting • Marketing Campaigns • Bulk-E-mail • Letter Templates • MS Word Integration • Document Library • Web to Lead Capture • Customer Service • Automated Ticketing • Support Knowledgebase • Customer Portal • Project Management • Tasks & Time Slips • Conversations "Chat" 	<p>Additional Features</p> <ul style="list-style-type: none"> • Online and offline access to data • Quick and easy setup fully supported by ClaritySoft specialists • Seamless integration with MS Outlook, Gmail and QuickBooks • Affordable • Free lifetime support provided by ClaritySoft employees • Easy and intuitive navigation • Custom fields • User profiles • Access rights • Data is maintained in your own private database • Manages accounts, contacts, leads, dashboards and more • Mass email with analytics lets you view open rates 	<p>Additional Features</p> <ul style="list-style-type: none"> • Marketing resource and brand management • Campaign management • Segmentation and list management • Real-time offer management • Loyalty management • E-marketing • Collaboration tools to manage communication • Offers relevant services based on customer insight • Ecommerce • Interaction center • Partner channel management • Interaction center • E-service • Web channel analytics • Increase sales and extend market reach • Drive customer loyalty and demand through targeted, personalized e-marketing campaigns 	<p>Additional Features</p> <ul style="list-style-type: none"> • Sales dashboard displays visual pipeline metrics • Real-time deal status updates • Deal management • Contact and lead management • Customizable activity tracking and notifications • Accessible from any mobile device • Import data from Outlook, Google, vCards, Excel and other CRM systems • Customizable data filtering • Collaboration tools • Set and track sales goals • Integrates with Google Apps, MailChimp, Outlook, VipeCloud, Zapier and more 	<p>Additional Features</p> <ul style="list-style-type: none"> • CRM and email Marketing in one system for sales teams • Select 500 prospect contacts each month at no charge via LeadFerret.com, including email addresses • Capture leads from your website • Marketing automation to create ongoing multi-step campaigns and activate them automatically based on activity, lack of activity, etc • Integrate with virtually anything using our robust API • Click-to-call using RingCentral or 3CX













































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Prophet CRM	GoldMine CRM	MaximizerCRM	Infusionsoft	Act! Premium
				
www.avidian.com	www.goldmine.com	www.maximizer.com	www.infusionsoft.com	www.act.com
Starts at \$55/user/mo for teams	Licenses start at \$1,695 for 3 users	\$55/user/mo	Starts at \$199/mo	SaaS starts at \$45/user/mo; Single-user license costs \$500
Select Customers AT&T, Bank of Hawaii, Century 21, Cisco, Dell, Fujitsu, Gateway	Select Customers Air Animal Pet Movers, TE Financial, Electrolab, WW Cannon	Select Customers Rolex, Radisson, Nestle, Hallmark, BBC, EMI, HSBC, Siemens	Select Customers All About Spelling, Hear and Play, Trainz.com, Just A Minute LLC	Select Customers American Health Insurance, Amerifund, Buelow Financial Group
Key Features        	Key Features        	Key Features          	Key Features        	Key Features        
Additional Features <ul style="list-style-type: none"> Centralize contact management Sales opportunity tracking Flexible, customizable reports Prophet SyncAcross and DupeDetector On-premise or cloud deployment on demand Scalable CRM in Outlook Advanced user permissions Sales automation/workflows Generate quotes in Excel Share customer communication 	Additional Features <ul style="list-style-type: none"> All modules for marketing, sales, customer service and management Concurrent and shared licensing Easy setup by end user or with help from over 100 national certified consultants Automated processes for workflow Real-time drill down dashboards Links to Word, Excel and Adobe Outlook client add-in Auto-linking of sent and received emails Faster access than browser-based apps Integrates with ConstantContact Web access with iGoldMine add-on Mobile access 	Additional Features <ul style="list-style-type: none"> Account and contact management Sales force automation, opportunity management and sales forecasting Marketing automation and email marketing Case management, customer self-service, knowledge base and computer telephony integration Reports, dashboards and custom reporting Add-ons available for process automation and business activity reporting Customization Audit changes Role-based access and permissions Integration with Microsoft Office and Outlook 	Additional Features <ul style="list-style-type: none"> Sales activities Lead qualification and distribution Sales and conversion reports Opportunity and pipeline management Web forms Customer segmentation Calendar Auto responders Social media Behavioral triggers Multimedia marketing Storefront and shopping cart Electronic order forms Payment plans Product management Workflow automation discounts, upsells and trials 	Additional Features <ul style="list-style-type: none"> Store contact information and other related details in a central database Track all calendar events like calls, to-dos and meetings Team calendar view Create, send and track campaigns Easy-to-use marketing tools Design email templates Group dashboards and reports Use tools like Office, Outlook, Google, Dropbox and LinkedIn directly within Act! Video training and expert support included in Premium SaaS edition


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<p>InfoFlo</p>  <p>www.carmelvision.com</p>	<p>Pipedrive</p>  <p>www.pipedrive.com</p>	<p>Campaigner CRM</p>  <p>www.campaignercrm.com</p>	<p>Highrise CRM</p>  <p>www.highrisehq.com</p>	<p>Oncontact CRM 7</p>  <p>www.oncontact.com</p>
<p>Starts at \$99/user license</p>	<p>Starts at \$12/user/mo</p>	<p>Starts at \$29.99/user/mo</p>	<p>Starts at \$24/mo for up to 6 users</p>	<p>SaaS costs \$49.95/user/mo; On-premise costs \$995/user</p>
<p>Select Customers Alliant Capital LLC, FHD Inc, Pinpoint Profiles LLC</p>	<p>Select Customers The Brigade Inc, Subledger, Iterable</p>	<p>Select Customers John Hancock Financial, Northpak Container, Aethon, MSA</p>	<p>Select Customers Cubit Planning, Lead Graffiti, Wood Holmes, Problem, Adverplans Inc</p>	<p>Select Customers Prudential, Protective, CBC, Carfax, Biotek</p>
<p>Key Features</p> 	<p>Key Features</p> 	<p>Key Features</p> 	<p>Key Features</p> 	<p>Key Features</p> 
<p>Additional Features</p> <ul style="list-style-type: none"> • Manage all customer information from one easy-to-use interface • Track and automatically link contact information back to the correct contact • Custom fields • Relationship management • Collaboration and sharing tools • Leads and opportunities management • Database search function • Notes management • Document archiving • Email management • Import contacts from Outlook • Built-in softphone • Recording management • Social media integration 	<p>Additional Features</p> <ul style="list-style-type: none"> • Intuitive pipeline view • Reporting filters • Admins can configure objectives, companies and contacts, products, deals, etc. • Automatic follow-up functionality • Track reasons for winning/losing a sale • Role-based permissions • Distribute problems and solutions to entire team with minimal clicks • Carry-forward for maximized learning • Two-way Google Calendar integration • Automatic email integration • Easy import from Google, Excel and Highrise enables same-day Pipedrive system setup 	<p>Additional Features</p> <ul style="list-style-type: none"> • Create emails • 500+ email templates • Add own text and images • No previous knowledge needed • Smart email builder • Customize entire email • Automatically formats content • Resize and edit images • Personalize emails • Automatically add customer's name • Target specific customers • Tracking and results • Track total emails sent • Track total emails opened • Measure results • Report statistics 	<p>Additional Features</p> <ul style="list-style-type: none"> • View and track each contact on his or her own page • Robust task management • Easily track deals, proposals and leads • Simple permissions tools • Add contacts in seconds • Tracks emails, conversations and tasks • Latest activity screen view • Customizable • Cases helps you keep related notes, files, images and people together in one location • Collaboration tools 	<p>Additional Features</p> <ul style="list-style-type: none"> • 360-degree CRM view • Improve sales efficiency • Marketing automation • Streamline customer service • Links to social networks • Powerful analytics • Microsoft Outlook integration • Mobile • Rich internet application • User preferences • Customizable • Provides central location where all departments of your company can share necessary information to collaborate and provide detailed communication with customers

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Oracle CRM On Demand	BlueCamroo	LeadMaster	Pipeliner CRM	Nutshell
 <p>www.oracle.com</p>	 <p>www.bluecamroo.com</p>	 <p>www.leadmaster.com</p>	 <p>www.pipelinersales.com</p>	 <p>www.nutshell.com</p>
Starts at \$75/user/mo	\$45/user/mo	Starts at \$150/mo for 3 users	\$35/user/mo	\$15/user/mo
Select Customers Alphawest, Equifax, NKK Switches, Verigy	Select Customers Contact vendor for case studies	Select Customers BIO-key International, Channel Tools, Nebraska Christian College, Compaq	Select Customers Hunt Big Sales, Tensator, Quest RMG, Juniper Systems, Tiger Coatings	Select Customers Contact vendor for case studies
Key Features        	Key Features        	Key Features        	Key Features        	Key Features        
Additional Features <ul style="list-style-type: none"> Account management Agreement management Audit trail Billing management Call center optimization Credit management Customer acquisition Customer and partner applications Customer retention Equipment and infrastructure Fraud management Order configuration and management Pricing management Third-party and legacy Integration Trouble ticket and service request Management upselling and cross-selling Usage, billing and service details Full customization 	Additional Features <ul style="list-style-type: none"> Integration services Tools to increase customer capability and service by enabling customers to discover the answers they need quickly Consistent UI Customer and account data Management tools Knowledgebase provides documentation, product briefs, answers to FAQs and more Access to downloadables Ticket tracking Live chat with support representatives Mobile support Community building Customer satisfaction measurement Business intelligence 	Additional Features <ul style="list-style-type: none"> Email and drip marketing Lead nurturing Market segmentation ROI analysis Activity tracking Opportunity management Lead management Synchronizing sales data Analytics and forecasting Mobile CRM Outlook integration Modules for everything from contact management and task automation to lead development, marketing automation and analytic reporting 	Additional Features <ul style="list-style-type: none"> Business intelligence Contact management Create pre-formatted and custom reports Create, measure and gauge deals Complete archive of all deals won and lost Lead generation and management Opportunity tracking Calendar integrates with Google and Outlook calendars Manage calls, emails, social interactions, tasks, appointments and reminders Social selling activities Integrates with popular tools like Office Dropbox, MailChimp, Google, Marketo, HubSpot and more 	Additional Features <ul style="list-style-type: none"> Track calls, email and meetings Automatically import emails via Google Apps or IMAP Real-time event feed and detailed reports Track leads and sales Manage all contact details iPhone and Android apps can show reports on company health Create, search and edit contact information Team collaboration tools Email and mobile notifications Integrates with Google Apps, MailChimp, Zapier, Zendesk and more

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<p>Aptean Pivotal CRM</p>  <p>www.aptean.com</p>	<p>Salesnet CRM</p>  <p>www.salesnet.com</p>	<p>WORK[etc]</p>  <p>www.worketc.com</p>	<p>Soffront CRM</p>  <p>www.soffront.com</p>	<p>SugarCRM</p>  <p>www.sugarcrm.com</p>
<p>Contact vendor for pricing details</p>	<p>\$30/user/mo for Standard Edition</p>	<p>Starts at \$78/mo for 2 users</p>	<p>Starts at \$20/user/mo</p>	<p>Starts at \$65/user/mo</p>
<p>Select Customers Canon, SunTrust, Verizon Wireless, VMWare, TD Bank</p>	<p>Select Customers Sovereign Bank, ITSM Academy, Namasco, Valley Bakers</p>	<p>Select Customers Contact vendor for case studies</p>	<p>Select Customers Boeing, Genzyme, Minnesota Secretary of State, SAIC</p>	<p>Select Customers Avis, H&R Block, Coca-Cola Enterprise, AXA, BDO Seidman</p>
<p>Key Features</p> 	<p>Key Features</p> 	<p>Key Features</p> 	<p>Key Features</p> 	<p>Key Features</p> 
<p>Additional Features</p> <ul style="list-style-type: none"> • Customizes data model, user interface and business processes • Leverages metadata-driven architecture • Access to a library of industry applications in areas such as finances, real estate, manufacturing and health care • Integration with Microsoft Office, Outlook and SharePoint • Stores relevant information in a single database • Gains deeper insight into business activities and customers • Integrates with back-office and enterprise systems 	<p>Additional Features</p> <ul style="list-style-type: none"> • Adapt and create modules and workflows that optimize organization's everyday processes • Easy sync for Microsoft Outlooks users • Optimized for the rise of mobile • Sort existing customers and qualified prospects with user-friendly lead management tools • Executives and marketing managers can create easy-to-monitor campaigns and analyze them • Highly capable import wizard makes the importation and migration of data completely painless 	<p>Additional Features</p> <ul style="list-style-type: none"> • Includes CRM, project management, invoicing, help desk and more • Capture sales leads from web forms, mobile devices and email • Complete history of all customer interactions • Email templates • Email marketing campaigns • Customer lifecycle management • Lead management and sales pipeline • Contact management • Sync contacts from Google Accounts and Outlook, between coworkers and across devices • Open API 	<p>Additional Features</p> <ul style="list-style-type: none"> • Sales automation helps forecast better and manage opportunities effectively • Customer support helps manage customer support tickets from submission to resolution • CRM portal opens the door to customers, employees and partners for ticket management, self-service, Q&A and document management • Project management ensures service and delivery excellence • Marketing automation • Employee support • Back-office support • Help desk software • Project management and defect tracking • Mobile CRM • Outlook integration • QuickBooks integration 	<p>Additional Features</p> <ul style="list-style-type: none"> • Opportunity management • Contact management • Account management • Forecasting • Quotes and contracts • Dashboards • Multi-channel campaigns • Campaign wizard • Email marketing • Web-to-lead forms • Lead management • Case management • Inbound email • Knowledge base • Social media • Email integration • Online collaboration • Document sharing • Sales trends • Case reports • Customer profiles

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<p>bpm'online sales</p>  <p>www.bpmonline.com</p>	<p>Click HQ</p>  <p>www.clickhq.co.uk</p>	<p>Workbooks CRM</p>  <p>www.workbooks.com</p>	<p>Zoho CRM</p>  <p>www.zoho.com</p>	<p>Nimble</p>  <p>www.nimble.com</p>
<p>Starts at \$17/user/mo</p>	<p>Starts at \$31/user/mo</p>	<p>Paid editions start at \$30/user/mo</p>	<p>Starts at \$12/user/mo</p>	<p>Starts at \$15/user/mo</p>
<p>Select Customers Heineken, Bayer, Allianz, Heinz, Pelco by Schneider Electric</p>	<p>Select Customers eRecruit Solutions, United Brands, Rimes and Co, Kata Rocks</p>	<p>Select Customers Pitmans LLP, CRCC Asia, EST Marketing, Taopix Ltd, Caspian Media</p>	<p>Select Customers Affordable Housing Alliance, JetHub, MicroLOGIX, T3 Direct</p>	<p>Select Customers Skyline Boston, SocialLink, Viwo Inc</p>
<p>Key Features</p> 	<p>Key Features</p> 	<p>Key Features</p> 	<p>Key Features</p> 	<p>Key Features</p> 
<p>Additional Features</p> <ul style="list-style-type: none"> • Business process and workflow management • Account and contact management • Sales force automation • Lead management • Contact center with multi-channel support • Social media integration • Sales pipeline management • Service management • Project management • Time management • Marketing management • Dashboards, analytics and reporting • Role-based security • Integration with Microsoft Office and Outlook • Google integration • Accounting integration • Unlimited customization 	<p>Additional Features</p> <ul style="list-style-type: none"> • Capture leads from forms • Account management • Lead and sales management • Portal for online ordering • Document templates • Email templates • Product catalogue • Tariffs and pricing • Invoicing • Account ledgers, credit notes and payments • Business process management • Campaign management, telesales and email marketing • Report builder • Internal collaboration • Social integration • Outlook integration • Sage integration • API supported 	<p>Additional Features</p> <ul style="list-style-type: none"> • Sales force automation, pipeline and forecasting tools • Marketing automation • Google Analytics and Adwords integration • Google Apps integration • Integrates with MailChimp and other email marketing platforms • Sales order and supplier order management • Contract management • Customer service and support case management • Invoicing and collection • Integrates with Sage, Quickbooks and other accounting tools • MS Outlook integration • Powerful automation engine • Open API 	<p>Additional Features</p> <ul style="list-style-type: none"> • Automate pipeline for lead generation, qualification and conversion • Custom web forms • Auto-assign leads with custom rules • Centralize accounts, related contacts, opportunities, etc. • Follow up on sales activities • Forecast sales • Opportunity management • Email integration • Mail merge • Social CRM • Google Apps integration • API and custom apps • Permission-based security • Campaign planning • Execute email marketing • Measure marketing performance 	<p>Additional Features</p> <ul style="list-style-type: none"> • Contact management • Unified communications • Activity management • Social media monitoring • Sales and marketing • Third-party integrations • Aims to unify all the disparate data and communication methods that businesses used to track contacts, leads, calendars and events • Facilitates collaboration and communication between team members, prospects, clients and contacts • Brings together email, activities, social networks and marketing and sales tools into one solution accessible from anywhere