



Hosted CRM System Comparison Guide

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Vendor	Salesforce.com	RightNow Technologies	NetSuite	Oracle
Solution	Salesforce CRM, Enterprise Edition	RightNow CRM, Enterprise Edition	NetSuite CRM	Siebel CRM On Demand, Enterprise Edition
Features				
Pricing per User	\$125 per user, per month	\$100 per user, per month	\$79 per user, per month for NetSuite CRM \$129 per user, per month for NetSuite CRM+, which unlike NetSuite CRM, also includes partner-relationship-management and order-management capabilities	\$70 per user, per month
Sales Force Automation Features	<ul style="list-style-type: none"> * Point-and-click customization that fits the way you sell * Real-time analytics empower your business to make better decisions * Instant global deployment for offline and online use 	<ul style="list-style-type: none"> * Compare sales pipeline and forecasts today versus prior periods with historical trending reports * In-line, role-based reports and dashboards provide sales intelligence when and where it's needed most 	<ul style="list-style-type: none"> * Track multiple sales users on customer records and sales transactions * Calculate and pay commission to multiple sales users on a deal * Track the revenue earned by all members of the sales team, not just the sales reps 	<ul style="list-style-type: none"> * Single, cohesive data repository that's updated automatically in real time so you're always current on key interactions and activities. * Powerful analytics let you monitor sales activity to make sure reps keep up with current accounts
Service and Support Features	<ul style="list-style-type: none"> * AppExchange Service and Support directory of add-on apps * Self-service portal allows users to share their expertise with customers online * Case queues let multiple agents take responsibility for each type of case, ensuring quicker response and resolution * Email-to-case functionality automatically creates cases in Salesforce.com based on messages sent to designated email addresses 	<ul style="list-style-type: none"> * Use of a single knowledge base across all channels ensures customers always receive consistent, accurate and up-to-date information * With Web and voice self-service, customers can locate the specific information they need through a combination of keywords, natural language queries and category-based browsing 	<ul style="list-style-type: none"> * Self-service portal communication lets users post service issues, place new orders or view their order histories * Reduce call-center activity, such as manually routing calls, with the NetAnswers Knowledge Base * Automated case management and email notification ensure that everyone stays in the loop, and consequently, that the customer receives only top-notch service. 	<ul style="list-style-type: none"> * Service-assessment scripts improve service quality * Agent access to a centralized knowledge base helps employees quickly look up solutions and resolve service issues in one call * Monitor customers' service experience with customer-satisfaction surveys
Marketing Features	<ul style="list-style-type: none"> * Integrated marketing and sales application with automated lead conversion * Real-time analytics to measure and optimize campaigns for best results * Multichannel campaign management and analysis for a complete marketing solution 	<ul style="list-style-type: none"> * Generate emails that can include trackable links, graphics, personalized content and legally mandated opt-out mechanisms * Work closely with CAN-SPAM, top ISPs and other industry groups to stay on top of their ever-changing opt-in/opt-out requirements and email-filtering mechanisms * Send emails to customers based on the products they own, the problems they've had or the opinions they've voiced 	<ul style="list-style-type: none"> * Maximize email marketing efforts with target segment creation, creative development and campaign execution * Complete tracking and management for search-engine marketing campaigns * The NetSuite Keyword Marketing Module includes a search-engine-keyword-campaign creation wizard, keyword-campaign-management capabilities and pre-built reports 	<ul style="list-style-type: none"> * Instant access to interactive marketing dashboards, closed-loop metrics, pre-built and custom analytics, and lead follow-up analysis. * A built-in import wizard lets users directly import leads from spreadsheets and collect them from your Web site