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| Zoho CRM | Salesforce CRM |
| Monthly or annual subscription fee for each user. | Monthly subscription fee for each user. |
| Well suited for small business with small sales team. | Well suited for small as well as big business. |
| It doesn’t provide SAP , Oracle , NetSuite integration. | It provides SAP , Oracle , NetSuite integration. |
| Recommended by 93% of user | Recommended by 79% of user |
| Contract term: Zoho CRM requires no contract for cloud-based deployment. | Contract term: Salesforce requires a year-long contract for cloud-based deployment; renewed annually. |
| Upfront costs: Additional fees apply for implementation (e.g. special integrations, customizations and/or data migration). | Upfront costs: Additional fees apply for implementation (e.g. special integrations, customizations and/or data migration) and training through a partner. |
| Recurring costs: None, beyond subscription fees. | Recurring costs: Fees apply for premium support. |
| Phone support: 24/7, worldwide toll-free support included in subscription fee. | Phone support:24/7 toll-free, worldwide phone support can be purchased. |
| Training: Getting started online catalogue included in subscription fee. Online training includes webinars and/or videos. | Training: Getting Started online catalogue included in subscription fee. Additional live and/or online training can be purchased. |