8) Briefly describe 5 additional CRM applications that are popular in the industry.

1. Salesforce.com

One of the CRM sales and marketing leaders, it offers cloud-based solutions. The products are categorized on sales, service (intelligent agents for customer support), marketing, community (integration of partners, customers and employees through a communication channel) and analytics. Additional B2B and small business solutions are provided as well.

The company has a platform for app development of its products. It allows developers (employees or even customers) to create any personalized app and exchange it on the marketplace. The information is integrated through the products and can be accessed through apps on mobile devices.

Pricing for products ranges according to the category of user: group, professional, enterprise or unlimited. Some solutions have another category names, but they are generally divided into three: standard, pro and business. All licenses are billed annually and require an annual contract as well.

http://www.salesforce.com/ca/products/  
http://www.capterra.com/customer-relationship-management-software/

1. Microsoft Dynamics CRM

Software package that takes part of Microsoft business solutions line. Focused mainly on Sales, Marketing and Customer Service. The application runs on the browser or by an Outlook plugin, allowing synchronization with Exchange as well. Mobile version supports Windows 8, iPad and Android tablets.

For Customer Service, there are solutions such as case management prioritized by KPI and Social Listening, which enables monitoring of products, brands and campaigns based on media channels like Facebook or Twitter. Another basic features for S&M are campaign management, process automation and product families.

Pricing is defined selecting one of four functional areas (Sales, Service, Marketing or Social) and the type of license (Professional or Enterprise). The final price depends on how many months and users will be using it.

<http://www.microsoft.com/en-us/dynamics/crm.aspx>

http://support.microsoft.com/pt-br/kb/2784954

go.microsoft.com/fwlink/p/?LinkId=511302

1. Zoho

Suite that fits mainly Sales and Marketing of small business. Contains a salesforce automation software which has features for customer management.

https://www.zoho.com/crm/

1. SugarCRM
2. Maximizer CRM