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 lifecycle management. Contacts, leads and campaigns are examples managed by some functions.

A Developer API is available for individuals, enabling to develop applications as well. Custom add-ons can be created for integration with Zoho Apps or third-party applications such as Office and Facebook.

For mobile, there are two features: CRM On-the-go, which provides information tracking of customers either by Apple or Android devices and CRM for Google Apps, which integrates Google Docs and Gmail services with Zoho.

There is a free license (up to 10 users) and standard, professional, enterprise and CRM plus categories. Latter ones are pay-as-you-go, being billed month-to-month or annually.

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

1. SugarCRM

Mostly focused on user experience, uses its private interface to let the customer design the dashboard as he or she wants, using drag and drop, for example. Along common CRM features (Sales, Marketing, Workflows and Reporting), it also supports integration with Google Apps, Microsoft Office, Facebook, Twitter, IBM Notes and many others platforms. The product is hosted on cloud.

Nowadays the licenses are Professional, Enterprise and Ultimate. They differ from some features and storage space. All of them need a minimum annual subscription. Another version, a no longer upgraded Community Edition, is free and supported by the developer’s community.

There is a marketplace where users can purchase and download add-ons created by developers. In case of the Community edition, add-ons are provided only by a GitHub repository.

http://www.sugarcrm.com/products/editions-and-pricing

https://sugarcrm-online.s3.amazonaws.com/products/datasheets/editions-comparison-chart.pdf

<http://sugarforge.org/>

http://www.sugarexchange.com/

1. Maximizer CRM

Has a simple user interface that integrates business systems with CRM functional areas. It can be deployed on the user’s cloud or on Maximizer’s cloud. If it is deployed on-premise a few Microsoft’s features including MS SharePoint or SQL Server may be also added. All editions allow access by smartphones or tablets.

There are two types of licenses: one for Maximizer CRM and a Wealth CRM, which has additional features for the wealth management industry. Both are billed annually and they have limits for storage in case of a cloud option. Otherwise is up to the client.

<http://www.maximizer.com/product/all-in-one-crm/>

http://ww2.maximizer.com/pdf/datasheets/maximizer-edition-comparison.pdf

http://crm-software-review.toptenreviews.com/maximizer-crm-review.html