

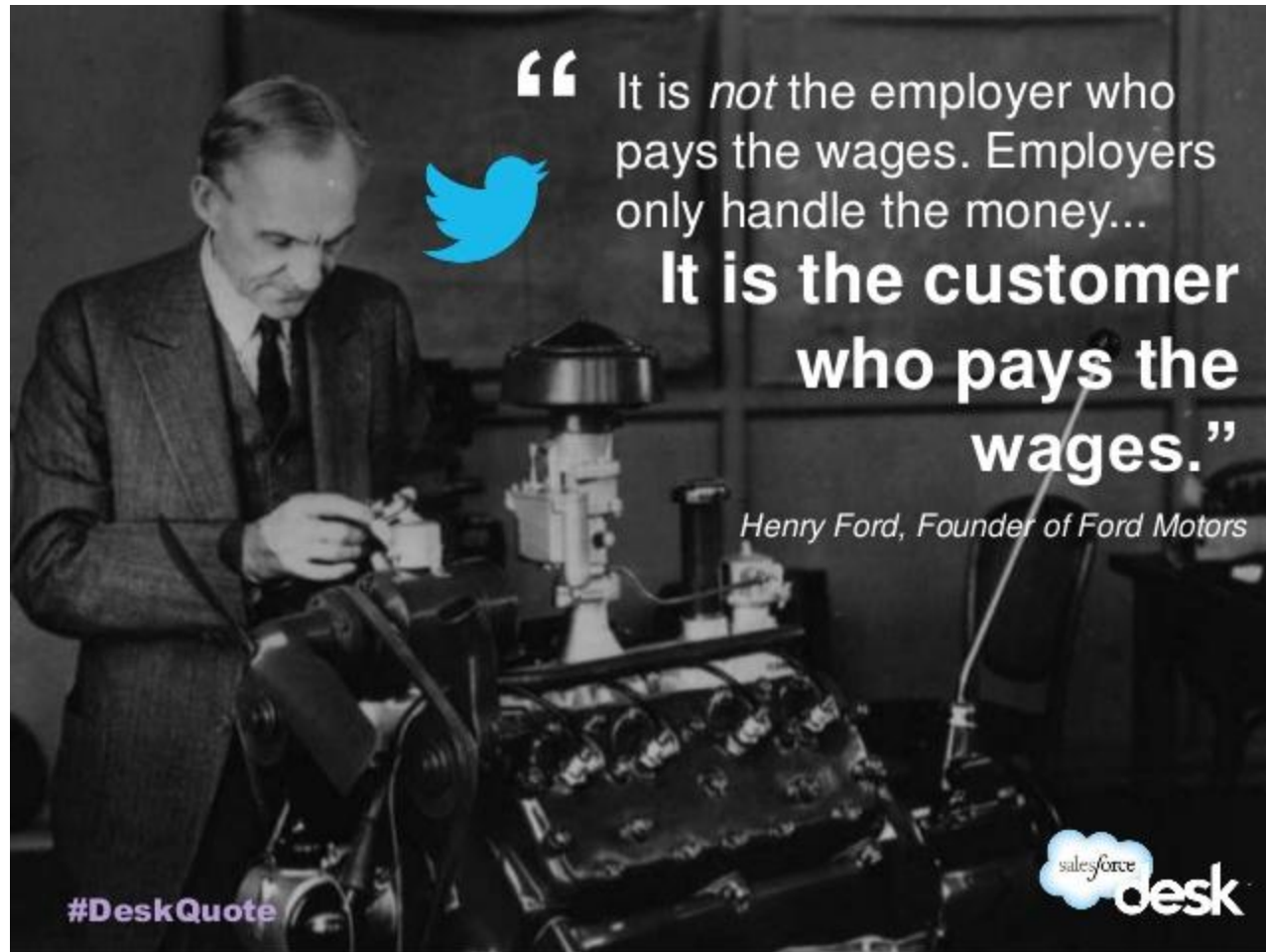
Salesforce vs. BaseCRM

Business benefits comparison



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Motivation



Motivation



➤ Personal

- ❖ Cloud computing
- ❖ Mobile enterprise solutions
- ❖ Business oriented



➤ Community

- ❖ People interested in
 - Business enterprise solutions
 - relationship marketing paradigm

Objectives



- Implementation
- Key features
- Customizability
- Cost of ownership
- Strengths and weaknesses

Expected results

- Important features of CRM tools
- Informed decision on the choice of CRM tools
- Pivotal role of technology in CRM
- Benefits of CRM software

