

2025 EDITION

TOP 40 CUSTOMER RELATIONSHIP MANAGEMENT SOFTWARE REPORT





Comparison of the Leading CRM Software Vendors

Overview of CRM Software Solutions

Customer Relationship Management (CRM) simplifies company-client relations by providing a centralized repository for collecting information on prospective customers and established clientele. The ideal CRM system synchronizes your various marketing efforts and optimizes your marketing efforts by automating customer communications. Business owners should consider a CRM platform if they find it difficult to maintain regular interactions with clients or lack a comprehensive system for communicating with customers. A company might also find value in transitioning to a new CRM solution if they find an existing ad-hoc platform like a spreadsheet to be time-consuming or inadequate for their existing needs.

The best CRM platforms will enhance client interactions through a number of tools designed to fit your company size and needs. Look for a flexible solution that automates key client transactions and interactions, improves your customer support services and efficiently manages your marketing campaigns. For more information about the variations of CRM solutions available, check out Business-Software.com's range of CRM vendor reports, all of which are available on our Exclusive Reports page.

Features & Deployment Key

-  Data importing
-  Mobile accessible
-  Analytics
-  Email marketing

Read on to browse the leading CRM systems and discover which ones will be the best fit for your company in our Top 40 CRM Software Comparison report.

Features & Deployment Key



Data importing



Mobile
accessible



Analytics



Email
marketing



Email integrations



Multichannel support



SaaS
platform



On-premise
platform






































SaaS and
on-premise

About Business-Software.com

Business-Software.com is your go-to source for business software reviews, expert advice, in-depth articles and product white papers to meet all of your software needs. We're the most comprehensive online resource for buyers and vendors, catering to more than 300,000 members who trust us to connect them with the right software.

We offer exclusive comparison reports for 80+ business software segments, enabling you to efficiently research and review highly rated software products. Download our free reports to discover top business solutions for Accounting, CRM, ERP, CMS, Manufacturing, HR and more.

Top 40 CRM Software Comparison

Salesforce Sales Cloud	NetSuite CRM+	C2CRM	Infor CRM	ClaritySoft
				
Ideal for: Businesses looking for a platform that provides forecasting, analytics and real-time updates.	Ideal for: Companies seeking a solution with integrated order management.	Ideal for: Businesses that want a solution with advanced marketing and relationship management functionality.	Ideal for: Any size company looking for a software solution with advanced customization capability.	Ideal for: Small businesses that would benefit from software equipped with free lifetime support.
Business size 	Business size 	Business size 	Business size 	Business size 
				
Key Features 	Key Features 	Key Features 	Key Features 	Key Features 
Additional Features <ul style="list-style-type: none">• Manage and track campaigns across multiple channels• Securely share files• Email and calendars• Real-time updates on contacts and account	Additional Features <ul style="list-style-type: none">• Competitor tracking• Real-time sales forecasting• Quote and order management• Commissions management	Additional Features <ul style="list-style-type: none">• Sales management includes all areas under relationships• Sales force automation• Customer service tracks post-sales activities• Imports text files	Additional Features <ul style="list-style-type: none">• Standard open APIs & integration options• Seamless integration with back office systems• Advanced customization capabilities	Additional Features <ul style="list-style-type: none">• Seamless integration with MS Outlook, Gmail and QuickBooks• Data is maintained within any private database
Select Customers NBCUniversal, Siemens, Dr. Pepper Snapple, HP	Select Customers AMPRO, Oakland Athletics, Document Sciences	Select Customers Verizon Wireless, Dean Foods, Wakefield Thermal Solutions Inc	Select Customers Amica Life Insurance, Uni-First, Meridian Bioscience	Select Customers Berkshire Hathaway, Ovation Brands, Clareon
Deployment   	Deployment   	Deployment   	Deployment   	Deployment   


























Interested in learning more? Please [click here](#) to request additional information.

Top 40 CRM Software Comparison

Creatio	HubSpot CRM	Insightly	monday.com	Zendesk Sell
				
Ideal for: Businesses who want to automate workflows and CRM with no-code.	Ideal for: Companies of any size that need a solution with deep marketing integration.	Ideal for: Any size organization that wants a platform with API capability and social CRM functionality.	Ideal for: Cross-functional teams, small to large, across all industries.	Ideal for: Companies that are looking for a solution to increase real-time sales visibility.
Business size 	Business size 	Business size 	Business size 	Business size 
				
Key Features 	Key Features 	Key Features 	Key Features 	Key Features 
Additional Features <ul style="list-style-type: none">• Opportunity and pipeline management• Orders and invoices• Field sales management• Sales forecasting• Project management• Service catalog	Additional Features <ul style="list-style-type: none">• Drag-and-drop communicator• Social media integration• Email templates, tracking and scheduling• Personalizable views and filtering	Additional Features <ul style="list-style-type: none">• Task and calendar managementContact management• Opportunity reports to manage key sales metrics• Project management	Additional Features <ul style="list-style-type: none">• 360-degree feedback• 200+ starter templates• Apps marketplace• Collaborative real-time whiteboard• Customizable work forms	Additional Features <ul style="list-style-type: none">• Real-time visibility into your sales pipeline• Automatically track and share your email communications• Base Document Repository access
Select Customers Heineken, Bayer, Allianz, Heinz, Pelco by Schneider Electric	Select Customers Care.com, PennyMac, PhaseWare, ShoreTel, WeDo Technologies	Select Customers NY State Assembly, Reddit, Centercode, YepRoc Records	Select Customers	Select Customers Barnes & Noble, Expensify, Wayfair, Sartorius
Deployment 	Deployment 	Deployment 	Deployment 	Deployment 

Interested in learning more? Please [click here](#) to request additional information.

Top 40 CRM Software Comparison

Commence CRM	Workbooks CRM	SAP Cloud for Sales	Microsoft Dynamics CRM	SalesNexus
				
Ideal for: Companies that want a platform with contact and project management functionality.	Ideal for: Midsize companies looking for affordable software and services from a single vendor.	Ideal for: Enterprises seeking a platform with ecommerce functionality and loyalty management features.	Ideal for: Companies in need of a CRM solution with contract management capability.	Ideal for: Companies and organizations that want a platform with a robust API integrated solution.
Business size 	Business size 	Business size 	Business size 	Business size 
				
Key Features 	Key Features 	Key Features 	Key Features 	Key Features 
Additional Features <ul style="list-style-type: none">• E-mail integration• Lead Scoring• Pipeline Management• Forecast & Reporting• Custom Reporting• Analytical Reporting• Marketing Campaigns	Additional Features <ul style="list-style-type: none">• Co-funded Shared Success workshops• Award-winning customer service• Highly customizable platform• Easy integrations	Additional Features <ul style="list-style-type: none">• Marketing resource and brand management• Campaign management• Segmentation and list management• Real-time offer management	Additional Features <ul style="list-style-type: none">• Audit changes to business data• Role-based access• Measure performance of organizations, business units, teams and individuals	Additional Features <ul style="list-style-type: none">• Capture leads from your website• Marketing automation• Click-to-call using RingCentral or 3CX• CRM and email marketing in one system
Select Customers Weight Watchers, NRA, Maryland General Assembly	Select Customers TForce Logistics, Rotary Corporation, APL Media, Scottish TV	Select Customers Bentley Systems, BOA Group, Proseed, Rieber	Select Customers Delta Air Lines, Hitachi Solutions America, ING Bank, Pandora, PGA Tour	Select Customers Better Business Bureau, Community Coffee, LoanDepot
Deployment 	Deployment 	Deployment 	Deployment 	Deployment 


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Top 40 CRM Software Comparison

Prophet CRM	GoldMine CRM	Maximizer CRM	Keap	Act! Premium
				
Ideal for: Any size company looking for a platform with advanced user permissions.	Ideal for: Companies seeking a CRM solution they can 'Own'.	Ideal for: Companies needing a personalized platform that can be easily set up to fit their workflow.	Ideal for: Small businesses that are in need of software that provides customer segmentation features.	Ideal for: Organizations that are seeking solutions with easy-to-use marketing tools.
Business size 	Business size 	Business size 	Business size 	Business size 
\$\$\$	\$	\$\$	\$\$\$\$	\$
Key Features 	Key Features 	Key Features 	Key Features 	Key Features 
Additional Features <ul style="list-style-type: none">Centralize contact managementSales opportunity trackingProphet SyncAcross and DupeDetector	Additional Features <ul style="list-style-type: none">Automated processes for workflowReal-time dashboardsIntegrates with QuickBooks and Constat Contact	Additional Features <ul style="list-style-type: none">Account and contact managementSales force automationRole-based accessIntegration with Microsoft Office & OutlookBusiness Intelligence	Additional Features <ul style="list-style-type: none">Lead qualification and distributionSales and conversion reportsOpportunity and pipeline managementWeb forms	Additional Features <ul style="list-style-type: none">Team calendar viewCreate, send and track campaignsEasy-to-use marketing toolsAbility to design email templates
Select Customers AT&T, Century 21, Cisco, Dell, Fujitsu, Gateway	Select Customers Air Animal Pet Movers, TE Financial, Electrolab, WW Cannon, Wells Fargo	Select Customers Rolex, Radisson, Nestle, BBC, Siemens, Raymond James, Hollis Wealth	Select Customers Hear and Play, Just A Minute LLC, Trainz.com	Select Customers American Health Insurance, Amerifund, Buelow Financial Group
Deployment 	Deployment 	Deployment 	Deployment 	Deployment 

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Top 40 CRM Software Comparison

InfoFlo	Pipedrive	CampaignerCRM	Thryv	OnContact CRM 7
				
Ideal for: Small to mid-size companies that want a platform with social media integration.	Ideal for: Small sized businesses in need of a software solution with automatic email integration.	Ideal for: Organizations that want a platform that targets specific customers and has advanced reporting.	Ideal for: Small businesses that want to save time on admin and get back to the things they love.	Ideal for: Businesses that are seeking a software that has Microsoft Outlook integration capability.
Business size 	Business size 	Business size 	Business size 	Business size 
\$	\$	\$\$	\$\$	\$\$
Key Features 	Key Features 	Key Features 	Key Features 	Key Features 
Additional Features <ul style="list-style-type: none">Relationship managementCollaboration and sharing toolsLeads and opportunities management	Additional Features <ul style="list-style-type: none">Intuitive pipeline viewReporting filtersAutomatic follow-up functionalityTrack reasons for winning/losing a saleRole-based permissions	Additional Features <ul style="list-style-type: none">Smart email builderCustomize entire emailAutomatically formats contentResize and edit imagesTracking and results	Additional Features <ul style="list-style-type: none">CRMMarketing AutomationCalendar & Online Appointment BookingsQuotes & InvoicesCustom-Designed Website Included24/7 Customer Support	Additional Features <ul style="list-style-type: none">Improve sales efficiencyMarketing automationStreamline customer serviceLinks to social networksPowerful analytics
Select Customers Alliant Capital LLC, FHD Inc, Pinpoint Profiles LLC	Select Customers The Brigade Inc, Subledger, Iterable	Select Customers John Hancock Financial, Northpak Container, Aethon, MSA	Select Customers Unicorn Air & Heat, Breakwater Kitchens, Hair by Sierra, Allegro Entertainment	Select Customers Prudential, Protective, CBC, Carfax, Biotek
Deployment 	Deployment 	Deployment 	Deployment 	Deployment 



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Top 40 CRM Software Comparison

Oracle CRM On Demand	BlueCamroo	LeadMaster	Pipeline CRM	Nutshell
				
Ideal for: Companies of any size that are seeking a solution with price management capabilities.	Ideal for: Small to mid-size organizations seeking tools to increase customer relations.	Ideal for: Companies with on-the-go teams that benefit from mobile CRM features.	Ideal for: Organizations that need a solution that integrates with Dropbox, MailChimp, Marketo and more.	Ideal for: Outbound sales teams that need contact and lead management in an easy-to-use package.
Business size 	Business size 	Business size 	Business size 	Business size 
\$\$\$\$	\$\$	\$\$	\$\$\$	\$\$
Key Features 	Key Features 	Key Features 	Key Features 	Key Features 
Additional Features <ul style="list-style-type: none">• Agreement management• Audit trail• Billing management• Call center optimization• Credit management• Customer acquisition	Additional Features <ul style="list-style-type: none">• Customer and account data• Management tools• Mobile support• Community building• Customer satisfaction measurement	Additional Features <ul style="list-style-type: none">• Email and drip marketing• Lead nurturing• Market segmentation• ROI analysis• Analytics and forecasting	Additional Features <ul style="list-style-type: none">• Lead generation and management• Opportunity tracking• Calendar integrates with Google and Outlook calendars	Additional Features <ul style="list-style-type: none">• Team collaboration tools• Email and mobile notifications• Real-time event feed and detailed reports• Track leads and sales
Select Customers Alphawest, Equifax, NKK Switches, Verigy	Select Customers Contact vendor for case studies	Select Customers BIO-key International, Channel Tools, Nebraska Christian College	Select Customers Hunt Big Sales, Tensator, Quest RMG, Juniper Systems, Tiger Coatings	Select Customers Human Element, Silverbull, Caffè Umbria, Bloomerang, SkySpecs
Deployment 	Deployment 	Deployment 	Deployment 	Deployment 


































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Top 40 CRM Software Comparison

Aptean Pivotal CRM	TeamSupport, LLC	WORK[etc]	Soffront CRM	SugarCRM
				
Ideal for: Organizations that are looking for a platform to integrate with back-office and enterprise systems.	Ideal for: Tech-enabled B2B computer hardware/ software, infotech, and telecom companies.	Ideal for: Small to mid-sized companies in search of a platform with an open API that captures sales leads.	Ideal for: Enabling companies to utilize advanced features without requiring script- or code-writing experience.	Ideal for: Any size company in need of a software solution that forecasts and tracks sales trends.
Business size 	Business size 	Business size 	Business size 	Business size 
\$\$\$\$	\$\$	\$\$\$	\$\$\$	\$\$\$
Key Features 	Key Features 	Key Features 	Key Features 	Key Features 
Additional Features <ul style="list-style-type: none">• Leverages metadata-driven architecture• Access to a library of industry applications• Stores relevant information in a single database	Additional Features <ul style="list-style-type: none">• Built for B2B• Omnichannel Support• Native Integrations• Customer Distress Index®• In-line image/video	Additional Features <ul style="list-style-type: none">• Email marketing campaigns• Customer lifecycle management• Lead management and sales pipeline• Contact management	Additional Features <ul style="list-style-type: none">• Marketing automation• Employee support• Back-office support• Project management and defect tracking• Sales automation	Additional Features <ul style="list-style-type: none">• Campaign wizard• Email marketing• Web-to-lead forms• Lead management• Case management• Inbound email• Knowledge base
Select Customers Canon, SunTrust, Verizon Wireless, VMWare, TD Bank	Select Customers NBA, Comcast, Teladoc Fuji Film, American Lung Assoc.	Select Customers Contact vendor for case studies	Select Customers Boeing, Genzyme, Minnesota Secretary of State, SAIC	Select Customers Avis, H&R Block, AXA, Coca-Cola Enterprise, BDO Seidman
Deployment 	Deployment 	Deployment 	Deployment 	Deployment 

















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Top 40 CRM Software Comparison

PipelineDeals CRM	Salpo CRM	Sage CRM	Zoho CRM	Nimble
				
Ideal for: Any size company seeking a solution that has a set of collaboration tools with data filtering.	Ideal for: Businesses needing a customizable platform with third party integrations and an open API.	Ideal for: Smaller companies that would benefit from Outlook and Exchange integration.	Ideal for: Organizations that are in need of a platform that's equipped with permission-based security.	Ideal for: Companies of any size wanting a platform that aims to unify all disparate data.
Business size <div><div>S</div><div>M</div><div>L</div></div>	Business size <div><div>S</div><div>M</div><div>L</div></div>	Business size <div><div>S</div><div>M</div><div>L</div></div>	Business size <div><div>S</div><div>M</div><div>L</div></div>	Business size <div><div>S</div><div>M</div><div>L</div></div>
\$\$	\$\$	\$\$\$	\$\$	\$
Key Features <div><div></div><div></div><div></div></div>	Key Features <div><div></div><div></div><div></div></div>	Key Features <div><div></div><div></div><div></div></div>	Key Features <div><div></div><div></div><div></div></div>	Key Features <div><div></div><div></div><div></div></div>
Additional Features <ul style="list-style-type: none">Real-time deal status updatesDeal managementContact and lead managementCustomizable activity tracking	Additional Features <ul style="list-style-type: none">Sales pipeline and targetsBusiness RulesInventory managementGDPR complianceOffice 365 and G-Suite	Additional Features <ul style="list-style-type: none">Relationship management graphsCustomizable graphical workflowCreate accurate quotesQuickly execute marketing campaigns	Additional Features <ul style="list-style-type: none">Auto-assign leads with custom rulesCentralizes accounts, related contacts, and opportunitiesFollow up on sales activities	Additional Features <ul style="list-style-type: none">Contact managementUnified communicationsActivity managementSocial media monitoringSales and marketingThird-party integrations
Select Customers The Shearwater Group Inc, Concentra, Cloops, Group ISO	Select Customers The Growth Hub, SBS Insurance, NHS, University of Liverpool	Select Customers Panasonic, Armstrong, Caber Sure Fit, NYSE	Select Customers Affordable Housing Alliance, JetHub, MicroLOGIX, T3 Direct	Select Customers Skyline Boston, SocialLink, Viwo Inc
Deployment <div><div>SaaS</div><div></div><div></div></div>	Deployment <div><div>SaaS</div><div></div><div></div></div>	Deployment <div><div></div><div></div><div><div>SaaS</div></div></div>	Deployment <div><div>SaaS</div><div></div><div></div></div>	Deployment <div><div>SaaS</div><div></div><div></div></div>

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Best CRM Ranked By Category

Category	 Winners	Runner Up
Best Small Business	Claritysoft 	Zoho CRM 
Best Medium Business	Workbooks CRM 	Sage CRM 
Best Large Enterprise	Salesforce 	HubSpot CRM 
Best Marketing Automation	Keap 	C2CRM 
Best Customer Service	Freshdesk 	Workbooks CRM 
Best Sales Force Automation	Salesforce 	Sugar CRM 
Best Open Source CRM	Hubspot 	Freshsales 
Best Cloud/SaaS	Salesforce 	NetSuite 