

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.

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 Data is maintained within any private database 	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, UniFirst, Meridian Bioscience	Select Customers Berkshire Hathaway, Ovation Brands, Clareon
Deployment   	Deployment   	Deployment   	Deployment   	Deployment   

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Top 40 CRM Software Comparison

Creatio	HubSpot CRM	Insightly	monday.com	Zendesk Sell	Commerce CRM	Workbooks CRM	SAP Cloud for Sales	Microsoft Dynamics CRM	SalesNexus
									
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.	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   	Business size   	Business size   	Business size   	Business size   	Business size   
\$\$	\$	\$\$	\$\$	\$\$\$\$	\$\$	\$\$	\$\$\$	\$\$\$\$	\$\$
Key Features       	Key Features       	Key Features       	Key Features       	Key Features       	Key Features      	Key Features       	Key Features       	Key Features       	Key Features   
Additional Features <ul style="list-style-type: none">Opportunity and pipeline managementOrders and invoicesField sales managementSales forecastingProject managementService catalog	Additional Features <ul style="list-style-type: none">Drag-and-drop communicatorSocial media integrationEmail templates, tracking and schedulingPersonalizable views and filtering	Additional Features <ul style="list-style-type: none">Task and calendar managementContact managementOpportunity reports to manage key sales metricsProject management	Additional Features <ul style="list-style-type: none">360-degree feedback200+ starter templatesApps marketplaceCollaborative real-time whiteboardCustomizable work forms	Additional Features <ul style="list-style-type: none">Real-time visibility into your sales pipelineAutomatically track and share your email communicationsCustomizable work forms	Additional Features <ul style="list-style-type: none">E-mail integrationLead ScoringPipeline ManagementForecast & ReportingCustom ReportingAnalytical ReportingMarketing Campaigns	Additional Features <ul style="list-style-type: none">Co-funded Shared Success workshopsAward-winning customer serviceCustom ReportingHighly customizable platformMarketing Campaigns	Additional Features <ul style="list-style-type: none">Marketing resource and brand managementCampaign managementSegmentation and list managementReal-time offer management	Additional Features <ul style="list-style-type: none">Audit changes to business dataRole-based accessMeasure performance of organizations, business units, teams and individuals	Additional Features <ul style="list-style-type: none">Capture leads from your websiteMarketing automationClick-to-call using RingCentral or 3CXCRM and email marketing in one system
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	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   	Deployment   	Deployment   	Deployment   	Deployment   	Deployment   

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Top 40 CRM Software Comparison

Prophet CRM	GoldMine CRM	Maximizer CRM	Keap	Act! Premium	InfoFlo	Pipedrive	CampaignerCRM	Thryv	OnContact CRM 7
 ProphetCRM	 GoldMine	 MAXIMIZER	 keap	 act!	 InfoFlo	 pipedrive	 CampaignerCRM™ GET RESULTS	 thryv	 ONCONTACT by WorkWise
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.	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   	Business size   	Business size   	Business size   	Business size   	Business size   
\$\$\$	\$	\$\$	\$\$\$\$	\$	\$	\$	\$\$	\$\$	\$\$
Key Features      	Key Features      	Key Features      	Key Features      	Key Features      	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 managementAbility to design email templates	Additional Features <ul style="list-style-type: none">Team calendar viewCreate, send and track campaignsEasy-to-use marketing toolsOpportunity and pipeline managementWeb forms	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 functionalityLeads and opportunities management	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 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	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   	Deployment   	Deployment   	Deployment   	Deployment   	Deployment   

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Top 40 CRM Software Comparison

Oracle CRM On Demand	BlueCamroo	LeadMaster	Pipelin CRM	Nutshell	Aptean Pivotal CRM	TeamSupport, LLC	WORK[etc]	Soffront CRM	SugarCRM
 									
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.	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   	Business size   	Business size   	Business size   	Business size   	Business size   
 									
Key Features      	Key Features      	Key Features      	Key Features      	Key Features      	Key Features      	Key Features      	Key Features      	Key Features      	Key Features      
Additional Features <ul style="list-style-type: none">Agreement managementAudit trailBilling managementCall center optimizationCredit managementCustomer acquisition	Additional Features <ul style="list-style-type: none">Customer and account dataManagement toolsMobile supportCommunity buildingCustomer satisfaction measurement	Additional Features <ul style="list-style-type: none">Email and drip marketingLead nurturingMarket segmentationROI analysisAnalytics and forecasting	Additional Features <ul style="list-style-type: none">Lead generation and managementOpportunity trackingCalendar integrates with Google and Outlook calendars	Additional Features <ul style="list-style-type: none">Team collaboration toolsEmail and mobile notificationsReal-time event feed and detailed reportsTrack leads and sales	Additional Features <ul style="list-style-type: none">Leverages metadata-driven architectureAccess to a library of industry applicationsStores relevant information in a single database	Additional Features <ul style="list-style-type: none">Built for B2BOmnichannel SupportNative IntegrationsCustomer Distress Index®In-line image/video	Additional Features <ul style="list-style-type: none">Email marketing campaignsCustomer lifecycle managementLead management and sales pipelineContact management	Additional Features <ul style="list-style-type: none">Marketing automationEmployee supportBack-office supportProject managementLead management and defect trackingSales automation	Additional Features <ul style="list-style-type: none">Campaign wizardEmail marketingWeb-to-lead formsLead managementCase managementInbound emailKnowledge base
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, Caffe Umbria, Bloomerang, SkySpecs	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   	Deployment   	Deployment   	Deployment   	Deployment   	Deployment   

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Top 40 CRM Software Comparison

PipelineDeals CRM	Salpo CRM	Sage CRM	Zoho CRM	Nimble
 PipelineDeals	 SALPO	 sage	 zoho	 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   	Business size   	Business size   	Business size   	Business size   
Price 	Price 	Price 	Price 	Price 
Key Features      	Key Features      	Key Features      	Key Features      	Key Features      
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, SociaLink, Vivo Inc
Deployment   	Deployment   	Deployment   	Deployment   	Deployment   

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Best CRM Ranked By Category

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