CRM TECHNOLOGY VALUE MATRIX 2H2016

NUCLEUS RESEARCH

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THE BOTTOM LINE

The blurring of the lines between service, sales, and marketing – the three legs of the customer relationship management stool – represent new challenges and opportunities for vendors. Salesforce and Oracle continue to battle for leadership on both usability and functionality, with Microsoft and others staying in close contention. Those that can't keep up the pace on both usability and functionality investments will continue to lose ground.

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Competition in the customer relationship management (CRM) market continues to be stiff across the three pillars of CRM as well as on the edges of the CRM ecosystem. The six months since the publication of the last edition of the Matrix included significant releases from most of the leading vendors as well as a number of new partnerships and acquisitions. We've also seen a number of big-name defectors from one CRM vendor to another, proving that, particularly in the cloud world, no deal in CRM is ever definitively won.

Although sales, marketing, and service applications are often purchased and managed by different executives and teams within the same organization, those lines are blurring, driven by a few key trends:

- Demand for micromarketing. "Micro-marketing" recognizes the need for two sets of marketing tools to serve the tactical and strategic needs of marketing. Currently, a single marketing solution is meant to serve the needs of marketers from the most simplistic to the most complex of tasks. There is a need for two sets of tools – one with high functionality and complexity, the other user-friendly and task-oriented – to accommodate two types of users, recognizing

that micromarketing capabilities are needed by both traditional sales and service users (Nucleus Research *q146 – The rise of Micro-marketing*, July 2016).

▪ A rethinking of the sales funnel. For both business-to-consumer and business-to-business sellers, the traditional sales funnel is being replaced with a sales wave that requires both marketers and sellers to measure and predict the greatest amplitude – when a buyer is most likely to buy – and wavelength – how often they can be sold to. This leads to a sharpened focus on sales velocity (Nucleus Research *q176 – The death of the sales funnel*, September 2016).

▪ Advances in customer service maturity. As customer service agents become more effective, advanced companies are seeking to more closely tie those agents to CRM sales objectives, and give them both the visibility and tools to be not just service agents but sales generators (Nucleus Research *q139 – Tying CRM to customer service*, July 2016).
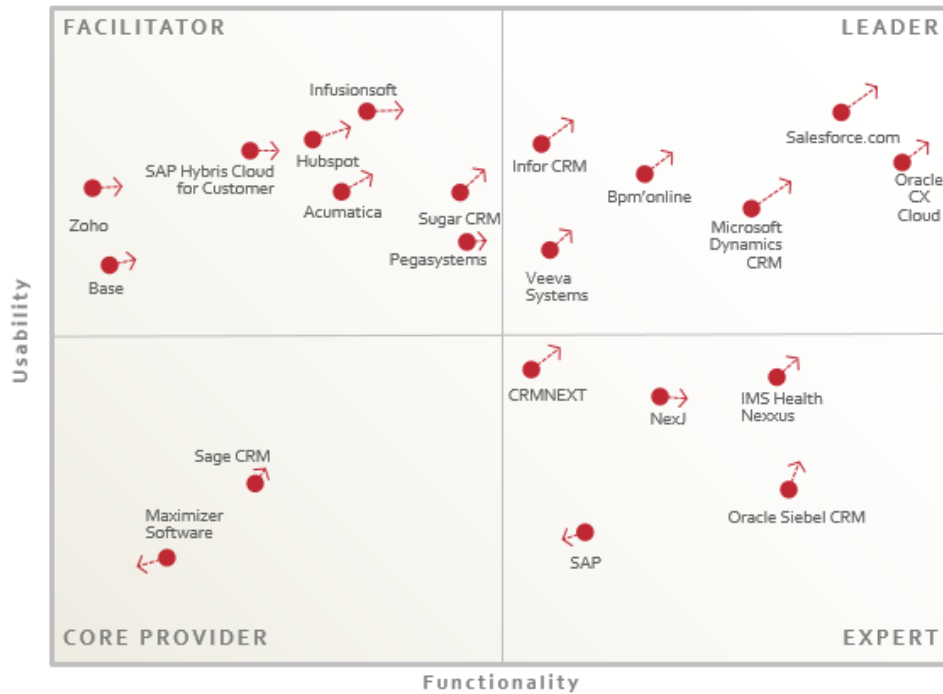
The blurring of the lines results in new challenges for customers and vendors and new differentiating factors in the areas of data integration, ecosystems, embedded intelligence, and usability. At the same time, the need to accelerate deployment and

reduce risk is driving further investments in industry-specific CRM with capabilities that expand beyond the traditional core. Leaders and Experts in the Matrix have continued to make investments in vertical functionality to drive faster time to value for customers – and Leaders have done so while investing in the Dark Cockpit principles of great software that is both functionally rich and highly usable.

This Matrix includes vendors with functionality across the three core pillars of CRM – sales, marketing, and service. The Value Matrix is based on functionality and usability, the two core measures that Nucleus has found indicate an application's ability to deliver initial ROI and ultimately win maximum value over time. Commerce capabilities and non-organic (ecosystem) functionality are not included in the functionality evaluations of this Matrix.

LEADERS

Leaders in the Matrix include Bpm'online, Infor CRM, Microsoft Dynamics CRM, Oracle CX Cloud, Salesforce, and Veeva Systems.

BPM'ONLINE

Bpm'online is a provider of CRM and business process management (BPM) solutions, whose business process-driven CRM offers sales, service, and marketing functionality. Since the most recent Value Matrix, Bpm'online has made the following CRM-related announcements:

- Bpm'online Version 7.8 released. This release builds upon improvements in version 7.7, focusing on the business process designer, the user experience (UX), UI, mobile and e-mail functionality, and customization tools. The business process designer has a new UI/UX, simplified process design tools, and a new "action dashboard" which allows users to perform multiple tasks on one page and suggests next steps. Bpm'online synchronization with MS Exchange has been enhanced, and the platform now has its own cloud-based e-mail service which allows marketers to send mass e-mails more efficiently. The action dashboard's step by step recommendations help salespeople and marketers manage accounts, and improved case resolution time algorithms and phone integration help service (Nucleus Research *q107 – Bpm'online releases version 7.8,* June 2016).

- Partnered with Critical Software. On March 16, Bpm'online partnered with Critical Software, an international systems software and data engineering services provider. The partnership gives Bpm'online the opportunity to expand further into the European market.

Bpm'online moved to the Leaders Quadrant last year, and as anticipated in the most recent Value Matrix release, the company's growth in functionality has improved its position in this Value Matrix.

Strengths

In terms of functionality, Bpm'online is one of the few vendors in the Value Matrix that offers a strong business process management (BPM) engine at its core. In terms of usability, this backbone provides a robust, intuitive set of process design tools. It is highly configurable, with drag and drop layout design and the ability to edit source code directly in Visual Studio.

Its focus on usability, with the action dashboard walking marketing and sales through the process of managing leads and pipelines, contributes to a streamlined user experience which increases overall productivity. Nucleus estimates version 7.8 will decrease the time marketers spend managing campaigns by 30 percent, and reduce the time developers spend configuring and customizing by 25 percent (Nucleus Research Q107 – *Bpm'online releases version 7.8,* June 2016). Overall, Bpm'online delivers a high functionality product at a reasonable cost.

Weaknesses

Because of its relatively new presence in North America, Bpm'online is often perceived as an application better suited to small and midsized businesses and is still not widely adopted by large enterprises who require deep functionality. Further promotion of Bpm'online's capabilities beyond basic CRM and its deep vertical functionality in key areas – bolstered by greater visibility into the large enterprise accounts it serves in Europe – would help customers at the high end of the market take it more seriously as an enterprise competitor.

INFOR CRM

Infor CRM has marketing, sales, and service functionality and is part of the Customer Experience (CX) Suite, along with Infor CPQ (configure price quote), Infor MRM (marketing resource management), Infor Omni-Channel Marketing, Infor Interaction Advisor, and Infor CLM (contract lifecycle management). Since the most recent Value Matrix, Infor has made the following CRM-related announcements:

- Industry-specific releases. Infor CRM Implementation Accelerator for Cloudsuite Industrial, inventory intelligence for healthcare, the next generation of cloud enable learning management tools.

- CloudSuite CX September 2016 release. Major enhancements in this release include Marketing Resource Management with UX enhancements and a file

upload feature, Rhythm B2B E-commerce, and CRM improvements to social and collaboration functionality, with the Ming.le integration providing users with collaborative note, contact, widget and bookmark sharing capabilities. New integration features allow third party systems to create and edit data within Infor CRM, and more language packs are now available. Releases will be made bi-monthly.

- Configure Price Quote (CPQ) Enterprise Quoting. On September 12, Infor released cloud-based CPQ functionality as part of the CX Management suite.

As covered in the last Value Matrix, Infor CRM released version 8.3, which contained significant enhancements in usability and functionality, including advanced entity management, calculated fields, broader import capabilities, configurable filters, integration capabilities including a 2-way ION integrations for ERP business object documents and configurable 2-way Quotes and Orders, configurable data point mapping, real-time pricing APU for pulling pricing information from ERP, automations in quote to order process, and built-in triggers for automations. Infor's upcoming release in November will include improvements in task scheduling, e-commerce, CPQ, CRM, omni-channel campaign management, and sales intelligence. Infor CRM was a Leader in the last Value Matrix, and maintains its position.

Strengths

In terms of functionality, Infor CRM has taken an industry-specific approach with its industry suites, requiring minimal customization for the verticals it services. Infor CRM also focuses on ease of integration with back office systems with its Intelligent Open Network middleware, Infor ION, for platforms in the cloud, on premise, and hybrids. Infor CX Suite delivers robust marketing functionality, with its Omni-Channel Campaign Management tool enabling marketers to orchestrate customer journeys across a wide variety of channels, and the Enterprise Marketing Suite supporting planning and budgeting of campaigns and tactics. In terms of usability, Infor CRM is synced with Outlook and Gmail so that users can access CRM without leaving their inboxes. The user interface in 8.3 is clean and intuitive, and can be customized to meet the needs of the individual user with its open APIs (application programming interfaces).

Weaknesses

Infor CRM has relatively high functionality, but would benefit from a clearer roadmap for development and a more cloud-like release cadence for functionality advancements in its sales and service capabilities. Infor CRM lacks an application marketplace offered by most of its competitors, such as the Salesforce

AppExchange, Microsoft AppSource, or Zoho Marketplace. Although ecosystem capabilities are not evaluated as part of functionality for this Matrix, an ecosystem would benefit Infor's positioning and perception in the cloud market – while providing customers with clearer options for functionality the solution currently lacks.

MICROSOFT DYNAMICS CRM

Microsoft Corporation's Microsoft Dynamics CRM solution is part of the Microsoft Dynamics 365 product suite, and features marketing, sales, service, field service, and social functionality (Nucleus Research *q127 – Microsoft announces Dynamics 365*, July 2016). Since the most recent Value Matrix, Microsoft Dynamics has made the following CRM-related announcements:

- Spring 2016 Wave. In May, Microsoft Dynamics announced Microsoft Dynamics CRM Online 2016 update 1 and Microsoft Dynamics CRM 2016 Service Pack 1, with productivity enhancements, updates to service, mobile, and analytics. In terms of productivity, CRM online announced Learning Path, a guided user experience that offers role specific assistance. Enhancements to Office 365 Groups with CRM, released in 2015, include usability enhancements such as the ability to collaborate in an existing group without having to create a new one. For customers who upgrade to CRM Online 2016 Update 1, project service automation capabilities are a new add-on. Project service automation capabilities include project-based contract, project planning, resource management, time and expenses, and project billing functionality (Nucleus Research *q109 – Microsoft Dynamics CRM Spring 2016 Wave,* June 2016).

  Also available as an add-on to those who upgrade are field service capabilities – which include characteristics and proficiency ratings, detached schedule support, business processes, and mobile enhancements – and self-service portals. This release introduced the first Microsoft-published version of portal capabilities for CRM, which improves self-service and community-based knowledge base options, as well as a partner portal. Also introduced was an interactive *s*ervice hub, and mobile enhancements. An enhanced Power BI integration with a new service content pack, improved sales manager content pack, and the ability to embed Power BI tiles into the CRM dashboard was also introduced. This enables users to launch reports from CRM without switching to the Power BI service.

- Acquisition of LinkedIn. On June 13, Microsoft Corporation acquired LinkedIn for $26.2 billion, becoming the most significant acquisition in a trend of software vendors integrating data as a service (daas) into their portfolios through

acquisition. LinkedIn's vast quantity of data gives Microsoft access to bios, e-mails, social networks, and browsing behaviors that could enhance Dynamics CRM, as well as feed its machine learning agenda, the Cortana Intelligence suite (Nucleus Research *q114 – Microsoft acquires LinkedIn,* June 2016).

Microsoft Dynamics CRM was a leader in the last Value Matrix, and continues to lead the pack in the CRM space. Its significant updates and the acquisition of LinkedIn, the largest in Microsoft's history, furthers its reach into the cloud space and shows a marked shift away from its on-premise roots, making Dynamics CRM's upward trajectory in the Value Matrix highly likely.

Strengths

In terms of functionality, Microsoft Dynamics CRM is one of the highest functioning CRM platforms for enterprises of any size, catering to medium to large enterprises but also at a competitive price point for smaller organizations. Microsoft has made considerable progress in building out its core CRM capabilities while taking advantage of the broader Microsoft portfolio to make it a head-to-head competitor against the likes of Oracle and Salesforce. Microsoft's investments in ancillary products such as PowerBI and machine learning capabilities through Microsoft Azure add to its functionality strength.

Weaknesses

With its spring 2016 release – including guided navigation, community portals, and new social engagement capabilities – Microsoft is taking steps in the right direction. However, with its competitors investing heavily in usability and broadly reusable components, the fact that Microsoft is building out a tangent of features and focusing on project management may be confusing or irrelevant to Microsoft's core customer base that relies on it for simplicity, ease of use, and integration with other Microsoft products (Nucleus Research *Q109 – Microsoft Dynamics 2016 Spring Wave*, June 2016).

ORACLE CX CLOUD

Oracle's Oracle Customer Experience (CX) Cloud is a suite of cloud-based customer experience solutions, with marketing, sales, service, social, and commerce solutions focusing on data as a service (DaaS) capabilities. Since the most recent Value Matrix, Oracle has made the following announcements:

- Oracle field service cloud offering. On April 28, Oracle announced a new release of Oracle Field Service Cloud, part of the end-to-end cloud customer service offering, which offers a completely connected customer service experience with

field service enhancements that increase mobility and improve the connection between contact center and field service agents.

- Acquires Opower. On May 2, Oracle announced its acquisition of Opower, making it the largest provider of cloud services to the utilities industry.

- Acquires Netsuite. On July 28, Oracle announced its acquisition of Netsuite, supplying it with 30,000 cloud customers to whom it can sell its suite of cloud products, including Oracle CX Cloud.

- Oracle Data Cloud launches business-to-business Audience solution. On August 12, Oracle launched a business-to-business (B2B) audience data marketplace, improving Oracle's data driven marketing and account-based marketing capabilities. The marketplace will provide access to more than 400 million business profiles across many different segments.

- Oracle Service Cloud August 2016 release. On August 31, Oracle introduced a multi-platform Mobile Accelerator to create tailored mobile applications, and added new capabilities to the Service Cloud, including enhancements to Knowledge Advanced, web customer service, policy automation, and field service.

Discussed in the last Value Matrix, Oracle CX Cloud released a number of enhancements across its CX Cloud suite, including new industry-specific solutions for financial services, communications, high tech, manufacturing, and consumer goods. Oracle also released a new version of Oracle Sales Cloud, with improved partner relationship management capabilities, extended industry solutions, as well as improvements to Oracle CPQ Cloud and Oracle Commerce Cloud (Nucleus Research *q14 – Oracle weds Cloud UI with Simple and Flexible,* January 2016).

Oracle CX Cloud maintains its position as a leader in the Value Matrix with continued investments in functionality across the suite, as well as furthering its user interface strategy for its cloud products that improves usability and productivity for users.

Strengths

Oracle offers one of the most robust platforms in terms of functionality, with the kinds of resources to devote to innovation that only a few competitors can rival. In the past, this degree of complexity and functionality have come at the expense of usability. While still not as user friendly as some of the slimmer solutions – which it is unlikely ever to be – Oracle has made major improvements to the user interface and experience of its cloud products, curating the amount of information presented and guiding users through tasks.

Weaknesses

Historically, Oracle CX Cloud has not been one of the most cost effective solutions. While it is improving in usability, which makes it better suited for small to medium-sized businesses (SMB), and has released new SKUs of cross-cloud SMB offerings designed to be more attractive to smaller businesses, it remains to be seen how these will be adopted and if Oracle will be able to gain ground in the high end of the SMB market.

SALESFORCE

Salesforce delivers a cloud-based CRM solution consisting of sales, service, marketing, community, wave analytics, app, and IoT clouds. Since the release of Lightning last year, Salesforce has leveraged the new platform and user interface (UI) capabilities across its various clouds (Nucleus Research *p152 – Salesforce announces Lightning,* September 2015). Since the most recent Value Matrix, Salesforce has made the following CRM-related announcements:

- SalesforceIQ Inbox for Outlook. On March 10, Salesforce extended SalesforceIQ Inbox to Microsoft Outlook. Formerly an app only for Gmail, SalesforceIQ Inbox connects e-mail, Salesforce CRM, and social data so that Sales Cloud users can access CRM directly within their inboxes.

- Salesforce for Messenger platform. On April 12, Salesforce announced its latest innovation in an ongoing partnership with Facebook, allowing users to leverage Facebook Messenger as a customer engagement channel from which they can draw data, capture insights, and create new 1-to-1 customer journies across platforms that tie into CRM.

- Marketing Cloud Lightning. On May 10, Salesforce announced Marketing Cloud Lightning, a platform which helps marketers track customers across all touchpoints and create 1-to-1 customer journeys across sales, service and marketing.

- Service cloud Lightning snap-ins. On May 25, Salesforce released snap-ins for the service cloud allowing users to integrate customer support into apps and webpages, using contextual customer details to provide individualized support.

- Acquisition of Demandware. On June 1, Salesforce announced its acquisition of Demandware – the largest acquisition in Salesforce history – giving it an e-commerce platform (Nucleus Research *q97 – Salesforce acquires Demandware,* June 2016).

- Lightning Customer Community. On June 23, Salesforce announced its extension of the Customer Success Platform to improve customer engagement.

- Salesforce Lightning for Outlook. On June 28, Salesforce released a cloud-native add-in which integrates the capabilities of Salesforce's CRM and the Microsoft Office Suite application, Microsoft Outlook, allowing customers to manage and communicate with sales opportunities through one platform. Lightning for Outlook includes Lightning Components in Outlook, Lightning Sync, and the Lightning Experience for Outlook (Nucleus Research *q123 – Salesforce Lightning for Outlook,* July 2016).

- Salesforce Inbox Calendar. On August 15, Salesforce announced Salesforce Inbox Calendar, an intelligent calendar for salespeople, which surfaces relevant records on every appointment from CRM.

- Salesforce Wave Analytics. On September 1, Salesforce announced the expansion of its Wave Analytics portfolio. Now, in addition to Sales Wave and Service Wave, the company's new Wave Apps for B2B Marketing, Financial Services, and 20 new apps from independent software vendors enable customers in a variety of roles and industries to leverage Wave Analytics to improve their business processes with actionable insights.

- Salesforce CPQ for Service Cloud Lightning. On September 6, Salesforce announced its extension of CPQ to Service Cloud Lightning, which extends quoting capabilities to service teams – improving their cross-sell and upsell capabilities, edit contracts and send branded quotes, and expanding the number of team members who are empowered to sell – and simplifies the process of changing product bundles.

Salesforce maintains its position as a leader in the Value Matrix with more releases than any of its competitors this Value Matrix, thereby contributing to continued improvements in the usability and functionality of the product.

Strengths

Salesforce's release cadence of new features sets a pace that is difficult for other vendors to match. Its recent investments in Lightning, such as Lightning for Outlook, continue to expand the usability of Salesforce, as well as positively impact the productivity of its users in terms of data capture, and active selling time. Salesforce's recent acquisition of Demandware expands its offerings to include an e-commerce platform, which shows improvement in functionality, and makes it more competitive against Oracle and SAP, who also have commerce offerings. The

integration of the SteelBrick acquisition further advances its functionality in the CPQ space (Nucleus Research *q97 – Salesforce Acquires Demandware,* June 2016). Salesforce continues to deepen its functionality in sales force automation, with Sales Path for sales coaching, Sales Cloud Einstein features, opportunity splits, forecasting and integrated CPQ.

Weaknesses

In terms of functionality, Salesforce lacks a companion portfolio (such as ERP and HCM) that competitors like Oracle, Microsoft, and SAP have, which may make it less attractive to large companies with many software needs who are looking for a one-stop-shop vendor. Despite its continued efforts on the functionality front, Salesforce's bread and butter is in usability and intuitiveness, so the vendor may be missing functionality in areas such as territory management.

VEEVA SYSTEMS

Veeva Systems delivers cloud-based enterprise software for the life sciences industry, from pharmaceuticals to biotech, including Veeva CRM, a content management system called Veeva Vault, a master data management solution named Veeva Network, and Veeva OpenData. Veeva Systems is a Salesforce partner, with the Salesforce1 platform serving as the cloud infrastructure for Veeva CRM. Since the most recent Value Matrix, Veeva Systems has made the following CRM-related announcements:

▪ Veeva CRM 26 released. In March, Veeva Systems released a new version of its CRM platform which included an enhanced user experience and maximized productivity. Core CRM enhancements included account maps which allow reps to visualize the location of accounts relative to them, functionality which enables reps to capture receipt signatures and the AOC process to be completed within Veeva, tightened validation around midlevel sampling, CLM call objective support, functionality improvements to approved e-mail that allow it to support countries which require opt-in to verify e-mail identify, the ability to schedule future-date approved e-mails, the ability to target account interaction by workplace. The release also improves functionality on Windows devices, enhances Veeva Medical, released in version 25, and improves key account management.

▪ Veeva CRM Engage Meeting and Veeva CRM Engage Webinar released. On June 9, Veeva Systems introduced two new cloud applications for life sciences companies by securely opening up digital channels so company representatives can connect with healthcare professionals.

- Veeva CRM 27 released. In July, Veeva Systems released a new version of its CRM platform which expanded upon the functionality of version 26. Core CRM enhancements included the ability to deliver surveys through Approved E-mail, the ability to use Advanced Coaching through a web browser, GPS check-in for calls which verifies that calls took place where they were supposed to, enhanced field reporting capabilities, network integration speed improvements, timeline improvements, pricing, order and contract management functionality enhancements, and Multi-channel Cycle Plan (MCCP) improvements which allow users to view goals across targets. This release also included improvements to Windows functionality, Veeva Medical, Key Account Management, and Events Management.

As covered in the last Value Matrix, Veeva Systems launched Veeva CRM Mobile for iPad and Windows devices, a CRM Suggestions product which aids field users by predicting next steps to best engage customers. Late last year, Veeva Systems added Veeva Key Opinion Leader (KOL) Data as a subscription service and Veeva Medical CRM, which interoperates with KOL Data for medical teams and organizations. Veeva Systems has made significant improvements to its content management system and its cloud quality management solution, and has improved digital asset management capabilities and released a suite of applications offering cloud-based regulatory information management capabilities.

Due to the security requirements of the industry, many of Veeva Systems's CRM releases – which occur every four months – include advancements that increase the functionality of the product while meeting strict security standards. Since the last Value Matrix, Veeva Systems has released Version 26 and Version 27, and Version 28 will be released in November. Veeva CRM's integration with Salesforce means it benefits from Salesforce updates, as well. The frequency of its releases and its alignment with Salesforce contributes to Veeva Systems's positioning as a Leader.

Strengths

Veeva Systems offers a competitive CRM solution for enterprises in the life sciences, with its cloud-based, multi-channel CRM solution spanning face-to-face, e-mail, web, events and phone interactions. Veeva CRM is built on the Salesforce1 Platform, making it easy to configure, and is integrated with Salesforce solutions such as the Service Cloud, so users have access to Salesforce functionality. Veeva Systems also offers solutions like Veeva CRM Approved e-mail, which allows users to send compliant e-mails, and Veeva CRM CoBrowse, which allows users to remotely guide their customers in real-time. In terms of usability, the solution's user interface is intuitive and geared toward non-technical users.

Weaknesses

Veeva Systems does not offer a comprehensive solution for enterprises in all industries, as it caters its functionality toward the life sciences.

EXPERTS

Experts in the Matrix include CRMNEXT, IMS Health Nexxus, NexJ, Oracle Siebel CRM, and SAP.

CRMNEXT

CRMNEXT is a CRM provider with marketing, sales, service, social and e-commerce functionality, focusing primarily on the banking and financial services sectors. CRMNEXT provides on-premise, private cloud and public cloud options on a single code base, which ensures that the platform, no matter the deployment option, is on the most recent version and has the same feature set. Since the most recent Value Matrix, CRMNEXT has made the following CRM-related announcements:

- Trinity Cross-Sell Modeler and Catalyst Performance Modeler. On June 14, CRMNEXT announced its release of two modelers. The Trinity Cross-Sell Modeler acts on the parameters defined by the user to trigger offers, align product offerings, and offer guided selling functionality. The Catalyst Performance Modeler helps determine sales strategies for teams based on prior performance.

As covered in the last Value Matrix, CRMNEXT released significant updates to its core CRM functionality, including CRMNEXT 2016 with CRMNEXT UX 3.0, a new role-based user interface, an AutoFlow and ScreenFlow designer which allows business processes and the user interface to be configured to meet specific needs, Microsoft Outlook and Excel integration, social and embedded analytics capabilities, an integrated social network (Pulse), and self-service portals. CRMNEXT makes major updates to the product every year, and minor updates quarterly. Continued enhancements in usability and functionality have precipitated CRMNEXT's move from the Core Provider's quadrant to the Expert Quadrant.

Strengths

In terms of usability, CRMNEXT has an intuitive user interface and differentiates itself with its 360 degree view of accounts and its "active card" dashboard design, which enables users to do everything on one screen. Alerts and guided selling functionality increase the usability of the product, and improvements to self-service and its organically built analytics platform show continued efforts to deliver the high

functionality platform that large enterprise customers need. CRMNEXT claims customers equip an average of 40,000 users with the tool, while many of its competitors – even those who cater to large enterprises – serve no more than several hundreds of users. For large companies, CRMNEXT provides an attractive solution as it can support many users, complex implementations, and integrates with many platforms.

Beyond CRM's core functionality, CRMNEXT's role modelers and designers – the Catalyst Performance Modeler, the Trinity Cross-Sell Modeler, and the Customer Lifecycle Modeler – are important differentiators. These modelers are designed to help marketers and salespeople move leads through the sales cycle, cross-sell, create individualized offers, and estimate customer lifecycles. Other differentiators in terms of functionality are the AutoFlow Designer and ScreenFlow Designer, which enable users to design both front-end and back-end business processes on one screen, without needing to rely on multiple applications to do things like embed CSS. CRMNEXT's core architecture was built on the cloud since its launch in 2003, and since it caters to an industry which requires a high degree of security, CRMNEXT positions itself as a reliable, secure cloud-based solution that offers private and public cloud options. CRMNEXT also launched e-commerce capabilities in 2015, earlier than Salesforce, and is now able to integrate with Microsoft Outlook and Excel, as well as Gmail and Lotus Notes. In terms of integration, CRMNEXT has out-of-the-box configurations for banking, insurance and financial services verticals which the vendor says typically take less than 15 days to implement.

Weaknesses

The majority of CRMNEXT's business comes from Asia, with CRMNEXT opening its first office in North America in 2016. This raises concerns about the level of support North American companies will receive. While CRMNEXT supports the core CRM functionality, its focus on the banking, insurance, and financial services sectors may deter other verticals.

IMS HEALTH NEXXUS COMMERCIAL APPLICATION SUITE

IMS Health is a global information, technology, and services provider to life sciences payers, providers, healthcare practitioners, and pharmaceutical manufacturers. The company offers the Nexxus suite of device and browser agnostic saas applications for functions such as social, marketing, multi-channel, sales execution, market access, medical affairs, and home office operations.

The Nexxus Mobile Intelligence offering covers core CRM capabilities sourced from the recent Cegedim acquisition, and in addition leverages and integrates with Nexxus Closed Loop Marketing, Nexxus Multi-Channel Marketing, Nexxus Organization Manager, compliance/transparency, remote detailing, influence mapping, various productivity software suites, rich media, enterprise information management and master data management, and enterprise collaboration tools. Recent Nexxus Mobile Intelligence improvements include:

- Sales Directed Marketing – the company has built integrations leveraging high context data from the sales tools and channels to inform and guide traditional brand marketing and digital multi-channel marketing systems.

- Marketing Enabled Sales – IMS Health has also built integrations that leverage high precision data from digital multi-channel marketing and brand marketing channels to help provide next best recommendations to sales.

- Open Ecosystem Strategy – the company has embarked on a series of API lead connectors, initial steps in a common industry data vocabulary, and a series of open sources adoptions including HTML5, and Web services APIs.

Recent corporate announcements include:

- Quintiles Merger – IMS Health and Quintiles announced a merger in May 2016, with the transaction expected to be finalized in the 4th quarter of the year. The combined organization, which will be named Quintiles IMS, will provide capabilities to address mission-critical healthcare operations to drive efficiencies and insights across the entire life sciences product lifecycle, from research and development through commercial execution to real-world patient outcomes.

- Reltio Alliance – In June 2016, IMS Health announced an alliance with Reltio, a provider of data-driven applications and modern data management, to deploy advanced information management solutions that help life sciences customers with high-performance analytics, healthcare information capabilities and big data technologies.

- Hootsuite Alliance – IMS Health partnered with Hootsuite, in March 2016. The IMS Health AETracker application for Hootsuite drives compliant engagement with patients and healthcare providers on social media channels.

Strengths

IMS Health Nexxus Commerical Application Suite takes an industry-focused approach to CRM, with capabilities for marketing automation, social listening, and

team and territory management. IMS Health makes frequent advancements to Nexxus Mobile Intelligence, especially with regard to improving the productivity of field representatives through increased usability. Beyond the life sciences, IMS Health invests in functional modules such as customer profiling and management, call scheduling and reporting, strategic planning, advanced detailing, field management and coaching, expense tracking, materials and samples management, order management, contract center, document management, compliance field e-mail templates, and analytics and reporting. The recent merger with Quintiles is likely to increase the industry-specific functionality of IMS Health Nexxus.

Weaknesses

IMS Health has a very specific approach that, while likely to appeal to its industry focus, may not meet with every target company's go-to-market strategy or existing sales and marketing tools. With the Quintiles merger, IMS Health Nexxus delves further into the healthcare and life sciences industry, and it is still unclear the level of investment that will be made into CRM-specific functionality.

NEXJ

NexJ provides CRM, customer process management and customer data management capabilities to the financial services industry. In early 2016, NexJ Systems spun off its health care business unit to NexJ Health Holdings. Since the last Value Matrix and this one, NexJ has not made any significant CRM-related announcements.

Strengths

In terms of functionality, NexJ CRM delivers viable out-of-the-box CRM solutions for wealth management and private banking, corporate and commercial banking, capital markets, and insurance verticals. In recent product reviews Nucleus found the application to be fairly usable despite the level of complexity inherent in such industry applications.

Weaknesses

NexJ, while deep in industry functionality, has limited marketing, service, and social capabilities compared with its competitors. It is unlikely to be attractive to companies seeking deep cross-pillar capabilities beyond its specific niche.

ORACLE SIEBEL CRM

Oracle Siebel CRM is Oracle's on-premise and cloud-based CRM solution with industry-specific and role-based solutions. It is part of the Customer Experience (CX) portfolio, and spans sales, marketing, commerce, service, and social. Since the most

recent Value Matrix, Oracle Siebel has made the following CRM-related announcements:

- Siebel CRM Innovation Pack 2016 (16.0) release. On April 29, Oracle announced the release of 16.0, which included extensive enhancements to the Siebel CRM product line, with a focus on customer experience, industry solutions, and business agility. Customer experience enhancements include open UI, which renders all applications in Open UI, improving the out of the box user experience with functionality such as drag and drop e-mails from Outlook, the ability to edit attachments inline, and Smart Search. Open UI portals are available for eMarketing, eSales, and self-service, combined with the eCustomer portal. The framework has also been improved for users who want to develop their own UI. Enhancements to mobile solutions include the new Siebel Mobile 2.0 application, which supports Android OS. A new Field Service Mobile Application was also released.

  Industry enhancements include the addition of a Clinical Trials solution with Subject Transfer and Satellite Site management functionality, eDetailing content follow-up and enhanced audit and compliance functionality for life sciences, and the new Open UI portals, and mobile solutions for industry solutions. Business agility enhancements work toward moving configuration onto the web, and include improvements to the Siebel Composer introduced in 15.0. Workspaces was also introduced, a team development tool which removes the need to restart servers to deploy application changes. A new Application Usage Pattern Capture feature enables IT to analyze and track any event or activity in the application, and a new RESTful Web API which leverages cloud applications and supports REST (representational state transfer) interfaces was released.

As covered in the last Value Matrix, Oracle focused on improving the usability and mobile functionality of Siebel CRM, with Open UI and integration with the CX Cloud. Oracle continues to focus on usability and functionality in this value Matrix with the release of 16.0, which contributes to the vendor's movement within the Experts quadrant.

Strengths

Siebel CRM is one of the more robust platforms in terms of leveraging IoT and process automation capabilities. Siebel CRM offers both tailored vertical solutions and data models for more than 20 industries, with role-based intelligence, loyalty, and commerce capabilities. In terms of functionality, Siebel CRM is extensive, and 16.0 added unique functionality features to the product such as usage pattern

tracking – functionality which allows user flows to be recoded in real-time and replayed on any device or in any language, reducing testing and training efforts – and RESTful API, giving the application REST API architecture.

In terms of usability, the open UI/UX enhancements in 16.0 improve the customer experience, and developer Workspaces improve the development environment and support team development. Developers no longer need to extract a local developer database, and testing and deployment of changes can be done in real-time, thereby significantly the time spent on development, testing and deployment.

Weaknesses

Historically, the high degree of functionality and versatility of Siebel CRM decreased its usability out of box for the average user. Although Oracle continues to make investments in making Siebel more intuitive, many customers with highly customized deployments aren't in a position to take advantage of those investments. Given the age of the Siebel application, Nucleus expects other vendors – including Oracle – will continue to market to the Siebel installed base as customers seek to retire or replace at least part of their Siebel footprint, at best looking at a hybrid integration strategy to augment Siebel CRM with cloud technologies.

SAP

SAP CRM is SAP's on-premise CRM offering, one of the few on-premise-only solutions, and one of the more mature CRM platforms covered in the Matrix. It includes capabilities for sales, marketing, service, partner channel management, case management, social service loyalty management, real-time offer management, and trade promotion management. Since the most recent Value Matrix, SAP CRM has not made any announcements and has made few improvements to the product, but has maintained its positioning in the Experts Quadrant.

Strengths

SAP CRM includes industry-specific capabilities for consumer products, utilities, high tech, wholesale, media, telecommunications, industrial machinery, retail and the oil industries. It is a reliable option for SAP customers, and is adopted primarily by SAP ERP users (Nucleus Research *q115 – 6 out of 10 SAP Customers wouldn't buy again,* June 2016).

Weaknesses

SAP CRM is not sold standalone to non-SAP ERP customers. SAP is not as committed to investing in SAP CRM as it is to its cloud offerings, such as SAP Cloud

for Customer, and is weaker in some functionality areas such as third-party integrations. SAP CRM lacks flexibility when it comes to pricing and contract flexibility. Due to its lack of adoption outside the SAP community, it is likely that product investments will be phased out.

FACILITATORS

Facilitators in the Matrix include Acumatica, Base CRM, HubSpot, Infusionsoft, Pegasystems, SAP Hybris Cloud for Customer, Sugar CRM, and Zoho.

ACUMATICA

Although Acumatica is primarily an ERP provider, it includes core CRM capabilities within the product that enables users to make Acumatica both their CRM and ERP solution. Since the most recent Value Matrix, Acumatica has made the following CRM-related announcements:

- Integrated CRM-Acumatica Add-in for Microsoft Outlook. On September 8, Acumatica 6 was released, which included an add-in that enables users to access ERP and CRM data from within Microsoft Outlook.

As covered in the last Value Matrix, Acumatica announced Acumatica 5.3, which included a number of advancements in CRM features, such as an enhanced mobile application, new Web services API, sales order reporting, and synchronization between Acumatica and HubSpot to connect outbound marketing with internal CRM lead nurturing. This improved Acumatica's positioning in the Matrix in terms of functionality. Version 5.3 also deepened integration with Microsoft Exchange and Office 365, which streamlined data entry and increased productivity.

Acumatica's most recent announcement regarding integration with Outlook shows continued investment toward increasing the functionality and usability of Acumatica, which has improved its positioning on the Matrix.

Strengths

SMBs may use Acumatica for both CRM and ERP, providing an option that both cuts costs and reduces employee training time. In terms of functionality and usability, Acumatica offers a competitive solution.

Weaknesses

Larger enterprises or business seeking deep marketing automation, or complex CRM capabilities such as CPQ, sales coaching, or territory management will likely need more CRM capabilities than Acumatica provides.

BASE CRM

Base CRM is an enterprise software company providing a web-based CRM solution with sales functionality including e-mail, phone, pipeline management, forecasting, and reporting. While Base CRM has relatively limited capabilities beyond sales and marketing, its sales force automation (SFA) capabilities are significant enough in the market to make it worth including in the Value Matrix. Since the most recent Value Matrix, Base CRM has not made any CRM-related announcements.

As covered in the last Value Matrix, Base CRM made no investments in core CRM capabilities. Earlier this year, Base CRM released an android application, Base 3.0, and a form generator for mobile data collection called the Base + Launchpad integration. However, slow progress has hurt the vendor's positioning on the Matrix.

Strengths

In terms of functionality, Base CRM has strong mobile CRM capabilities, e-mail integration functionality, and SFA capabilities. In terms of usability, Base CRM is intuitive and its visual reporting capabilities are strong.

Weaknesses

For those looking for a complete, high functionality CRM solution, Base is unlikely to provide the needed capabilities in areas beyond sales.

HUBSPOT

HubSpot is a cloud-based enterprise software company with inbound marketing, sales and CRM platforms catering to SMBs. Since March, HubSpot has made the following CRM-related announcements:

- Advanced user permissions and HubSpot CRM for iOS. On April 27, more granular permission functionality was added to HubSpot CRM and the platform became compatible with iOS devices.

- Lead rotation, deal and task creation functionality. On May 3, HubSpot announced three new updates to HubSpot CRM, including lead rotation, task creation, and deal creation. Lead rotation allows users to add any number of owners, to whom leads will be evenly distributed.

- Enhanced import/export interface. On June 5, a new imports and exports interface which includes detailed logs, simplified importing, and an export audit was released.

- Improved e-mail integration. On August 1, HubSpot announced improved integration between HubSpot CRM and Gmail and Microsoft Office 365 so that e-mails sent through CRM will also show up in the e-mail service provider's (ESP) sent folder.

HubSpot is new to the Value Matrix, as its CRM platform – released September, 2014 – begins to gain more traction in the market, and the vendor now spans the core pillars of CRM. Its high degree of usability and SMB functionality contribute to its positioning.

Strengths

HubSpot offers a cost effective, innovative, highly usable solution for SMB's. HubSpot Marketing is one of HubSpot's strong suits, equipping users with "inbound marketing" tools – a concept that HubSpot pioneered – and features like a website development platform. In terms of usability, HubSpot Marketing's user interface is clean, and campaigns are easy to launch with Workflows.

HubSpot is an affordable alternative to some of its competitors, while still offering the degree of functionality SMBs need. CRM is free, HubSpot Sales has a free plan, and HubSpot Marketing is reasonably priced. HubSpot prioritizes thought leadership and gains visibility by consistently publishing free content around marketing and sales. Users can benefit from this content and expect better support than that offered by many of the vendors in the industry. HubSpot frequently removes the need for implementation partners and offers free training, cutting implementation costs significantly. Support post implementation is also strong (Nucleus Research *q154 – Anatomy of a Decision: HubSpot Marketing,* August 2016).

Weaknesses

While HubSpot Marketing and HubSpot Sales are well established, HubSpot's CRM platform is relatively new and slimmer in terms of functionality. Overall, HubSpot is less effective at accommodating large enterprises with high volume and functionality needs. Social media capabilities are also weaker than competitors.

INFUSIONSOFT

Infusionsoft is an e-mail marketing and sales platform catering to small business, with functionality spanning CRM, marketing automation, lead capture and e-commerce. Since the most recent Value Matrix, Infusionsoft made the following CRM-related announcements:

- Intuit Quickbooks Online and Xero integration added. On March 1, Infusionsoft announced its latest integrations with online accounting software providers,

informing marketing and CRM with customer accounting information and vice versa.

Last Value Matrix, Infusionsoft released incremental enhancements for CRM, such as an e-mail broadcast tool, an e-mail builder tool, and sales and marketing automation enhancements. However, relatively little growth has caused the vendor to stagnate on the Matrix.

Strengths

The enhancements that have been made continue to focus on usability and functionality for sales and marketing. The solution suits small businesses, especially those with e-commerce needs.

Weaknesses

Infusionsoft is not an ideal solution for larger companies or those with high functionality needs, as it is geared toward small businesses and adoption time can be slow. Also, the e-commerce platform is not as strong as its competitors. The solution may be cost effective for businesses with a limited amount of users compared to CRM providers, but when compared to marketing automation platforms, Infusionsoft does not have a competitive pricing advantage, especially for companies with more than 10 users. Training and customer support services are not strong, and the vendor encourages companies to purchase pricy training packages.

PEGASYSTEMS

Pegasystems provides CRM software with a strong business process management (BPM) engine as its backbone, and provides vertical solutions out of the box for the financial services, government, insurance, health care, media and communications, and manufacturing industries. Pega differentiates its solution based on its BPM capabilities but also based on its support for real-time interaction management through its Customer Decision Hub. Since the last Matrix, Pegasystems made the following CRM-related announcements:

- Acquisition of OpenSpan. On April 12, Pegasystems acquired robotic process automation and workforce analytics software provider OpenSpan, Inc., which uses robotic automation to identify workflow efficiencies and automate processes.

- Expansion of Pega Exchange. On June 6, Pegasystems announced the expansion of its online marketplace, enabling users to enhance existing Pega solutions and beta test ideas with more than 90 applications, functions and reusable components.

As covered in the last Value Matrix, in the Spring Pegasystems released Pega Field Service, which helps organizations provide customer service capabilities to their field agents and technicians, as well as predictive analytics, event streaming capabilities, and updates to the Customer Decision Hub.

Strengths

Pegasystems's investments in BPM and case management capabilities make it relatively easy for business analysts to design and orchestrate complex business processes, and the OpenSpan acquisition will drive further opportunities for automation and process improvements that drive greater productivity. Not surprisingly, adding enhanced field service capabilities is a natural extension to the company's already strong service automation capabilities.

Pegasystems has also made significant investments in usability since its version 7 release, and that, coupled with the Customer Decision Hub, drives greater productivity and effectiveness for sales and marketers as well.

Weaknesses

Although Pegasystems may not have the functional capabilities of its competitors in some areas, such as outbound e-mail marketing, the company's big challenge is in articulating its layered marketing message around how customers can achieve value. Crisper messaging around its comparative value would help it gain visibility in a crowded marketplace and make customers more comfortable adopting its solution over larger competitors. Further investments in and promotion of Pega Exchange would help as well.

SAP HYBRIS CLOUD FOR CUSTOMER

SAP Hybris Cloud for Customer is SAP's cloud-based CRM application. Since the most recent Value Matrix, SAP Hybris Cloud for Customer made the following CRM-related announcements:

- SAP Hybris Cloud for Customer August 2016 Release. On July 28, the SAP Hybris Cloud for Customer August release became generally available, including enhancements to sales functionality, mobility and responsive UI, platform, service, integration capabilities, and utilities industry solution enhancements. For sales, one of the many updates includes the automatic assigning of the logged in user as the owner for an account or new contact. In marketing, updates include the ability to control who is allowed to create or edit marketing attributes, and the ability to create workflow rules for campaigns. The product also underwent a brand change from SAP Cloud for Customer to SAP Hybris Cloud for Customer.

- Image recognition add-on for Hybris. On July 26, SAP announced an agreement with Ricoh to resell its image recognition platform as SAP Hybris Cloud for Customer, Imaging Intelligence Add-on, which is designed to help consumer packaged goods customers derive a better understanding of in-store conditions.

SAP Hybris Cloud for Customer maintains its status as a facilitator, but continues to trend in an upward direction due to enhancements in usability. The last Value Matrix discussed the February 2016 release, which included a new resources scheduler for services, a collections work center, the ability to view and analyze buying center relationships, a customer survey question bank, advancements in report configuration, line of business sales and relationship management extensions. With the August 2016 release, SAP Hybris Cloud for Customer indicates a positive trend toward more frequent product updates, and incorporation of the product into the Hybris product suite indicates resources will continue to be dedicated to the product. We expect future matrices to show the product moving toward increased functionality as well as usability.

Strengths

Natively designed for cloud and for mobile, SAP Hybris Cloud for Customer continues to rank high in terms of usability. SAP has one of the more feature-rich solutions on the market, and has been making a concerted effort to address gaps in functionality that deterred users from adopting the product from a usability standpoint. The August 2016 release pays particular attention to these details. SAP is successful in keeping customers within the SAP family with its tight integrations between Hybris Cloud for Customer's and its ERP and SAP CRM solution.

Weaknesses

Like SAP's other CRM offerings, Cloud for Customer is primarily sold to existing SAP ERP customers, and Nucleus has yet to see a CRM-led SAP deal. One in four SAP Cloud for Sales reference customers Nucleus spoke with have either moved off the solution or would consider doing so (Nucleus Research *q115 – 6 out of 10 SAP customers wouldn't buy again,* June 2016).

While tightly tied with SAP product offerings, integration capabilities of SAP Hybris Cloud for Customer are lacking with third-party applications and platforms. While more cost effective than on-premise solutions, SAP is not an inexpensive choice. SAP may have a difficult time proving the value of SAP Hybris Cloud for Customer to non-SAP customers against its competitors.

SUGARCRM

SugarCRM is a CRM solution with on-premise and cloud deployment options, spanning marketing, sales, service, and support. Since the most recent Value Matrix, SugarCRM made the following CRM-related announcements:

- Releases SugarCRM version 7.7. Released in May, version 7.7 is available as saas or onsite, and includes enhancements to the Sugar UX interface, improved tagging and search capabilities, upgrades to the calendar – such as drag and drop functionality and the integration of Microsoft Outlook and Lotus Notes plug-ins so users can sync calendars – as well as the ability to send automated emails. The version also improves the operating speed of SugarCRM with client side-caching framework, introduced SugarCRM Mobile, and improved forecasting capabilities (Nucleus Research *q116 – SugarCRM SugarCON update*, June 2016).

- Sugar Intelligence Service. June 15, SugarCRM announced its vision to incorporate intelligent agent technology into CRM, including data enrichment, machine learning, predictive analytics, and intelligent agent technology functionality. These intelligence capabilities will provide a more complete view of the customer and make recommendations through predictive analytics for next steps.

- IBM Cloud. In June, SugarCRM announced that its solution can be deployed on-premise or across IBM's global network of 46 cloud data centers, as well as an expanding set of IBM integrations.

- Addoptify customer journey plug-in. In June, SugarCRM integrated a plug-in by Addoptify which operationalizes customer journey maps, and has two unique features: the customer decision indicator, which displays a customer's stage within the customer journey; and customer decision workflow panel – which describes the next steps a user must take to help advance a customer to the next stage.

- SugarCRM Mobile 4.0. On August 21, SugarCRM released its most recent update to mobile CRM, which introduces continued mobile enhancements around customizability, including the ability to create highly customized, skinned apps, as well as offline capabilities and security.

SugarCRM has continued to invest in usability, functionality and platform capabilities since the last Value Matrix, when it moved into the Facilitator quadrant,

and improvements in usability have improved SugarCRM's position within this quadrant.

Strengths

SugarCRM positions itself as an adaptable, intuitive, innovative platform. SugarCRM offers the core set of CRM functionality, but continued investments in improving the usability of its solution have accelerated SugarCRM's advancement in the Value Matrix. SugarCRM's recent improvements to data entry, the introduction of Sugar Intelligence which helps salespeople prioritize high value prospects, drag and drop calendar functionality, and the Addoptify plug-in are just a few of the recent steps toward increasing the usability of the solution. SugarCRM continues to distinguish itself as highly customizable with mobile 4.0, and its open platform allows CRM solutions to be customized to the unique needs of each business.

Tying itself to the IBM cloud network was a strategic move for Sugar, as it expanded the company's international reach and gave it an edge in industries with strict regulations, such as healthcare and financial services. In terms of functionality, recent changes include improvement to the product's operating speed and integration capabilities. SugarCRM also has a relatively low cost of ownership.

Weaknesses

Despite improvements, SugarCRM still comes in lower on the functionality spectrum than some of its competitors. It offers core CRM capabilities in marketing, sales, service and support, integration and management, productivity, and data and analytics, but lacks the industry capabilities and deep functionality in areas such as CPQ, territory management, and marketing automation which would precipitate its move into the Leaders' Quadrant. Improvements to mobile functionality were a necessary step to remain competitive.

ZOHO CRM

Zoho CRM was placed in the Core Providers category in the last Value Matrix, but due to recent releases that improve the usability and functionality of the product and bring it up to speed with competitors, we see Zoho moving to the Facilitator Quadrant.

Zoho is a saas provider of enterprise software apps spanning sales and marketing, e-mail and collaboration, business process, finance, IT & help desk, and human resources, as well as the new Zoho Developer and Zoho Marketplace platforms. Since the most recent Value Matrix, Zoho made the following CRM-related announcements:

- SalesInbox launched. In July, Zoho released SalesInbox – an e-mail client integrated with CRM that automatically sorts and prioritizes e-mails according to the user's CRM account and lets salespeople update CRM data with drag and drop functionality across a multi-column, Hootsuite-like layout. SalesInbox works with any e-mail service provider (ESP) with internet message access protocol (IMAP), and integrates with either Zoho CRM or Salesforce. It is the first CRM-e-mail integration specifically tailored toward salespeople (Nucleus Research *q158 – Zoho launches SalesInbox,* August 2016).

- Zoho CRM updated. Zoho CRM now has a new user interface, a mobile app and SalesSignals – a feature which delivers real-time updates for sales.

- Zoho becomes a platform. Together with Zoho Apps, the release of Zoho Developer and Zoho Marketplace makes Zoho a platform where independent software vendors and application developers can use Zoho Creator to design third-party applications and extensions for Zoho CRM and sell them through the marketplace.

Strengths

Zoho CRM markets itself as a platform that everyone can use, and nearly everyone can afford – and it does a good job at excelling in those areas. SalesInbox – with its drag and drop functionality, intuitive layout, and Response Watch functionality, which allows users to set reminders and receive notifications – is an example of Zoho's commitment to extending usability to its users to the highest degree possible. Due to its usability, Zoho can lead to significant productivity gains for its users, especially salespeople. Zoho CRM is free for up to ten users, and apps like SalesInbox are free for Enterprise subscribers.

Zoho CRM also stresses integration and customization capabilities. Zoho CRM integrates with hundreds of third-party apps, including Google Apps, Office 365, Zoho Apps, third-party extensions, or apps built in-house, and allows users to create custom CRM modules – beyond the 15 standard modules it comes with – to meet their unique business needs. SalesInbox's ability to integrate with Salesforce also gives the vendor a competitive edge, as a small sector of Salesforce customers may integrate to Zoho because it offers a more cost effective solution and has improved its functional capabilities. Still, Zoho CRM offers the most value for small to medium size businesses (SMB) where usability and cost are primary concerns.

Weaknesses

Despite several recent improvements to the functional capabilities of Zoho which have contributed to its movement within the Matrix, Zoho still lacks the functional

capabilities of some of its larger competitors that would allow it to meet the demands of large enterprises, and is only just catching up in some regards, as most of the major players have long been platforms.

CORE PROVIDERS

Core providers in the Matrix include Maximizer Software, and Sage CRM.

MAXIMIZER SOFTWARE

Maximizer Software is a provider of CRM solutions – including Maximizer CRM and Wealth Manager CRM – with functionality across marketing, sales, and service. Since the most recent Value Matrix, Maximizer Software made the following CRM-related announcements:

- Launched Maximizer Connect. On March 29, Maximizer announced a two-way synching of contact data between Maximizer CRM and Mailchimp, enabled by Maximizer Connect, a new product which enables integration with MailChimp, helping marketers stay on top of e-mail marketing campaigns from within Maximizer CRM.

- Maximizer CRM 2016 Release 2. On April 11, Maximizer released an updated version of Maximizer CRM 2016, which includes expanded auditing and security features, searchable user defined fields, and enhanced features for Wealth Manager CRM.

- Integration with Zapier. On May 31, the Maximizer Connect application became available in the Zapier App Marketplace, which creates workflows with Gmail and more than 500 other apps.

As covered in the last Value Matrix, Maximizer Software lagged behind its competitors due to the lack of releases since 2015. However, recent improvements such as the most recent update to Maximizer CRM 2016, which took into account productivity enhancements most requested by users, have improved Maximizer's positioning within the Core Providers quadrant in terms of functionality.

Strengths

Maximizer CRM integrates with Microsoft applications including Excel and Outlook, as well as with e-mail marketing software and other productivity enhancing apps that improve the flexibility of the solution. Maximizer makes analytics more usable, with over 175 pre-designed reports, pre-built marketing, sales, service, and management focused dashboards, and ready-made Excel report templates.

Maximizer provides resources including e-books and webinars. Industry specific tools within Maximizer CRM makes this solution attractive to users looking to avoid product configuration and customization.

Weaknesses

Maximizer fails to make frequent updates to Maximizer CRM. The improvements that have been made have to do with increasing integration capabilities, but a new version of Maximizer CRM has not been released since October 2015.

SAGE CRM

Sage is known primarily as a provider of cloud accounting software, but it is also a provider of CRM, enterprise resource management (ERP), and business intelligence solutions. Sage CRM is available in two editions, Sage CRM Cloud Professional, and Sage CRM On-Premise, and specializes in the small to medium-size business (SMB) market. Since the most recent Value Matrix, Sage made the following CRM-related announcements:

- Sage Live Moves to Lightning. As part of Sage's strategic partnership with Salesforce, Sage furthered its partnership with Salesforce by moving its cloud accounting solution onto Salesforce Lightning, as well as Sage Live Mobile.

- Builds on Microsoft Office 365 platform. Sage furthers its partnership with Microsoft by integrating its business management software Sage 50 with Microsoft Office 365, enhancing its analytics and cloud capabilities. This also makes Sage one of the first independent software vendors (ISV) to bundle their own solution with Office 365 for resale to small business customers.

- Sage X3 cloud release. On July 27, Sage announced its new release of Sage X3 cloud, its business management solution, which extends its growing ecosystem of cloud applications.

Sage CRM continues to hold a position in the Value Matrix as a Core Provider. Despite the fact it has not made updates to Sage CRM, it has increased its overall capabilities through extending the cloud and strengthening partnerships.

Strengths

Sage CRM is a product largely for SMBs where integration with Sage ERP is a main differentiator. Sage CRM has integration capabilities and enough functionality to meet relatively complex requirements.

Weaknesses

Sage invests most of its product development in its ERP and accounting software, and does not have a clear roadmap for CRM. Sage could do a better job of providing incentives for those without a pre-existing relationship with Sage through one of its other offerings to invest in Sage CRM. In terms of usability, the Sage CRM interface reflects Sage's lack of investment in the product compared to its other offerings, and lacks the intuitiveness of some of its competitors.

CONCLUSION

Companies can use this Matrix to assess their investment short list as well as to evaluate the case for maintaining an existing product that may lag behind the value offered by other options. Nucleus expects the center point of the Matrix, which represents the composite average point in the market, will move up and to the right over time as vendors make more investments in functionality and usability – effectively increasing the average value delivered across all products.