Comparative Study

Comparative study -SFDC, OCRMOD and MSDCRMOD - leading SaaS CRM products

Hosted CRM	Installed CRM
Hosted CRM is hosted by someone else. You use the system and pay per user / Month	Installed / On-Premise means you can have the software installed at your place of choice. You generally make a buyout of the software.
No Maintenance Headache	Regular Maintenance required.
No installation / Upgrade charges	Installation / Upgrade required
No need to use high end hardware.	High end Servers required
Internet connection Required	Internet not mandatory
Example: Salesforce.com, Oracle CRM on Demand, MS Dynamics	Example: Siebel CRM, MS Dynamics, SAP CRM

Installed CRM v/s Hosted CRM

SFDC, OCRMOD and MSDCRMOD are leading the SaaS CRM market*

salesforce SOFTWARE	**ORACLE®**	**Microsoft Dynamics CRM**

- Continued strong business performance and brand in the CRM market in 2009-2010
- Continues to push innovation; the latest example is Chatter,
- Force.com platform allows for expansion of business processes beyond core SFA
- Proven infrastructure and reliability

- Over 500 users during the past 12 months
- Provides real-time reporting and historical analytics
- Integration with other Oracle applications

- Integration with other Microsoft products
- Multiple live deployments of over 1,000 users
- Large and diverse partner network for creating customized solutions
- Uses xRM Framework

- The proven leader in on-demand customer relationship management (CRM),
- salesforce.com empowers customers to stand out from the crowd.
- Salesforce.com is the worldwide leader in on-demand customer relationship management (CRM) services. More companies trust their vital customer and sales data to salesforce.com than any other on-demand CRM company in the world.

Salesforce.com

- Salesforce.com was founded in 1999 by former Oracle executive Marc Benioff, who pioneered the concept of delivering enterprise applications via a simple Web site.

- Salesforce.com is constantly building on that legacy by improving and expanding award-winning suite of on-demand applications, Force.com platform for extending Salesforce, and one-of-a-kind AppExchange directory of on-demand applications

- More than 35,500 companies worldwide depend on Salesforce to manage their sales, marketing, customer service, and other critical business functions. We are proud to be contributing to the success of companies of all sizes, in all industries, around the globe including:
  - Corporate Express
  - Daiwa Securities
  - Expedia Corporate Travel
  - Dow Jones Newswires
  - SunTrust Banks
  - Kaiser Permanente

The Power of an Idea—
Not the Power of Software

- Oracle is one of the largest application software companies in the world offering virtually everything a company needs to run it's business.

- With CRM On Demand, you can accelerate sales, improve marketing and deliver consistently top-notch customer service.

- Several industry-specific versions are available.

Oracle CRM On Demand

- Microsoft Dynamics® for customer relationship management empowers your employees to boost sales, satisfaction, and service with automated CRM that's easy to use, customize, and maintain.
- Microsoft Dynamics® business software offers a wide spectrum of feature-rich, affordable CRM solutions to help you meet your specific needs.
- The CRM solutions and capabilities within Microsoft Dynamics® connect closely to other Microsoft technologies that you may already use

Microsoft Dynamics® CRM

- **Sales Force Automation** - Clients can get their sales force quickly up to speed with the advanced but easy-to-use features of Microsoft Dynamics CRM.
- **Customer Service** - With Microsoft Dynamics CRM customer service solutions, clients can transform customer service into a strategic asset. With a 360-degree view of the customer, agents can resolve issues quickly and reduce handling times with advanced customer service software.
- **Marketing** - With marketing management and automation software from Microsoft Dynamics CRM, helps customers to market more effectively, improve productivity, and gain actionable insight into marketing campaigns.
- **Extended CRM** - Microsoft Dynamics Extended CRM helps companies manage the other relationships that standard CRM products don't cover.

Microsoft Dynamics®
CRM Features

- Continued strong business performance and brand in the CRM market in 2009-2010
- Continues to push innovation; the latest example is Chatter,
- Force.com platform allows for expansion of business processes beyond core SFA
- Proven infrastructure and reliability

- Over 500 users during the past 12 months
- Provides real-time reporting and historical analytics
- Integration with other Oracle applications

- Integration with other Microsoft products
- Multiple live deployments of over 1,000 users
- Large and diverse partner network for creating customized solutions
- Uses xRM Framework

SFDC, OCRMOD and MSDCRMOD are leading the SaaS CRM market*

Parameter	SFDC	OCRMOD	MSDCRMOD
Vertical Market	• Horizontal and cross-industry • Little vertical depth	• Financial services • High tech • Life sciences • Automotive	• Horizontal and cross-industry • Little vertical depth
Partners	• Google • IBM • Microsoft • BEA Systems • Sun • TIBCO • PricewaterhouseCoopers	• Significant partner network	• Thousands depending on geography, vertical, size of business and specific needs • *Avanade*, *Sonoma Partners*, *i5* and *Webfortis* are a few nationally recognized ones in the US
Target Market	• Small, Midsized as well as large businesses	• Small and midsized businesses	• Small and midsized businesses
CRM product edition	• Personal Edition • Contact Manager • Group Edition • Professional Edition • Enterprise Edition • Unlimited Edition • Developer Edition	• Financial Services Edition • Wealth Management/ Insurance Edition • High Technology Edition • Life Sciences - Medical Edition • Life Sciences - Pharma Edition • Automotive Edition	• One universal edition

They have different business strategy related to target market..

Oracle CRM On Demand is focused on delivering prepackaged applications targeting different industry verticals, in contrast to that SFDC is available in various editions that vary by feature, functionality, and pricing, while MSD provides one universal edition, which can be easily customized and integrated across various Microsoft product as well as other applications

Salesforce.com	Oracle CRM On Demand	Microsoft Dynamics CoD
• Powerful Social CRM tools • Application Exchange providing third party application made by community developers	• Oracle's **On Demand** application is backed by years of in-depth experience in **On Premise** application as market leader	• Usability and intuitive use for anyone who's worked in Microsoft Office and other applications

- SFDC is available in multiple editions and its SFA application has a proven track record with different industries. So, it seems to be more appropriate for industries like FMCG, Banks & Financial Services, Retail, Sales, etc.

- Oracle CRM On Demand is focused on delivering prepackaged applications targeting different industry verticals. So, it is more appropriate for industries like telecom because of its in-depth experience in telecom with targeted application like e-communication suite.

- MSD CRM is a flexible solution that can be easily customized to a company's specific business requirements. A seamless integration within the familiar Office Outlook environment can help leverage existing skills, ensure rapid user adoption and optimize team's productivity

.. as well as unique value proposition

Parameter	SFDC	OCRMOD	MSDCRMOD
Customer Management - Views related to record type	✓	x	x
Opportunity Management – Web to Opportunity	✓	✓	✓
Service Management - Web/ to case	✓	x	x
Campaign Management - Campaign ROI	✓ (Available Out of Box)	x	✓
Campaign Management – Google Adwords	✓	x	x
Versions – SaaS/ On Premise	Only hosted	SaaS as well as On Premise	SaaS as well as On Premise
Language support	Eng + 15 other	Eng + 18 other	Eng + 3 other
Proprietary limitation	No proprietary limitations	No proprietary limitations	Requires Microsoft email id. Best supported on IE
Google APPS	✓	x	x
Online document viewing	✓	x	x
Intuitive interface	x	x	✓

Functional Parameters

Parameter	SFDC	OCRMOD	MSDCRMOD
Integration capabilities – Desktop / Prepackaged integration support / Integration APIs	SFDC has strong SOA based integration flexibility	Web services / API can be used for integrating CRM with other applications	Has a full library of .NET based integration services and an SDK for developing application as well as to support third party plug ins
Vertical integration library	SFDC has a marketplace of business applications and services called AppExchange (Apex). Applications @ apex are PAID or FREE	No such feature	For integration with other products, Microsoft released the Accelerators, which can be downloaded (for FREE) from the CodePlex site

- OCRMOD makes use of web services / APIs to interface with other applications

- SFDC makes use of prepackaged Integrated solutions like ConnectOracle, ConnectSAP to integrate with them. But additional licenses are required

- SFDC's AppExchange is a large and growing third party software directory. AppExchange can provide several types of broad solutions to compliment SFDC CRM

- To maximize the integration with other products, Microsoft released the Accelerators, a set of basic vertical solution templates that can be used to extend Microsoft Dynamics CRM

Integration Capabilities

Parameter	SFDC	OCRMOD	MSDCRMOD
Calculated fields	Possible to create calculated fields in out of box through field type "Formula"	Workflows need to be used for this	Possible to create calculated fields through scripts or workflows
Sequential field / Auto-numbering	Possible to create sequential fields	Absence of sequential fields. Need to use web services for this	Possible to create sequential fields
Deletion of fields	X	X	✓
Workflow Management	Simple and easily configurable	Offers some basic workflows built-in the core CRM product, but does not offer a configurable and integrated workflow management capability	Simple and easily configurable

Customization Capabilities

- Limited customization in all three applications, however customization capabilities are more in SFDC
- SFDC is easily customizable even by a naïve user

SFDC has calculation field called as Formula

Parameter	SFDC	OCRMOD	MSDCRMOD
License cost	• $5 to $250 per month depending on the Edition and module chosen	• $60-$70/user/month	• $34 per user per month for entire CRM suite • Additionally, Microsoft awards $200 per seat if company switches from SFDC/ OCRMOD to MSD • For NGOs, $9.99/user/month • For Microsoft GP user $19
Training cost	Training not mandatory for certification Free online learning support Only Certification cost $200 (Administration) $ 400 (Developer)	Training compulsory for certification Total Certification required $1800 (Administration) $ 1300 (Developer)	Training not mandatory for certification Free e-learning courses Microsoft Certified IT Professional (MCITP) Exam for Microsoft Dynamics CRM costs: $50 (CRM 4.0 Applications) $50 (CRM 4.0 Customization & Configuration) $50 (CRM 4.0 Installation & Deployment)

SFDC is easy to learn and lesser initial training cost

MSD CRM is cheapest among the lot, however as of now SFDC's Unlimited Edition, costing $200/user /month, is the largest selling cloud CRM product in the market

Low Investment – No hardware / No upgrade cost / No need of tech savvy teams

Automatically updated to latest versions of SaaS software without any extra cost

Can Increase / decrease number of license every month

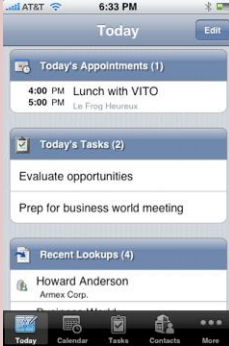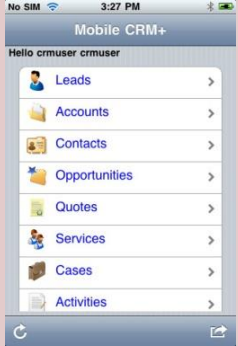|	SFDC	OCRMOD	MSDCRMOD
Schedule and email reports	Available Out of Box	Possible through workflow	X
Tabbed Dashboard	✓	✓	✓
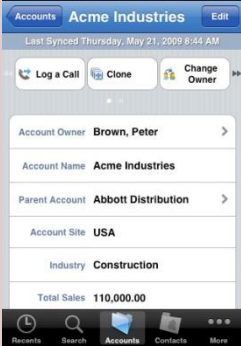
- Ease of real time and scheduled reporting, through automated options in SFDC, helps top executives to keep themselves updated and act appropriately

Reporting & Analytics

	SFDC	OCRMOD	MSDCRMOD
Separate Mobile Client / Application			
Support for handheld devices	Blackberry, Windows, Nokia, iPhone, iPad	Blackberry, Windows Mobile, iPhone, Nokia, and Palm OS	Blackberry, Windows, Nokia, Iphone, iPad
Offline mobile device support & sync	✓	✓	✓
Mobile Access - Cost	SFDC Mobile Edition requires an additional cost per user per month	ORCRMOD mobile edition requires additional cost of $30/user/month	CRM Online offers Mobile Express for free

- Improved business process like quick and real time approval when required, which will help quicker deals closure (Sales Cycle) and improved sales revenue
- Improved business process, like immediate response to auto-escalations, will help improve satisfaction index
- Support Symbian / Google Andriod / Windows CE / Apple's iOS

Mobile Support

Parameter	SFDC	OCRMOD	MSDCRMOD
Security – Field Level Security	✔	✔	X
Security – Multi-tenancy / Isolated-tenancy	Only multi-tenant database hosting is available	Both multi-tenant database hosting and isolated tenancy hosting option*	Only multi-tenant database hosting is available

- OCRMOD provides option higher security in terms of isolated tenancy, however it comes with additional cost

Security

*Multi-tenant: $70/user/month; Isolated tenancy: $55/user/month; Total list price: $120/user/month

Parameter	SFDC	OCRMOD	MSDCRMOD
Response Time	< 300 milliseconds	Not available	More than a couple of seconds
Reliability and availability - SLA Agreement	99.9% uptime	99.5% system availability	99.9% uptime
Storage availability (per user)	2 GB Additional storage at $250.00/year for 1GB of data storage and $60.00/year for 1GB of file storage	10 MB	5 GB Additional storage at $119.88/year for 1GB of data/file storage

- SFDC & OCRMOD seems to have a superior performance in terms of response time in comparison to MSD, which has slower response time on the same network

- In terms of free storage, MSD provides larger initial storage capacity and cheaper option for additional storage

Other Features

	SFDC	OCRMOD	MSDCRMOD
Functional Parameter	👍		
Integration Capabilities	👍		
Customization Capabilities	👍		
TCO			👍
Reporting & Analytics	👍		
Mobile Support	👍		👍
Security		👍	
Social CRM Capability	👍		
Other Features	👍		

Evaluation Summary

Thank You.