

November 22, 2005

# The Forrester Wave™: Midmarket Sales Force Automation, Q4 2005

by Liz Herbert

TECH CHOICES

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## The Forrester Wave™: Midmarket Sales Force Automation, Q4 2005

Evaluation Of Top Midmarket SFA Vendors Across 151 Criteria

by **Liz Herbert**

with John Ragsdale and Jessica Harrington

### EXECUTIVE SUMMARY

Small and medium-size businesses (SMBs) continue to invest in sales force automation (SFA), and many seek an on-premise deployment rather than one of the increasingly popular software-as-a-service (SaaS) options. To assess the state of midmarket on-premise SFA applications and see how the vendors stack up against each other, Forrester evaluated the strengths and weaknesses of top midmarket on-premise SFA vendors across 151 criteria. This evaluation complements the April 2005 Forrester Wave™ evaluation of the hosted SFA market. The result: Siebel Professional Edition, Sage CRM SalesLogix, and Pivotal are best suited for medium-size firms while FrontRange and Maximizer Software fit the needs of small businesses. Included in this report is an interactive vendor comparison tool that provides detailed product evaluations and customizable rankings.

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Forrester evaluated eight leading midmarket on-premise SFA vendors and products: FrontRange's GoldMine, Maximizer Enterprise, Microsoft CRM, Onyx, Pivotal, Sage CRM, Sage CRM SalesLogix, and Siebel Professional Edition.

#### Related Research Documents

["The Forrester Wave™: Enterprise CRM Suites, Q2 2005"](#)

July 13, 2005, Tech Choices

["The Forrester Wave™: Hosted Sales Force Automation, Q1 2005"](#)

April 1, 2005, Tech Choices

["Hosted Versus Licensed CRM: Cost And Implementation Tradeoffs"](#)

September 27, 2004, Best Practices

## FIRMS INVESTING IN ON-PREMISE SFA IN 2005

In 2005, firms are continuing to invest in SFA, with the greatest demand coming from the SMB segment, which Forrester defines as firms with between six and 999 employees (see Figure 1). While hosted offerings have attracted much attention — and significant wallet share — in recent years, many firms still opt for an on-premise solution (see Figure 2).

## SFA Options Continue To Increase In The Midmarket

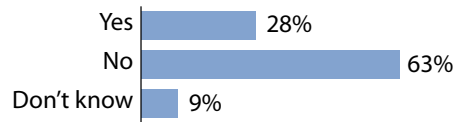
While SaaS — with its pay-as-you-go pricing, quicker deployments, and easier upgrades — has received much attention in recent years, many firms are still not considering it as a deployment model. Firms we surveyed cite concerns about long-term price, security, and weak customization and integration capabilities (see Figure 3). Yet other firms we work with embrace the SaaS model and don't want to consider on-premise. Therefore, for our 2005 Forrester Wave SFA evaluations, we separated the market into one focused on hosted vendors, such as salesforce.com and Siebel CRM OnDemand, and one that evaluates on-premise options. As the functionality of the two deployment models reaches parity, in 2006 we plan to combine these into a single evaluation so that users can more easily compare hosted options with their on-premise counterparts.

Today, midmarket firms have three deployment options from which to choose:

- **Pure software-as-a-service.** Vendors like salesforce.com, NetSuite, and Entellium focus exclusively on providing on-demand offerings with no on-premise options planned for the near future. These vendors concentrate on creating easy-to-use, quick-to-deploy solutions that don't require IT involvement for deployment or customizations.<sup>1</sup>
- **On-premise-only vendors.** Vendors like Maximizer Software and Pivotal continue to support on-premise, single-tenant architectures only. These vendors respond to the demand for hosted offerings by supporting managed hosting options. This group includes vendors like Onyx and Microsoft CRM, both of whom have partners that will host and manage the software for end customers.
- **Hybrid offerings.** Vendors are increasingly providing flexible deployment options, offering their solution as SaaS or on-premise and letting the customer switch between options. Early adopters of this model include RightNow Technologies and Sage CRM (formerly known as ACCPAC CRM). Several other vendors are making the move to shift to this type of hybrid offering, including Siebel, which must unify the user interface and functionality of its CRM OnDemand and Professional Edition products to offer a true hybrid solution.

**Figure 1** Firms Continue To Invest In SFA

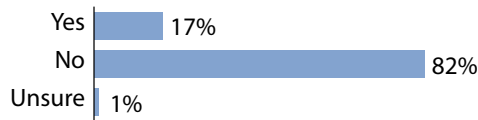
**1-1 “Will your business purchase SFA in 2005?”**



Base: 716 technology decision-makers at US SMBs

Source: Forrester’s Business Technographics® June 2005 United States SMB Software And Services Benchmark Study

**1-2 “Will your business purchase SFA in 2005?”**



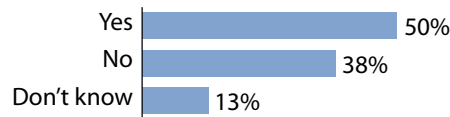
Base: 248 technology decision-makers at European SMBs

Source: Forrester’s Business Technographics® Q2 2005 SMB Software And Services Benchmark Europe Survey

Source: Forrester Research, Inc.

**Figure 2** Demand For On-Premise SFA Still Strong

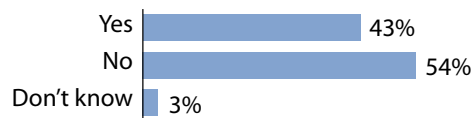
**2-1 “When purchasing new software, do you seriously consider hosted (software-as-a-service) applications?”**



Base: 716 technology decision-makers at US SMBs (percentages do not total 100 because of rounding)

Source: Forrester’s Business Technographics® June 2005 United States SMB Software And Services Benchmark Study

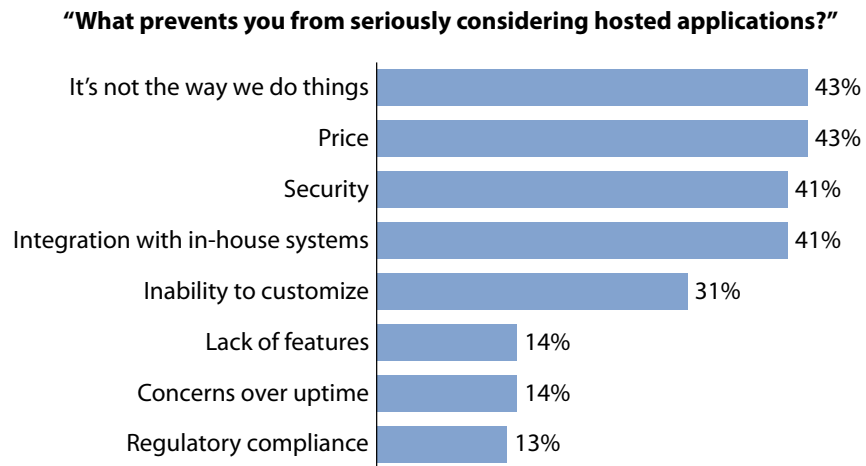
**2-2 “When purchasing new software, do you seriously consider hosted (software-as-a-service) applications?”**



Base: 248 technology decision-makers at European SMBs

Source: Forrester’s Business Technographics® Q2 2005 SMB Software And Services Benchmark Europe Survey

Source: Forrester Research, Inc.

**Figure 3** Firms Concerned With Price And Security Of Software-As-A-Service

Base: 121 technology decision-makers at US SMBs who do not consider software-as-a-service for application purchases (multiple responses accepted)

Source: Forrester's Business Technographics® June 2005 United States SMB Software And Services Benchmark Study

Source: Forrester Research, Inc.

## ON-PREMISE SALES FORCE AUTOMATION EVALUATION OVERVIEW

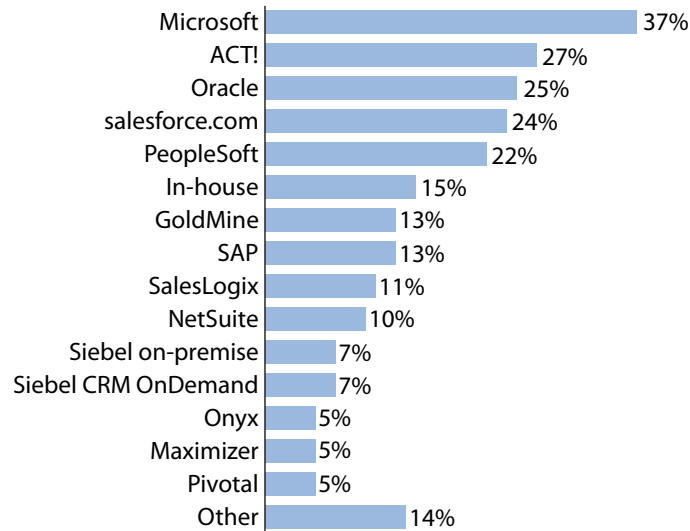
Forrester surveyed SMBs that said they were planning to make CRM investments and found that most firms were looking at multiple vendors, with Microsoft, ACT!, and Oracle topping the list (see Figure 4). To help firms make more informed decisions and to assess the state of midmarket on-premise SFA applications, Forrester evaluated the strengths and weaknesses of top midmarket on-premise SFA vendors.

### Evaluation Criteria

Firms continue to care most about features, integration capabilities, and cost when buying new software (see Figure 5). To help firms make more informed decisions, we developed a comprehensive set of approximately 151 evaluation criteria, which we grouped into three high-level buckets: current offering, strategy, and market presence (see Figure 6). Key areas include:

**Figure 4** For SFA, Microsoft Tops Brand Preference List In SMBs

**“Which brands will your company consider most for SFA software?”**



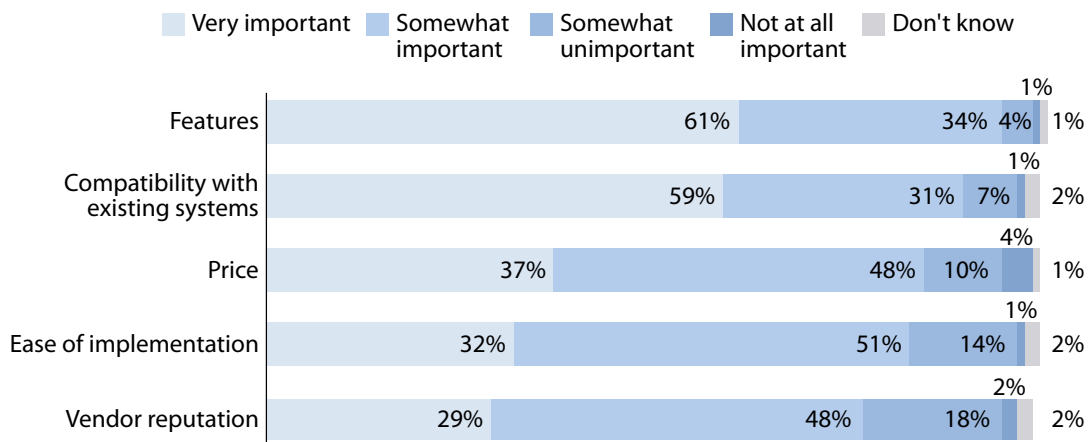
Base: 329 technology decision-makers at US SMBs (multiple responses accepted)

Source: Forrester’s Business Technographics® June 2005 United States SMB Software And Services Benchmark Study

Source: Forrester Research, Inc.

**Figure 5** Features Are The Most Important Buying Criteria In SMBs

**“How important are the following when making a software purchasing decision?”**



Base: 716 technology decision-makers at US SMBs (percentages may not total 100 because of rounding)

Source: Forrester’s Business Technographics® June 2005 United States SMB Software And Services Benchmark Study

Source: Forrester Research, Inc.

**Figure 6** Evaluation Criteria

CURRENT OFFERING	
Product breadth	What non-SFA modules and self-service capabilities are included in the product?
Deployment options	How strong is the vendor's portfolio of industry-specific editions?
Verticalization	Does the vendor support hybrid deployments and migration to on-premise deployments?
Setup and configuration	How strong are the product's setup and configuration capabilities?
Sales management	How strong are the product's sales management capabilities?
Sales analysis	How strong are the product's reporting and analytics capabilities?
Usability	How user-friendly is the product, and how strong is the help library?
Access	How strong are the product's offline and wireless capabilities?
Integration	How strong is the product's support for integrating with other systems?
Services	How strong are the vendor's services offerings?
Cost	How competitive is the vendor's pricing?
STRATEGY	
Product strategy and vision	How strong are the vendor's product strategy and vision?
Midmarket SFA commitment	How much of the vendor's business is focused on hosted SFA and related services?
Sales and implementation strategy	How strong are the vendor's sales and implementation strategy?
Technology partners	How strong is the vendor's technology partner strategy?
MARKET PRESENCE	
Installed base	How big is the vendor's customer base?
Financials	How strong are the vendor's financials?
Number of employees	How many employees work for the vendor?
Global reach	How strong is the vendor's global reach?

Source: Forrester Research, Inc.

- **Setup and configuration.** Sales organizations want flexible solutions that fit their business processes, not the other way around. Industries like financial services need strong access rights control, including field-level security to protect sensitive data like the cell phone number of a high-profile client. Additionally, firms want to configure names and processes to match their terminology; an HMO works with hospitals and patients, not accounts and contacts.
- **Sales management.** The business value of an SFA system depends on the quality of the data it contains. Firms need strong tools for detecting duplicates, merging records, and tracking many-to-many relationships to gain a complete picture of their customers. Firms also need a flexible forecasting tool that accurately represents the sales pipeline without forcing reps to learn a new forecasting process.
- **Sales analysis.** Too many sales managers are stuck in the old-school style of reporting: exporting everything to Excel long after an SFA system is in place. Sales solutions must provide sophisticated analytics capabilities like dashboards with color-coded gauges and dials to proactively alert managers to problems as they arise, but they also must provide a strong set of tools for customizing reports so that managers can get information in their preferred style without creating a whole new set of analysis in Excel.
- **Usability.** A solution's strength on paper against a requirements checklist becomes irrelevant if reps and managers don't use the system — or if simple tasks like creating a custom report require IT involvement. Forrester evaluated the usability of these solutions across three scenarios: sales rep, sales manager, and system administrator.
- **Access.** For reps on the road that need real-time access to information, wireless access through a mobile device is a must-have. Not only should the reps have the most recent deal, contact, and account information at their fingertips, but they also should be able to update the live system while capturing the information. Similarly, for reps and managers who spend some of their time without Internet access, such as frequent flyers, offline access is a top requirement.
- **Integration.** A siloed view of customer data has only limited value. Firms today want real-time integration between their sales applications and systems like ERP, order management, and supply chain. For this report, we graded vendors on integration capabilities, including ability to integrate with desktop tools like Microsoft Outlook and Word, Web services support and APIs, and developer resources.
- **Strategy.** Firms need to consider not only the current release of the SFA solution they buy but also where the product is headed and what resources they can count on for implementation and support — either from the vendor or its partners.

- **Market presence.** Forrester clients typically ask about the financial health of the companies they evaluate for technology purchases. For this category, we looked at revenue, revenue growth, customer share, and global presence.

### Evaluation Methodology

Forrester used multiple data sources to assess the strengths and weaknesses of each solution:

- **Vendor surveys.** Forrester surveyed vendors on their capabilities as they relate to the evaluation criteria. Once we analyzed the completed vendor surveys, we conducted vendor calls where necessary to gather details of vendor qualifications.
- **Product demos.** We asked vendors to conduct demonstrations of their product's functionality. We used findings from these product demos to validate details of each vendor's product capabilities.

### Evaluated Vendors

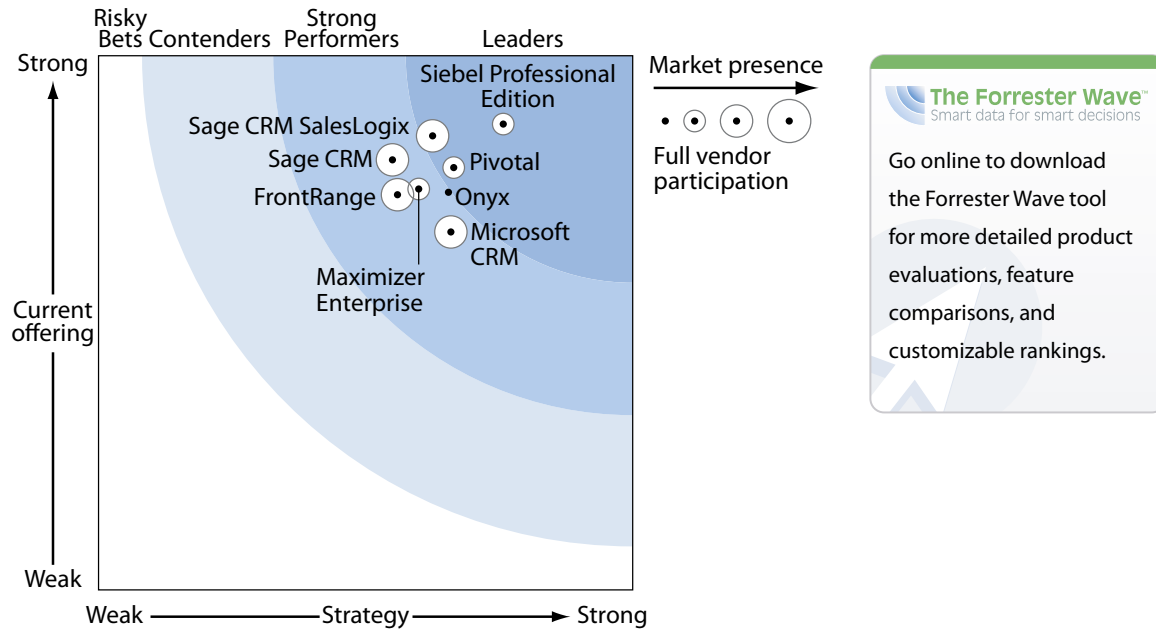
Based on Business Technographics® data, client inquiry volume from SMBs and divisions of large enterprises, and market share data, Forrester invited eight SFA products to participate in the midmarket SFA Wave: FrontRange's GoldMine, Maximizer Enterprise, Microsoft CRM, Onyx, Pivotal, Sage CRM, Sage CRM SalesLogix, and Siebel Professional Edition.

### BEST CHOICE DEPENDS ON COMPANY SIZE AND NEED FOR NON-SFA MODULES

Recognizing that small firms (defined as those with fewer than 100 employees) have different needs than medium-size firms (defined as those with 100 to 999 employees), we created two Forrester Waves for midmarket on-premise SFA. The criteria and scores are the same in both, but the weightings of the criteria have been adjusted to reflect the needs of each segment. For example, medium-size firms place a higher priority on customization, integration, and internationalization than small businesses do, so those items received a higher weighting in the relevant Forrester Wave. The evaluation uncovered a market in which:

- **Siebel, Onyx, and Pivotal lead in upper midmarket.** Larger firms — those that have 100 to 999 employees — typically have complex processes, different technology needs across business units, and a mishmash of custom-built applications already sitting in their IT portfolio. These characteristics translate into demand for highly customizable, workflow-driven solutions that have strong integration capabilities, such as those from Siebel, Pivotal, and process-centric Onyx (see Figure 7). Fortunately, larger firms also tend to have greater IT resources to manage more complex solutions — and bigger budgets for consultants or additional employees.

**Figure 7** Forrester Wave™: Midmarket SFA For Medium-Size Firms, Q4 '05



Source: Forrester Research, Inc.

**Figure 7** Forrester Wave™: Midmarket SFA For Medium-Size Firms, Q4 '05 (Cont.)

	Forrester's Weighting	FrontRange	Maximizer Enterprise	Microsoft CRM	Onyx	Pivotal	Sage CRM	Sage CRM SalesLogix	Siebel Professional
<b>CURRENT OFFERING</b>	70%	3.68	3.73	3.34	3.70	3.95	4.01	4.23	4.34
Product breadth	8%	2.80	3.40	2.00	3.40	3.20	3.80	3.80	3.20
Deployment options	0%	2.00	2.00	2.00	2.00	4.00	5.00	4.00	4.00
Verticalization	2%	3.00	2.00	2.00	4.00	4.00	2.00	3.00	5.00
Setup and configuration	15%	3.70	3.70	3.40	3.83	4.62	4.04	4.32	4.56
Sales management	15%	4.39	4.00	3.06	4.32	4.18	4.58	4.70	4.88
Sales analysis	15%	3.70	4.10	3.83	4.45	4.28	3.78	4.55	4.58
Usability	10%	3.43	4.25	4.03	2.83	3.70	4.45	4.25	3.83
Access	7%	3.63	3.88	2.67	3.26	3.30	4.13	4.50	4.13
Integration	25%	3.70	3.39	3.65	3.52	3.89	3.87	3.98	4.46
Services	1%	2.34	2.67	2.67	2.01	3.00	2.01	2.34	3.67
Cost	2%	4.40	4.05	3.35	2.40	2.40	4.00	3.40	2.75
<b>STRATEGY</b>	25%	2.86	3.07	3.37	3.35	3.39	2.83	3.20	3.86
Product strategy and vision	35%	3.10	2.70	3.50	3.80	3.30	3.00	3.00	4.10
Midmarket SFA commitment	0%	5.00	5.00	3.00	2.00	2.00	3.00	3.00	2.00
Sales and implementation strategy	35%	2.50	3.50	2.70	3.20	3.80	2.50	2.70	3.50
Technology partners	30%	3.00	3.00	4.00	3.00	3.00	3.00	4.00	4.00
<b>MARKET PRESENCE</b>	5%	3.83	2.96	3.82	1.75	2.05	3.03	3.93	2.58
Installed base	40%	5.00	3.80	3.80	2.00	2.00	3.20	4.40	2.60
Financials	25%	1.50	1.00	3.50	1.00	1.50	3.00	3.00	2.50
Number of employees	10%	2.00	1.00	5.00	2.00	2.00	5.00	5.00	5.00
Global reach	25%	5.00	4.34	3.68	2.01	2.68	2.01	3.68	1.67

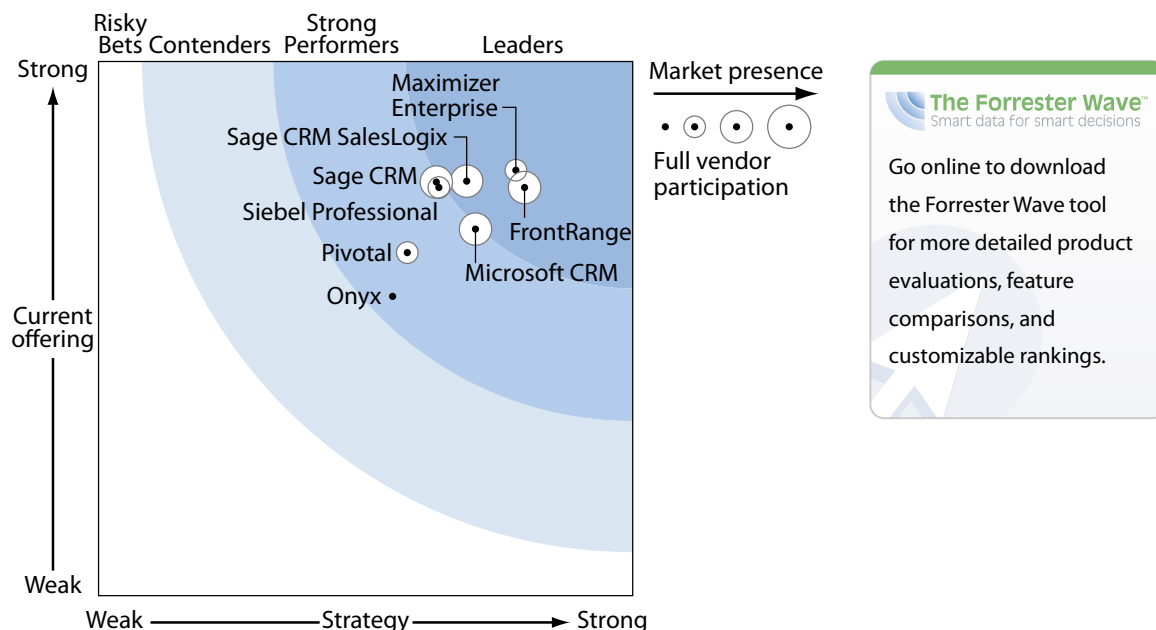
All scores are based on a scale of 0 (weak) to 5 (strong).

Source: Forrester Research, Inc.

- Maximizer Software and FrontRange are still best for smaller firms and divisions.** While both FrontRange and Maximizer Software have been expanding their products' capabilities in an effort to attract larger customers, they both have attractive offerings for smaller firms and divisions (those with six to 99 employees) looking for a less-expensive solution that provides strong functionality out of the box yet still provides customization and integration tools. Maximizer Enterprise makes the most sense for smaller firms and divisions looking for complete CRM, whereas FrontRange is the best choice for smaller firms seeking pure SFA or contact management (see Figure 8). Buyers looking at FrontRange will also want to put ACT! on their shortlist.
- Microsoft and Sage are best positioned to offer all-in-one solutions.** Of the vendors included in the evaluation, only Microsoft and Sage Software (which owns both Sage CRM SalesLogix and Sage CRM) have ERP solutions in their portfolios, making them especially attractive for firms looking for an all-in-one solution and "one throat to choke." Even better, both vendors have a range of ERP options to choose from: Microsoft owns Axapta, Great Plains, and Navision, whereas Sage Software owns Peachtree, Timberline, and ACCPAC ERP. On the downside, both firms grew through acquisition and therefore still have some work to do creating prepackaged integration to their ERP offerings. To date, Microsoft CRM has a prebuilt connector for Great Plains, and Sage CRM has a link to ACCPAC ERP.

This evaluation of the on-premise SFA market is intended to be a starting point only. Readers are encouraged to view detailed product evaluations and adapt the criteria weighting to fit their individual needs through the Forrester Wave Excel-based vendor comparison tool.

**Figure 8** Forrester Wave™: Midmarket SFA For Small Businesses, Q4 '05



Source: Forrester Research, Inc.

**Figure 8** Forrester Wave™: Midmarket SFA For Small Businesses, Q4 '05 (Cont.)

	Forrester's Weighting	FrontRange	Maximizer Enterprise	Microsoft CRM	Onyx	Pivotal	Sage CRM	Sage CRM SalesLogix	Siebel Professional
<b>CURRENT OFFERING</b>	75%	3.79	3.96	3.45	2.78	3.19	3.84	3.87	3.80
Product breadth	5%	2.80	3.40	2.00	3.40	3.20	3.80	3.80	3.20
Deployment options	3%	2.00	2.00	2.00	2.00	4.00	5.00	4.00	4.00
Verticalization	2%	3.00	2.00	2.00	4.00	4.00	2.00	3.00	5.00
Setup and configuration	10%	3.90	3.95	3.83	3.66	4.81	3.68	4.30	4.52
Sales management	10%	4.19	4.15	3.31	3.86	4.21	4.35	4.43	4.78
Sales analysis	10%	3.75	4.15	3.90	4.40	4.30	3.80	4.45	4.70
Usability	10%	3.43	4.25	4.03	2.83	3.70	4.45	4.25	3.83
Access	2%	3.63	3.88	2.67	3.26	3.30	4.13	4.50	4.13
Integration	8%	3.65	3.96	3.74	3.28	3.71	3.78	4.07	4.40
Services	10%	2.34	2.67	2.67	2.01	3.00	2.01	2.34	3.67
Cost	30%	4.70	4.60	3.75	1.55	1.55	4.15	3.70	2.80
<b>STRATEGY</b>	20%	3.98	3.91	3.57	2.76	2.90	3.18	3.43	3.18
Product strategy and vision	25%	3.15	2.70	3.55	3.70	3.30	3.15	3.00	4.00
Midmarket SFA commitment	40%	5.00	5.00	3.00	2.00	2.00	3.00	3.00	2.00
Sales and implementation strategy	20%	3.70	3.90	4.40	2.90	4.10	3.70	4.40	3.90
Technology partners	15%	3.00	3.00	4.00	3.00	3.00	3.00	4.00	4.00
<b>MARKET PRESENCE</b>	5%	3.83	2.96	3.82	1.75	2.05	3.03	3.93	2.58
Installed base	40%	5.00	3.80	3.80	2.00	2.00	3.20	4.40	2.60
Financials	25%	1.50	1.00	3.50	1.00	1.50	3.00	3.00	2.50
Number of employees	10%	2.00	1.00	5.00	2.00	2.00	5.00	5.00	5.00
Global reach	25%	5.00	4.34	3.68	2.01	2.68	2.01	3.68	1.67

All scores are based on a scale of 0 (weak) to 5 (strong).

Source: Forrester Research, Inc.

## VENDOR PROFILES

### Leaders

- **Siebel.** Siebel Professional Edition offers best-of-breed CRM to the midmarket with a focus on verticals, including financial services and healthcare. Professional Edition has a similar look and feel to Siebel's on-premise product, meaning an easier transition path for companies that outgrow the midmarket offering. On the downside, competition from the enterprise product and Siebel CRM OnDemand, as well as looming post-Oracle-acquisition distractions, may mean a diluted focus on Professional Edition.<sup>2</sup>
- **Sage CRM SalesLogix.** Sage CRM SalesLogix is the Sage Software offering targeted at the upper midmarket. The product offers strong all-around sales functionality and full offline capabilities, and it has a healthy network of partners that offer implementation services and complementary products like prebuilt connectors and mobile device solutions.<sup>3</sup>
- **Pivotal.** Pivotal has a strong CRM product geared toward the upper midmarket. Firms using the SFA capability should also consider Pivotal's MarketFirst product for their marketing automation needs. Pivotal Sales has strong customization and integration capabilities but lacks the out-of-the-box readiness that many smaller firms desire.<sup>4</sup>
- **FrontRange.** FrontRange's GoldMine, one of the original contact managers, provides adequate sales force automation capabilities through the GoldMine Corporate Edition. This solution will meet the needs of most smaller firms and divisions but lacks the breadth required by larger enterprises.<sup>5</sup>
- **Maximizer Software.** With its full CRM suite, partner portals, and customer self-service capabilities, Maximizer Software is appropriate for smaller firms and divisions looking for a complete CRM solution with a low price tag.<sup>6</sup>

### Strong Performers

- **Microsoft CRM.** Microsoft falls in the middle of the pack today but will be a formidable competitor when version 3.0 comes out in late 2005/early 2006. The vendor has modeled the UI after its popular Outlook email client, meaning a familiar user experience, shorter training time, and higher adoption rates.<sup>7</sup>
- **Onyx.** Onyx competes primarily in the upper midmarket and small enterprise segments, specializing in verticals like government, healthcare, and financial services. The product's greatest strengths are its process focus and customization capabilities, but this also means more effort to implement, maintain, and upgrade.<sup>8</sup>

- **Sage CRM.** Known as ACCPAC CRM until recently, Sage CRM is the only true hybrid included in this evaluation. It is owned by the same parent that owns ACT! and Sage CRM SalesLogix, which simplifies the migration path for firms that start with the low-end ACT! offering and move up to Sage CRM as well as for firms that outgrow Sage CRM and need to move to higher-end Sage CRM SalesLogix. The product has adequate built-in functionality but lacks sales-related functionality like a sophisticated content repository and product catalog.<sup>9</sup>

## RECOMMENDATIONS

### HOW TO PURCHASE ON-PREMISE SFA

Forrester advises firms buying on-premise SFA to:

- **Jump-start deployments with vertical editions.** Firms can cut their implementation length — and budget — by finding an industry-specific edition that comes preconfigured with objects, fields, and reports that they would have to customize in a generic product. Financial services and healthcare firms have the most options and should look at Siebel, Onyx, and Pivotal. Media, energy, and communications firms should look to Siebel for a vertical offering, and government sectors should put Onyx on their shortlist.
- **Take advantage of partner add-ons and third-party services.** SMBs that can't get all the functionality they need from any of the vendors should find the closest fit and look to the vendor's partners to fill the gaps. Many vendors partner with technology providers like Scribe for integration, iAnywhere for mobile device access, and Avaya for CTI integration. Additionally, resellers for vendors like Microsoft and Sage CRM SalesLogix often provide additional functionality that they've built or sell a pre-integrated bundle of solutions from third-party ISVs.
- **Keep it simple.** Don't be one of the horror stories in which a well-designed piece of packaged CRM becomes customized to the point of uselessness. And don't buy more than you need — too often, companies that do this end up with shelfware. Work with key users from all divisions and roles to decide which pieces of the technology to buy and roll out and what customizations and integrations the business requires. Be wary of implementation fees that exceed the license fee; while this is common in large enterprise deployments, SMBs typically see a 1-to-1 ratio of consulting/implementation fees to license fees.

## SUPPLEMENTAL MATERIAL

### Online Resource

The online versions of Figures 7 and 8 are Excel-based vendor comparison tools that provide detailed product evaluations and customizable rankings.

### Forrester Wave Methodology

We conduct primary research to develop a list of vendors that meet our criteria to be evaluated in this market. From that initial pool of vendors, we narrow our final list to those presented here. We choose these vendors based on: 1) product fit; 2) customer success; and 3) Forrester client demand. We eliminate vendors that have limited customer references and products that don't fit the scope of our evaluation.

After examining past research, user need assessments, and vendor and expert interviews, we develop the initial evaluation criteria. To evaluate the vendors and their products against our set of criteria, we gather details of product qualifications through a combination of lab evaluations, questionnaires, demos, and/or discussions with client references. We send evaluations to the vendors for their review, and we adjust the evaluations to provide the most accurate view of vendor offerings and strategies.

We set default weightings to reflect our analysis of the needs of large user companies — and/or other scenarios as outlined in this document — and then score the vendors based on a clearly defined scale. These default weightings are intended only as a starting point, and readers are encouraged to adapt the weightings to fit their individual needs through the Excel-based tool. The final scores generate the graphical depiction of the market based on current offering, strategy, and market presence. Forrester intends to update vendor evaluations regularly as product capabilities and vendor strategies evolve.

## ENDNOTES

- <sup>1</sup> Many of the SaaS deployments are not only led by the business unit but also are entirely set up and maintained by business professionals seeking freedom from IT. See the April 1, 2005, Tech Choices “[The Forrester Wave™: Hosted Sales Force Automation, Q1 2005](#).”
- <sup>2</sup> View the scorecard summary for more detailed analysis on how Siebel fared in this evaluation. See the November 22, 2005, Tech Choices “[Midmarket Sales Force Automation Scorecard Summary: Siebel](#).”
- <sup>3</sup> View the scorecard summary for more detailed analysis on how Sage CRM SalesLogix fared in this evaluation. See the November 22, 2005, Tech Choices “[Midmarket Sales Force Automation Scorecard Summary: Sage CRM SalesLogix](#).”
- <sup>4</sup> View the scorecard summary for more detailed analysis on how Pivotal fared in this evaluation. See the November 22, 2005, Tech Choices “[Midmarket Sales Force Automation Scorecard Summary: Pivotal](#).”

- <sup>5</sup> View the scorecard summary for more detailed analysis on how FrontRange fared in this evaluation. See the November 22, 2005, Tech Choices “[Midmarket Sales Force Automation Scorecard Summary: FrontRange.](#)”
- <sup>6</sup> View the scorecard summary for more detailed analysis on how Maximizer Software fared in this evaluation. See the November 22, 2005, Tech Choices “[Midmarket Sales Force Automation Scorecard Summary: Maximizer Software.](#)”
- <sup>7</sup> View the scorecard summary for more detailed analysis on how Microsoft CRM fared in this evaluation. See the November 22, 2005, Tech Choices “[Midmarket Sales Force Automation Scorecard Summary: Microsoft CRM.](#)”
- <sup>8</sup> View the scorecard summary for more detailed analysis on how Onyx fared in this evaluation. See the November 22, 2005, Tech Choices “[Midmarket Sales Force Automation Scorecard Summary: Onyx.](#)”
- <sup>9</sup> View the scorecard summary for more detailed analysis on how Sage CRM fared in this evaluation. See the November 22, 2005, Tech Choices “[Midmarket Sales Force Automation Scorecard Summary: Sage CRM.](#)”

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