

# CRM Software BuyerView Report

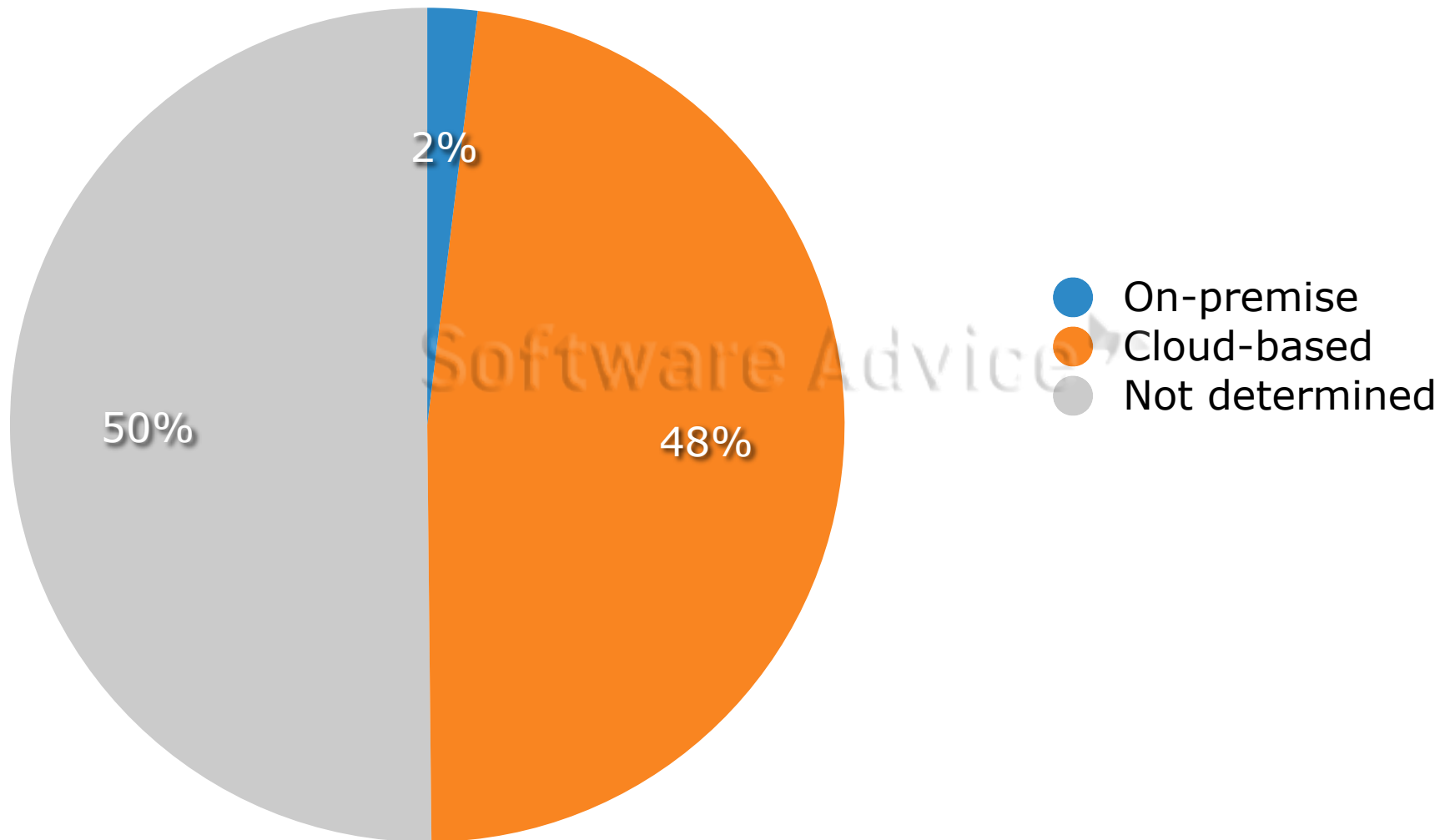
Insight into today's software buyer

# Abstract

Recently, Software Advice analyzed 5,279 interactions with prospective CRM software buyers (conducted between January and August this year) to uncover the following trends:

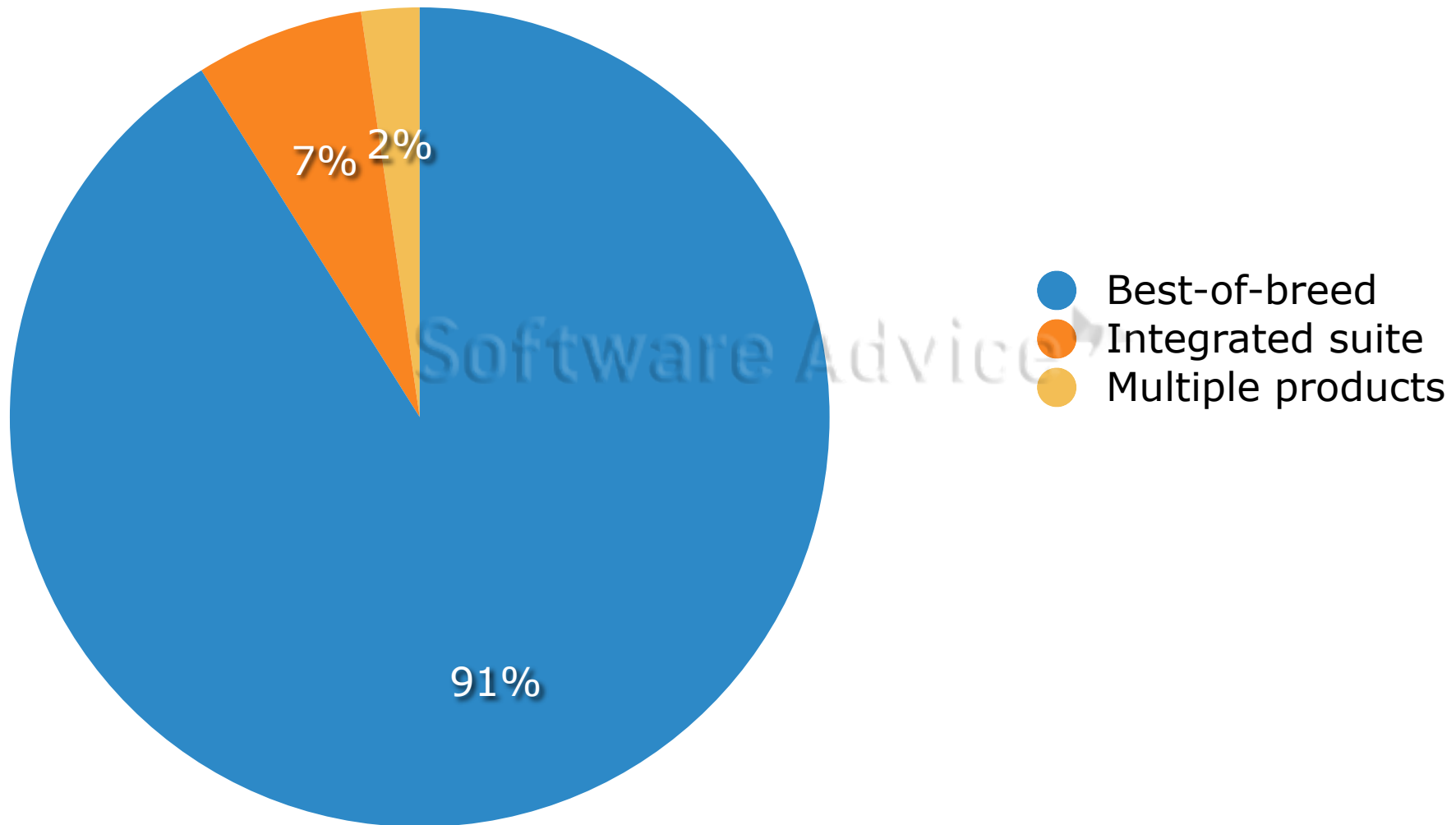
- While half of the organizations in our sample didn't have a preference when it came to the deployment model, for those who did, 96 percent wanted a Cloud-based system.
- A vast majority of prospective buyers wanted to evaluate best-of-breed solutions (e.g. Marketing Automation, Sales Force Automation) over an integrated suite.
- Sales Force Automation was the top-requested CRM application among both best-of-breed buyers and those wanting an integrated suite.

## Top Evaluated Deployment Model Among Buyers



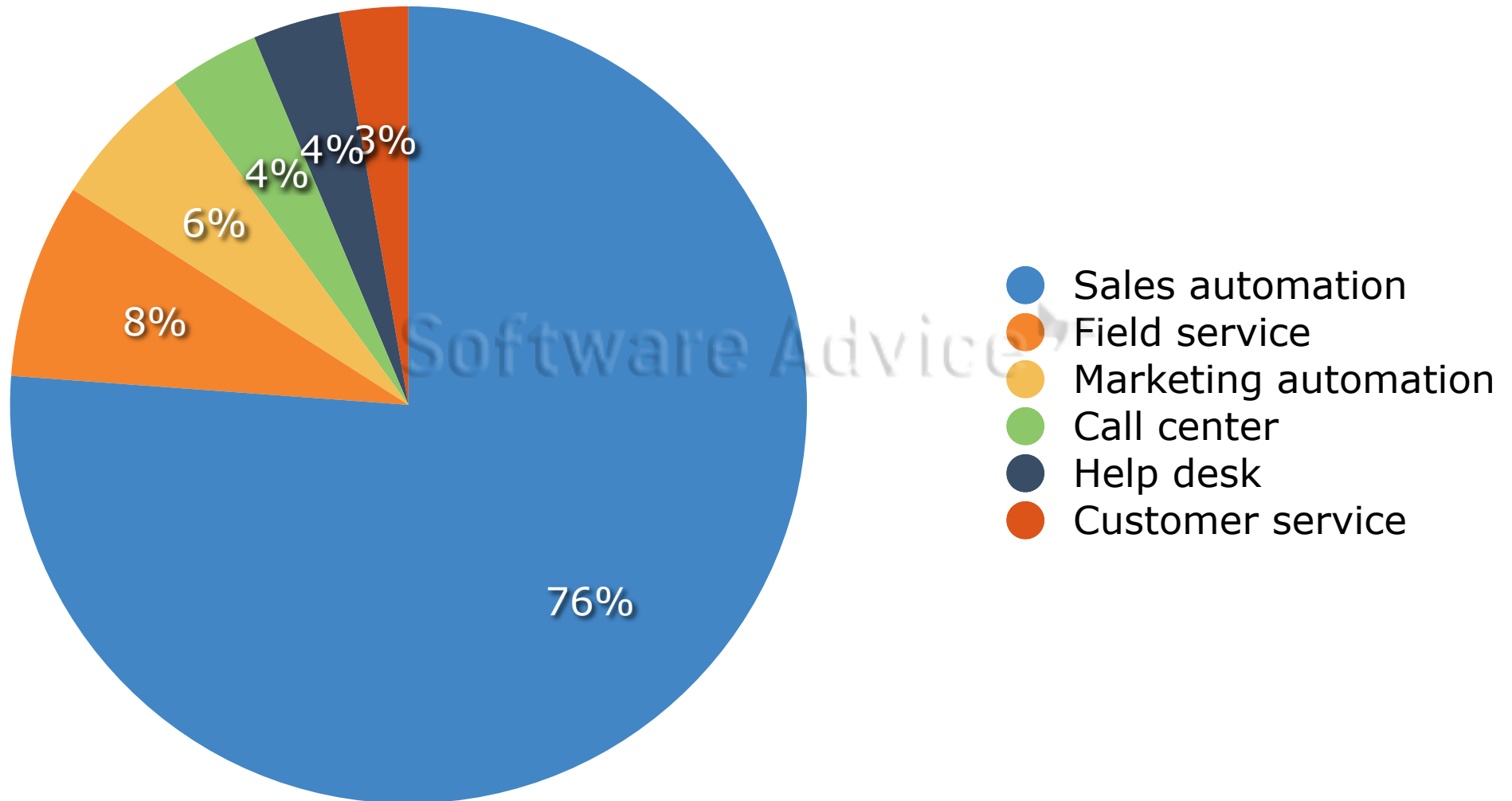
Though half of the sample had not yet made a decision on the deployment model, among those who had, only 2 percent were seeking an on-premise solution.

## Buyers' Integration Requirements



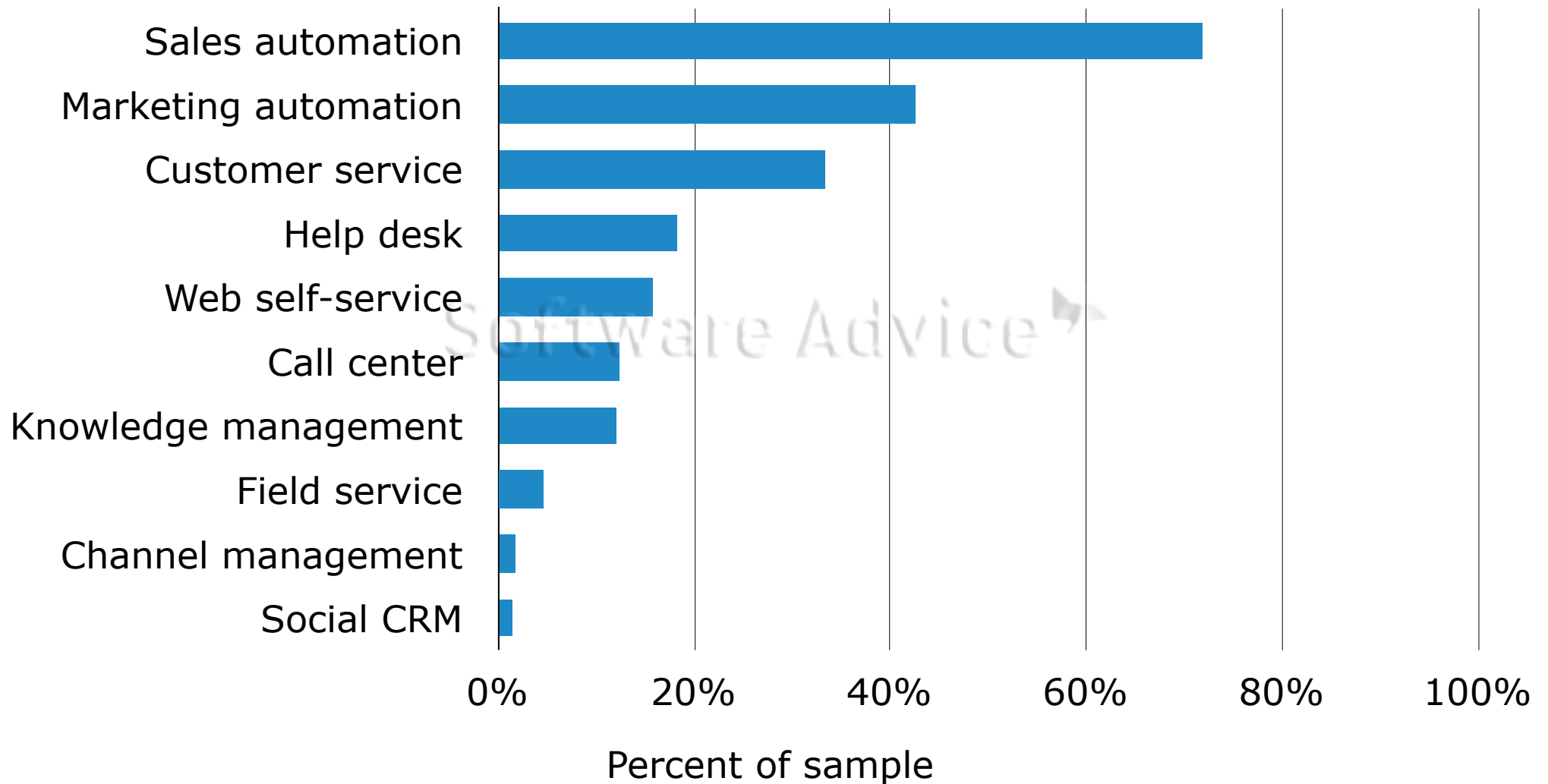
The vast majority of the sample was interested in evaluating a single, best-of-breed solution, as opposed to an integrated suite, or even multiple applications.

## Best-of-Breed Buyers' Top-Requested Applications



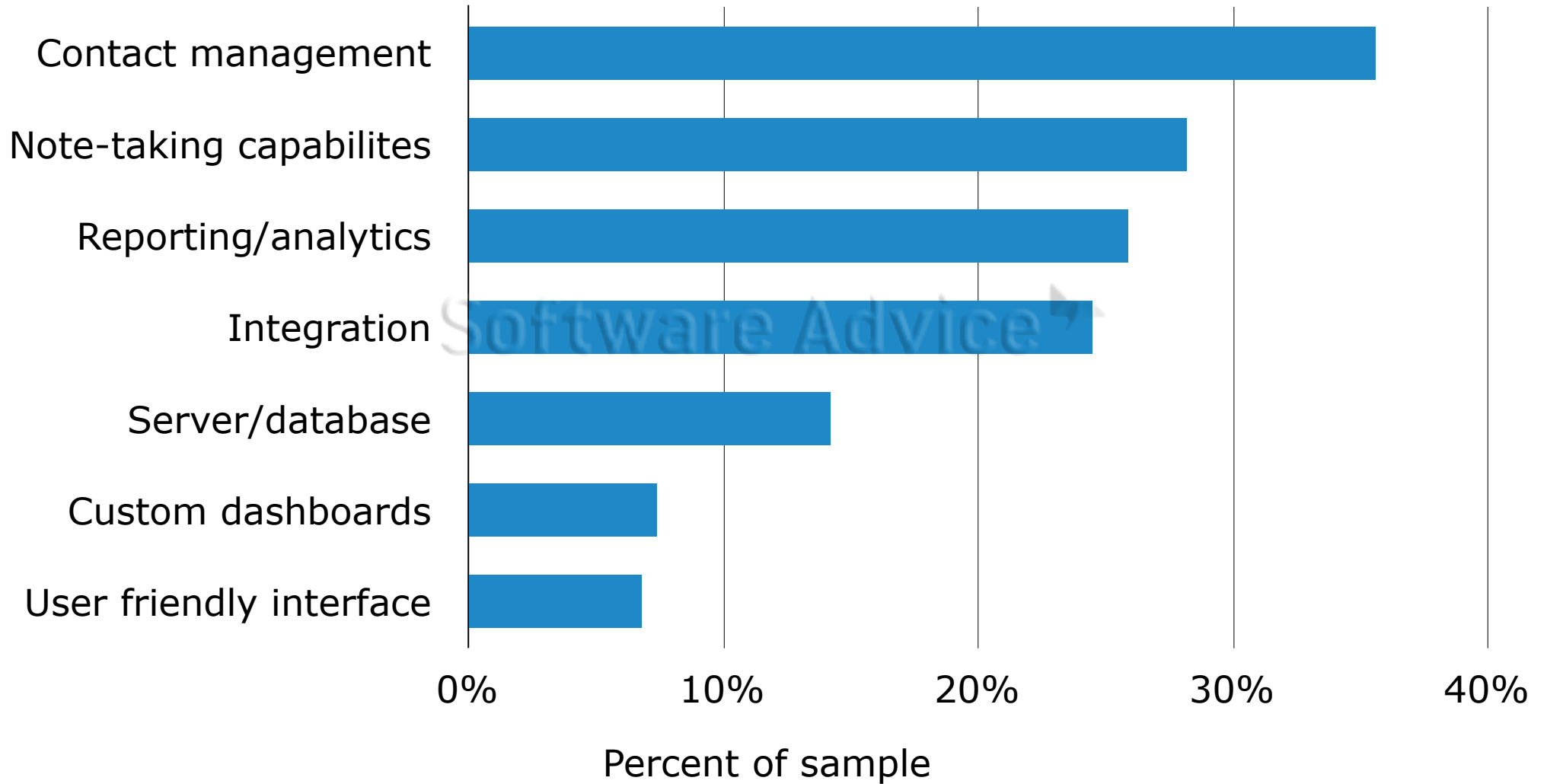
Sales Force Automation was the No. 1 most-requested CRM application among organizations wanting to evaluate best-of-breed products.

# Integrated Suite Buyers' Top-Requested Applications



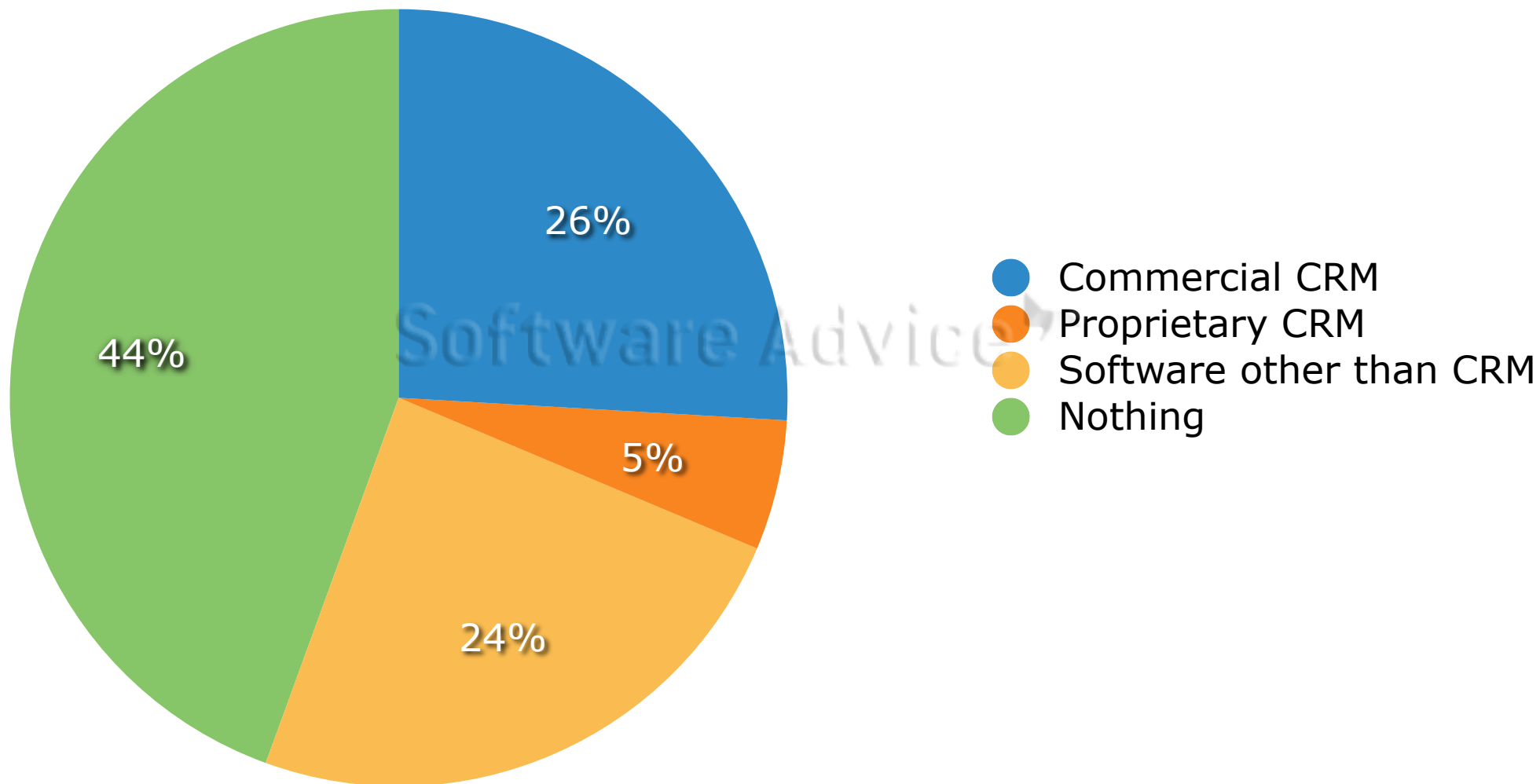
Organizations evaluating integrated suites were most interested in systems that integrated sales, marketing and support applications.

# Top-Requested CRM Software Features



Our sample asked for traditional features (e.g. contact management) most, though reporting often included newer types of analysis, such as social and predictive.

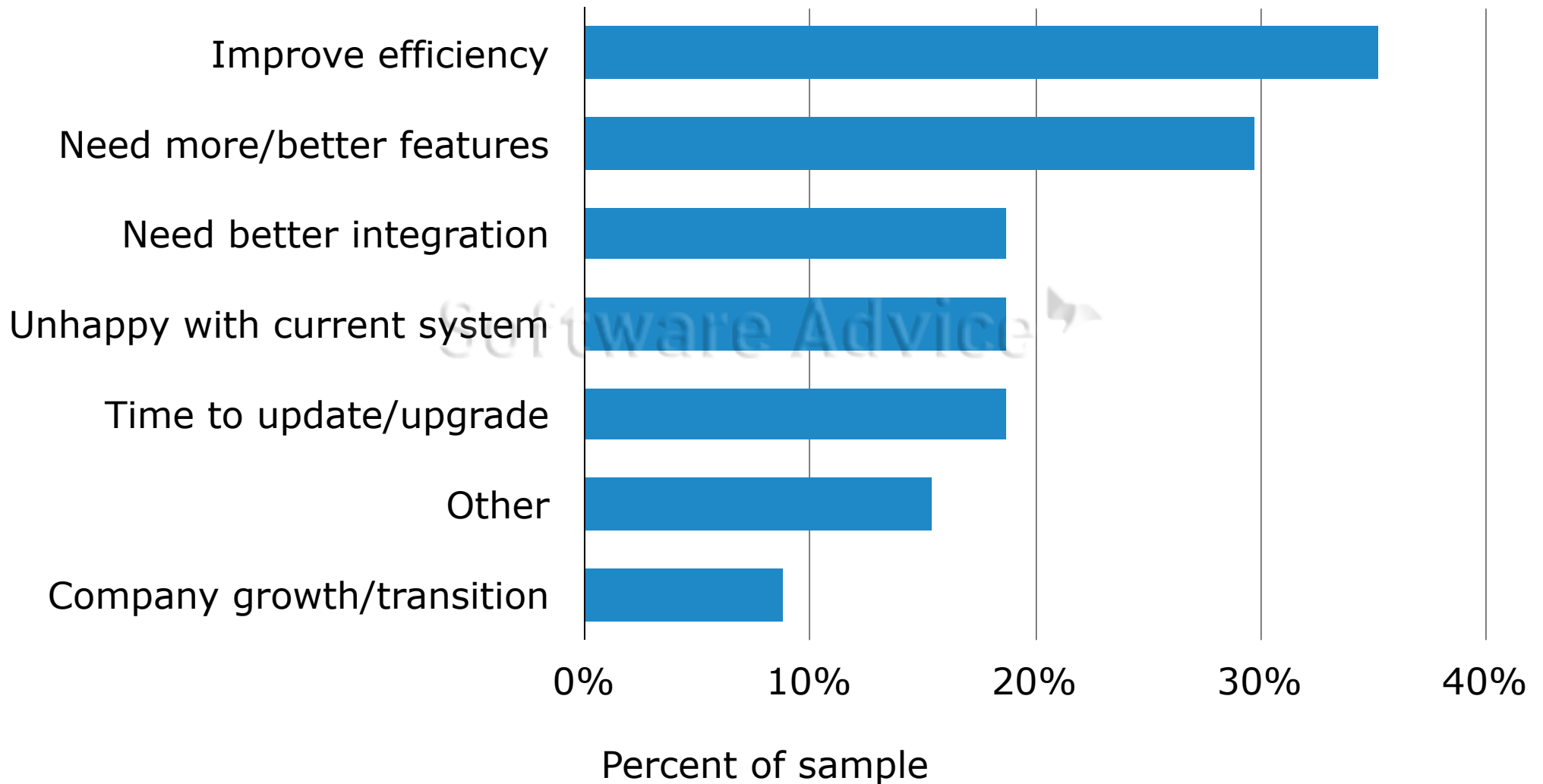
## Buyers' Existing CRM Systems



Sixty-eight percent of the buyers we sampled were either using non-industry-specific software (e.g. Microsoft Office) or manual methods, such as spreadsheets.

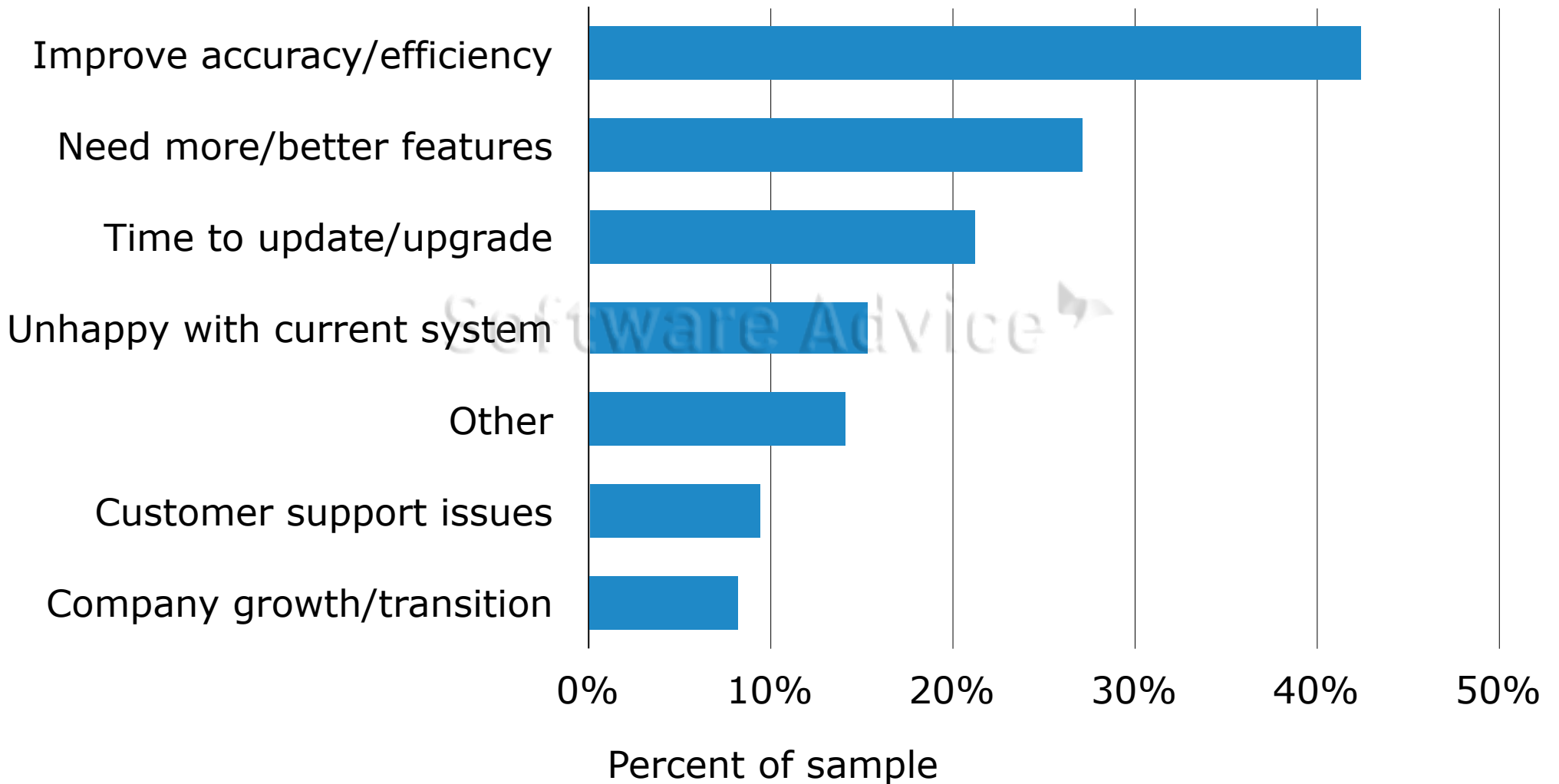


# Top Reasons for Replacing Existing CRM System



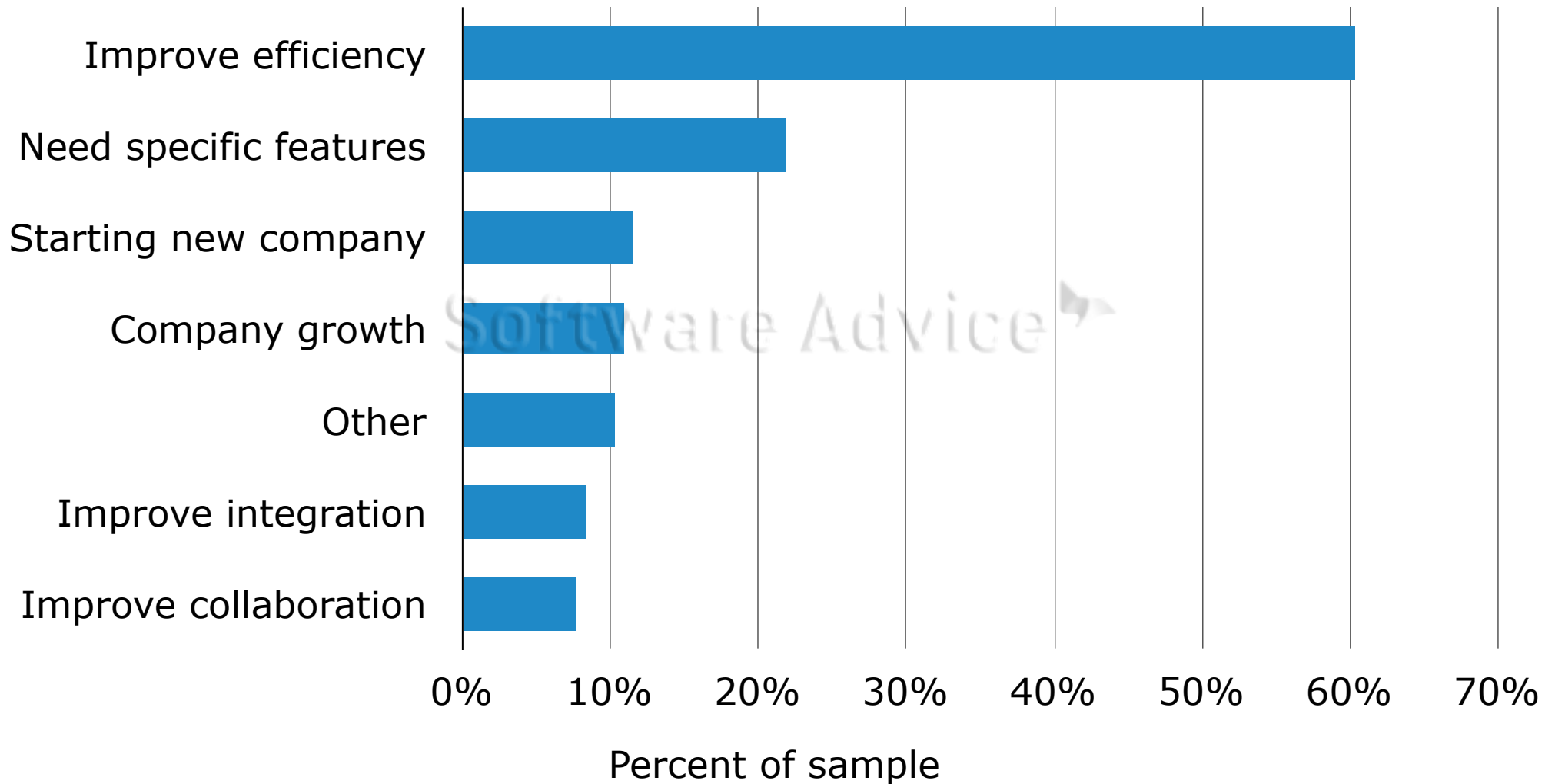
For those replacing a system, more than 60 percent said either their current solution didn't do enough to increase efficiency, or that features were inadequate.

# Top Reasons for Replacing Another Type of Software



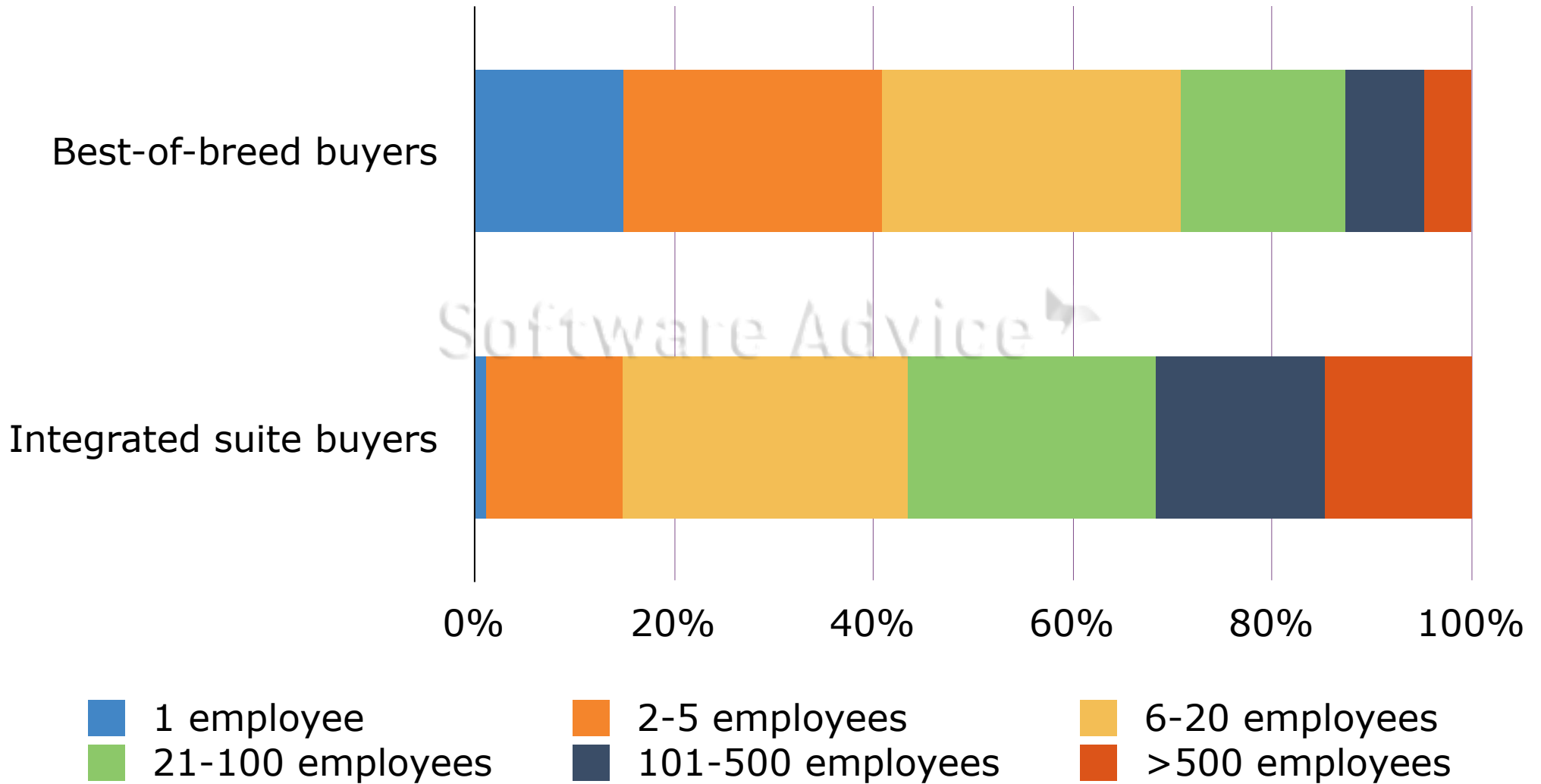
People replacing another type of software reported similar reasons as those replacing a CRM, with the exception of citing support issues instead of integrations.

## Reasons for Purchasing CRM Software for the First Time



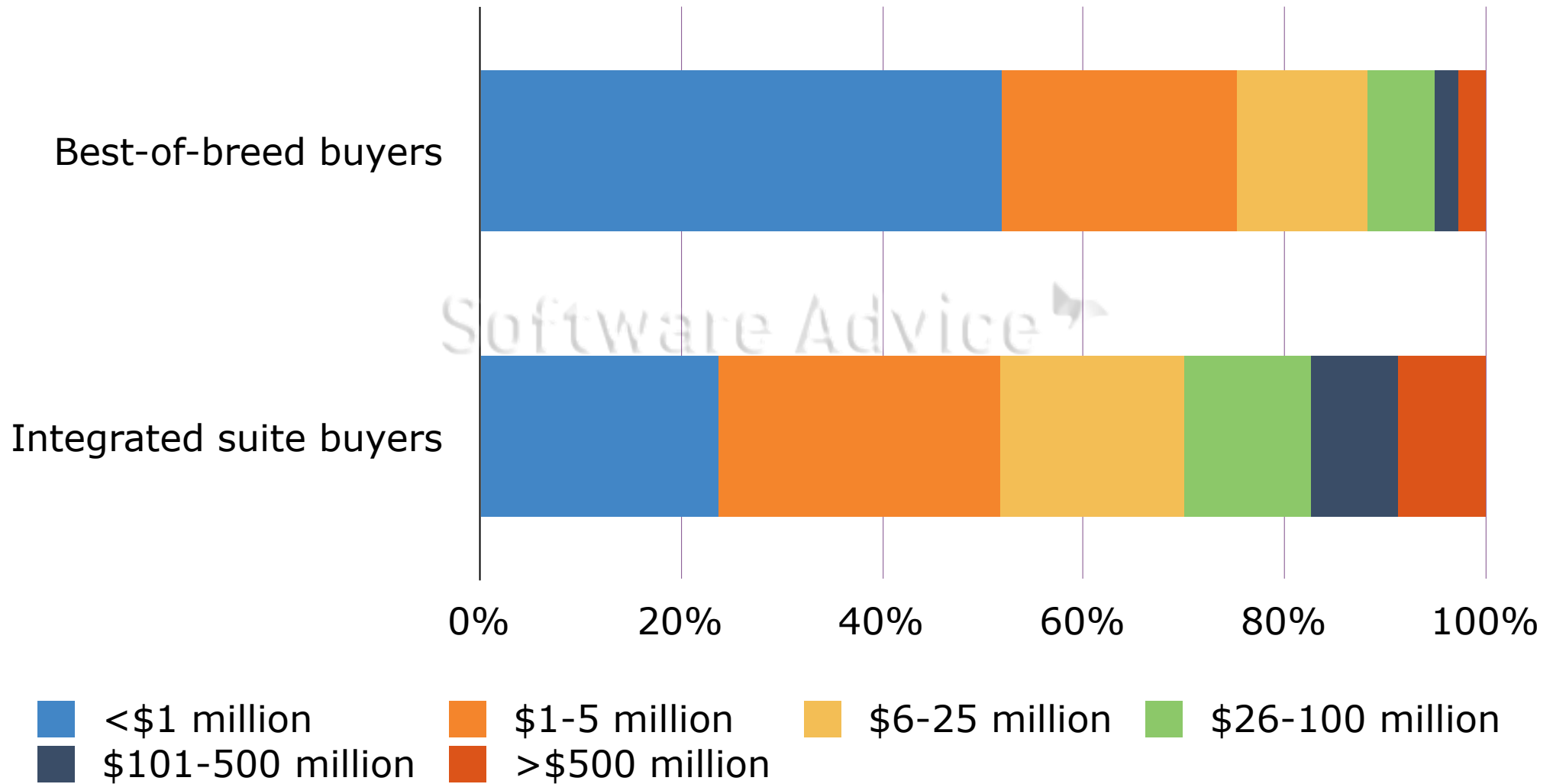
The need to increase efficiency was by far the most significant impetus behind first-time buyers' decision to invest in software; 60 percent cited this as their reason.

# Number of Employees in Buyers' Companies



Buyers of integrated suites tended to be much larger than buyers of best-of-breed solutions. Half of best-of-breed buyers had 20 or fewer employees.

# Annual Revenue of Software Buyers' Companies



Half of best-of-breed buyers earned less than \$1 million per year on average, while integrated suite buyers were closer to \$5 million in revenue.

# Learn More About CRM Software

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