

CRM Competitive Analysis and UX Audit

SWOT Analysis

Based on our research and findings, we see significant opportunities for Infor to become a leader the future of CRM software by playing to our strategic strengths. With the realization that there is room for innovation within the landscape of CRM competitors must come with the knowledge that both communications technology and consumer behavior are changing sales processes and the expectations of sales representatives. In order to be competitive with companies dedicated solely to transformation and expansion of CRM solutions, Infor must not

Strengths

- » Cloud-based software
- » Advanced customization opportunities
- » Varied support offerings
- » Design-centered approach
- » Internal users
- » Leveraging Infor Retail, Infor for Stores, B2C, CPQ, CRM, CLM
- » Project Max

Weaknesses

- » Name recognition less than Oracle or Salesforce
- » Legacy software dependencies
- » Divided teams and barriers in communication
- » Outdated understanding of sales processes
- » Poor performance speeds
- » Lack of offline or native mobile solutions
- » Outdated visual design

only catch up with traditional CRM capabilities and interface design trends, but also offer a solution that is new and more attuned to both business needs and modern sales behavior. This will be a challenge while accommodating legacy CRM clients or those with traditional sales processes, which is why we must prioritize adequate user research to justify these changes. We can only learn so much relying on insights from competitors; most are operating under a similarly outdated understanding of user needs and processes.

Opportunities

- » Simple customization & personalization
- » Artificial intelligence
- » Combining ecosystem of products
- » Social media integrations
- » Streamlined and modern sales processes
- » Unified product roadmap
- » Native mobile solution
- » More capabilities for integration

Threats

- » Relying heavily on existence of UX to differentiate
- » Customers losing patience with legacy products
- » Competitors going to market with innovative solutions
- » Appearing only to follow or catch up to trends
- » Changing sales processes
- » Being too insular while competitors partner to deliver

Competitor Findings

The following vendors were chosen because they demonstrate excellence and stand at the forefront of CRM technologies, or because they are close competitors of Infor for similar market segments. Smaller vendors are broadening their scope and expanding their offerings to reach a wider range of industries and sales processes, and it would be unwise to discount their potential future impact on the software ecosystem, as well as on user expectations.

Who to watch

Visual Design

HubSpot, Prosperworks, Zoho

Social Integrations

Lithium, Nimble, SugarCRM

Mobile Experience

HubSpot, Pipedrive, SugarCRM



Salesforce



Visual
Design



Social
Integrations



Mobile
Experience



Ease of Use



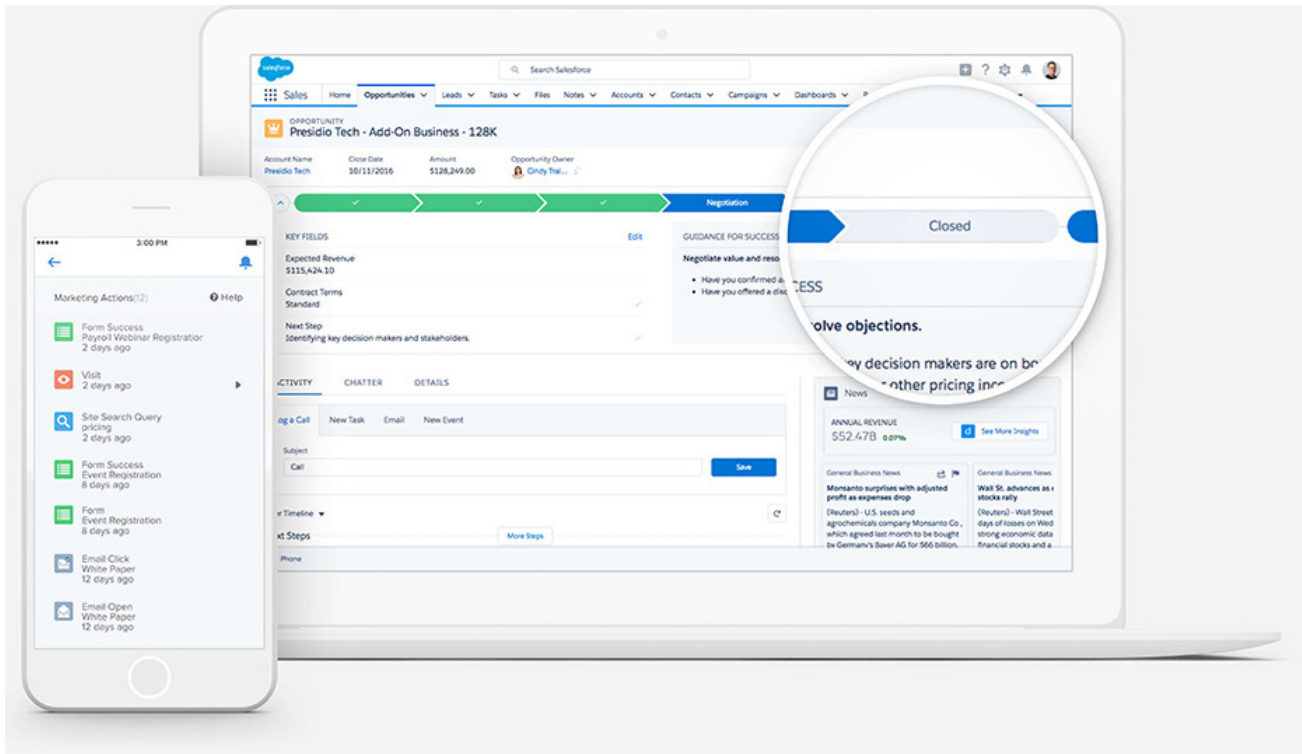
Overview

Salesforce is one of the most popular CRMs available. The company recently updated their UI design and packaging options, introducing Cloud Lightning. Their offering includes robust functionality such as developer tools, customizable dashboards, and a variety of third-party plug-ins and integrations through their AppExchange marketplace.

Market Positioning

One of the most expensive on-demand CRMs on the market, with a large number of customers subscribing to their Enterprise and Unlimited editions, Salesforce also provides several market-focused channels for industries like communications, financial services, healthcare and life sciences, retail, manufacturing, and government.

Third party integrations and cloud services are available to meet additional customer needs and range and vary greatly in price. Applications on AppExchange are either developed natively in the Salesforce application as part of Force.com or built outside the Salesforce framework and privately hosted by the outside vendor.



Available marketing actions in mobile (L) and opportunity details on desktop (R)
www.salesforce.com

Design

- » Lightning UI was a major improvement to the visual design and overall user experience, bringing the platform up to date with common features and more intuitive interaction patterns.

Features

- » Collaboration tools for teams and channel partners
- » Offline capabilities

Strengths

- » Variety of integrations and partnerships
- » Entire company dedicated solely to CRM solutions

Microsoft Dynamics 365



Visual
Design



Social
Integrations



Mobile
Experience



Ease of Use



Overview

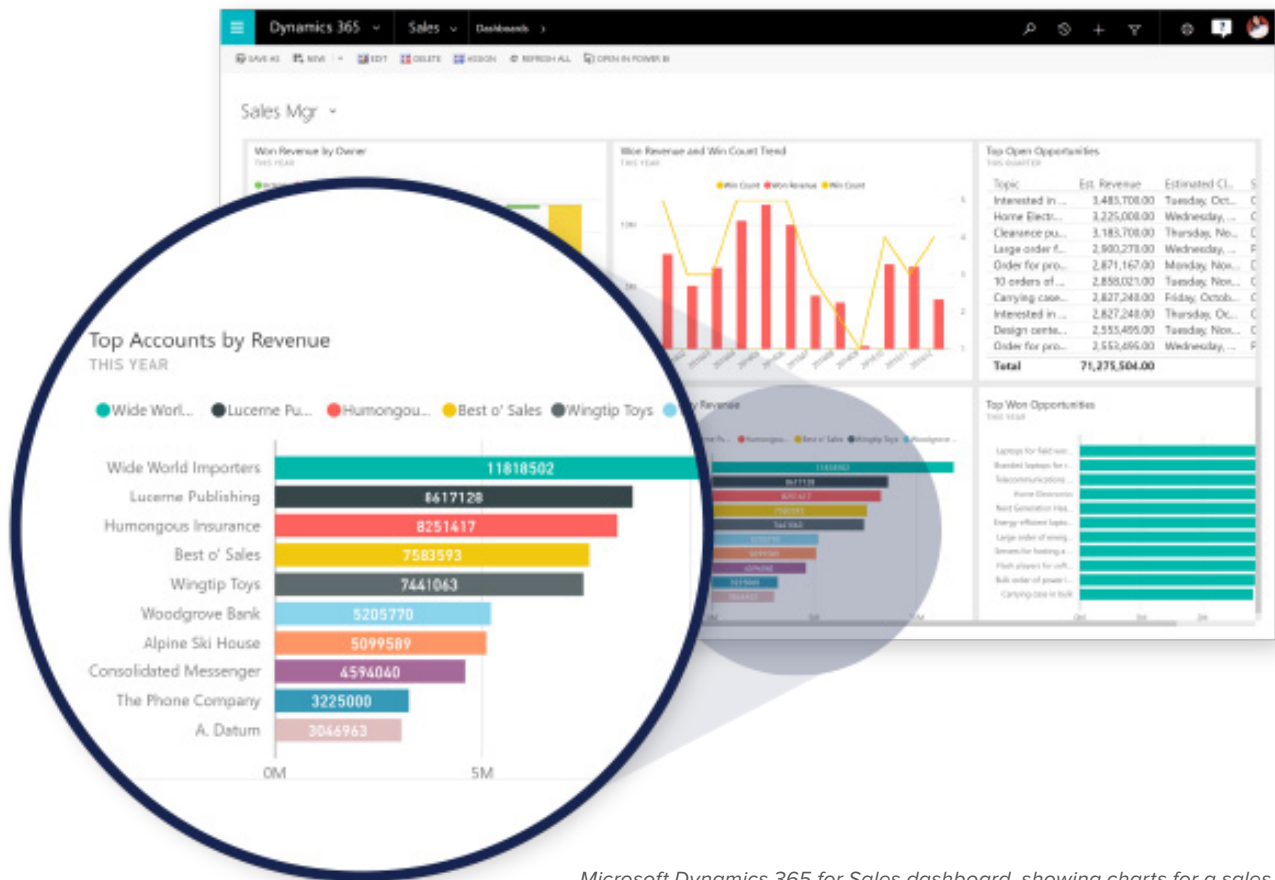
Microsoft Dynamics 365 combines CRM with ERP functionality. Sales, Field Service, Customer Service, Project Service Automation, Marketing, Financials, and Operations are each in their own application on the platform.

Market Positioning

A long-trusted software vendor, Microsoft has the advantage of offering a CRM that integrates with the rest of its 365 Cloud Suite whether it is cloud-based or installed on-premise.

Since Microsoft's purchase of LinkedIn in 2016, the company has announced plans to pull data from the professional network site to generate new sales leads and populate details on contacts.

Dynamics 365 is available in Business and Enterprise editions. Business edition serves small- to medium-sized businesses with limited features that include Financials, Sales, and Marketing. Enterprise edition includes the full set of applications, as well as two new tools: PowerApps, which allows users to create their own web and native applications without coding, and Flow, a workforce management tool.



Microsoft Dynamics 365 for Sales dashboard, showing charts for a sales rep
www.microsoft.com

Design

- » The design is similar to other 365 products, with layouts that largely follow the example set by Salesforce.

Features

- » Connect to other CRM services including Salesforce, Zendesk, Insightly, and Lithium
- » Custom homepages with a variety of widgets to choose from

Strengths

- » Brand loyalty, name recognition, and ease of adoption for existing Microsoft users
- » Role-based user experience to filter out irrelevant information

SAP CRM



Visual
Design



Social
Integrations



Mobile
Experience



Ease of Use



Overview

SAP's CRM has industry-specific verticals and modular feature sets to allow companies to build their own installations of the platform. Customers report a steep learning curve in this product, citing outdated designs and unclear interaction patterns.

Market Positioning

SAP offers cloud-based or on-premise installations, which are either subscription-based or licensed to users. The product is likely too expensive for small businesses, but might be better-suited for enterprise operations.

In response to the need for a standalone managed product for smaller customers and those new to CRM software, SAP introduced Digital CRM, which does not offer the same depth of features found in enterprise CRM and lacks integration with third-party tools.

BP Opportunity: 3, Customer Opportunity, ABC Corp. Back

Save | Cancel | New | Create Follow-Up | Trigger Output | More

Opportunity Details Edit

General Data Type: BP Opportunity ID: 3 Description*: Customer Opportunity Prospect: ABC Corp. Prospect Address: 200 Main Street / Atlanta GA 30300 Main Contact: Mr. Bob Jones Employee Responsible: Mr. Michael Curtis Forecast Exp. Sales Volume: 0,00 USD Weight. Exp. Sls Vol.: 0,00 USD Exp. Total Value: 0,00 USD Rel. for Forecast: <input checked="" type="checkbox"/> Territory: Notes The Customer is using outdated technology and is looking to replace ASAP	Dates Start Date: 01.06.2012 Closing Date: 21.06.2012 Sales Cycle Sales Stage: Identify Opportunity Chance of Success: 10 % Calculated Chance: 0 % Status: Open Reason: Credit Status: Not Relevant Classification Opportunity Group: New Customers Origin: Trade fair Priority: High
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Recent Items

- 148 Customer Visit
- 3 Customer Opportunity**
- 32 Customer Opportunity

Contacts

Contact Relationships

For more information on the document, the sales employee adds more details into the notes.

Tutorial view of editing an opportunity in SAP web on desktop
www.softwareadvice.com

Design

- » Customers not pleased with interface, citing unclear commands and buttons, outdated look and feel.

Features

- » Role-based views and customized business processes
- » Ticket incident tracking and call logging
- » Knowledge base for learning complex software

Strengths

- » Easy to add custom fields
- » Data can be transferred easily between departments
- » Can be accessed on multiple devices



Visual
Design



Social
Integrations



Mobile
Experience



Ease of Use



Overview

Starting from Sales Force Automation and building out CRM capabilities, Oracle's CRM solution has limited functionality out of the box and requires in-depth customization to be useful. As with other legacy products, it is outdated and ill-suited to meet the needs of modern sales teams.

Market Positioning

Oracle is one of the most established names in enterprise software, so it comes as no surprise that its CRM is an established competitor. For medium- and smaller-sized organizations, however, Oracle's name recognition will not be enough to curry favor.

Much like SAP, and indeed Infor itself, Oracle claims integrations with its other modules as the key differentiator in this crowded marketplace. Differentiating between these offerings is often difficult, and each company seems to rely heavily on existing customers adopting their solutions as part of a wider application landscape.

ORACLE CRM On Demand Training and Support | Admin | My Setup | Deleted Items | Help | Sign Out

Welcome Joanne Brown

Home Accounts Contacts Opportunities My Accounts Map My Service Map My Appointments Map Dashboard Reports

My Homepage Edit Layout | Help | Printer Friendly

My Sales Resources

Welcome Joanne Brown

Get Smarter	Get More Productive	Get the Best Value, Period
My Performance My Whitespace Analysis My Customer News	Research Prospects Create a Sales Campaign Create an Effective Presentation	My Pipeline My Top Leads My Top Opportunities

My Sales Homepage Dashboard

Pipeline Analysis Suggested Calls Territory Sales Analysis Leads Analysis My News Feed Online Training

Pipeline Analysis

Sales Stage Revenue

Sales Stage	Revenue
Qualified Lead	832,800.00 USD
Building Vision	4,570,000.00 USD
Short List	2,002,500.00 USD
Selected	2,696,600.00 USD
Negotiation	1,670,500.00 USD
Closed/Won	2,029,500.00 USD
Closed/Lost	516,300.00 USD
Re-Engage	219,000.00 USD
Proposal	213,000.00 USD

Account Appointment Contact Lead Opportunity Service Request Solution Task

Recently Viewed

- Samantha Browley
- Chris Dewey
- Doug Allen
- Armex Corp. - Gold Se...
- Thompson Corp. - (15)...
- Action Rentals
- Mills Advertising
- Commodor XL
- Makes screeching noise

Oracle CRM On Demand Homepage
www.oracle.com

Design

- » Framed sections with tabbed secondary navigation
- » Customers report that the interface is unattractive and difficult to use

Features

- » Available in multi-tenant or single-tenant options
- » Users can create and maintain internal solutions libraries to deal with common issues

Strengths

- » Stable with regular maintenance
- » Scalable to fit large organizations
- » Integrations with other Oracle modules

SugarCRM



Visual
Design



Social
Integrations



Mobile
Experience



Ease of Use



Overview

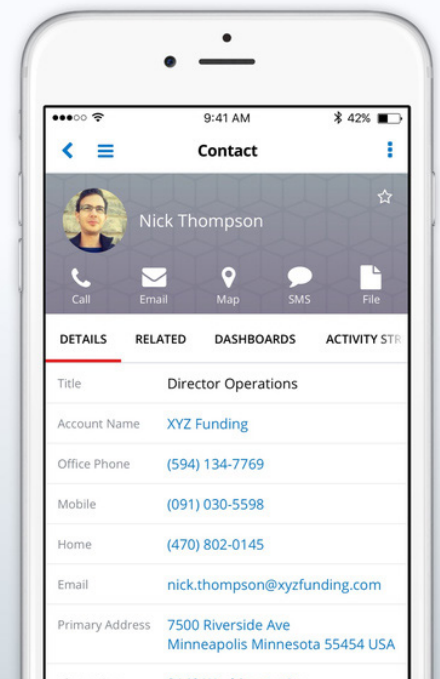
Originally developed and released as an open-source project called Sugar Open Source (now Community Edition), SugarCRM is now also available in Professional, Corporate, Enterprise, and Ultimate editions. All have an updated visual design from the original, as well as social CRM capabilities from integrations with popular social networks.

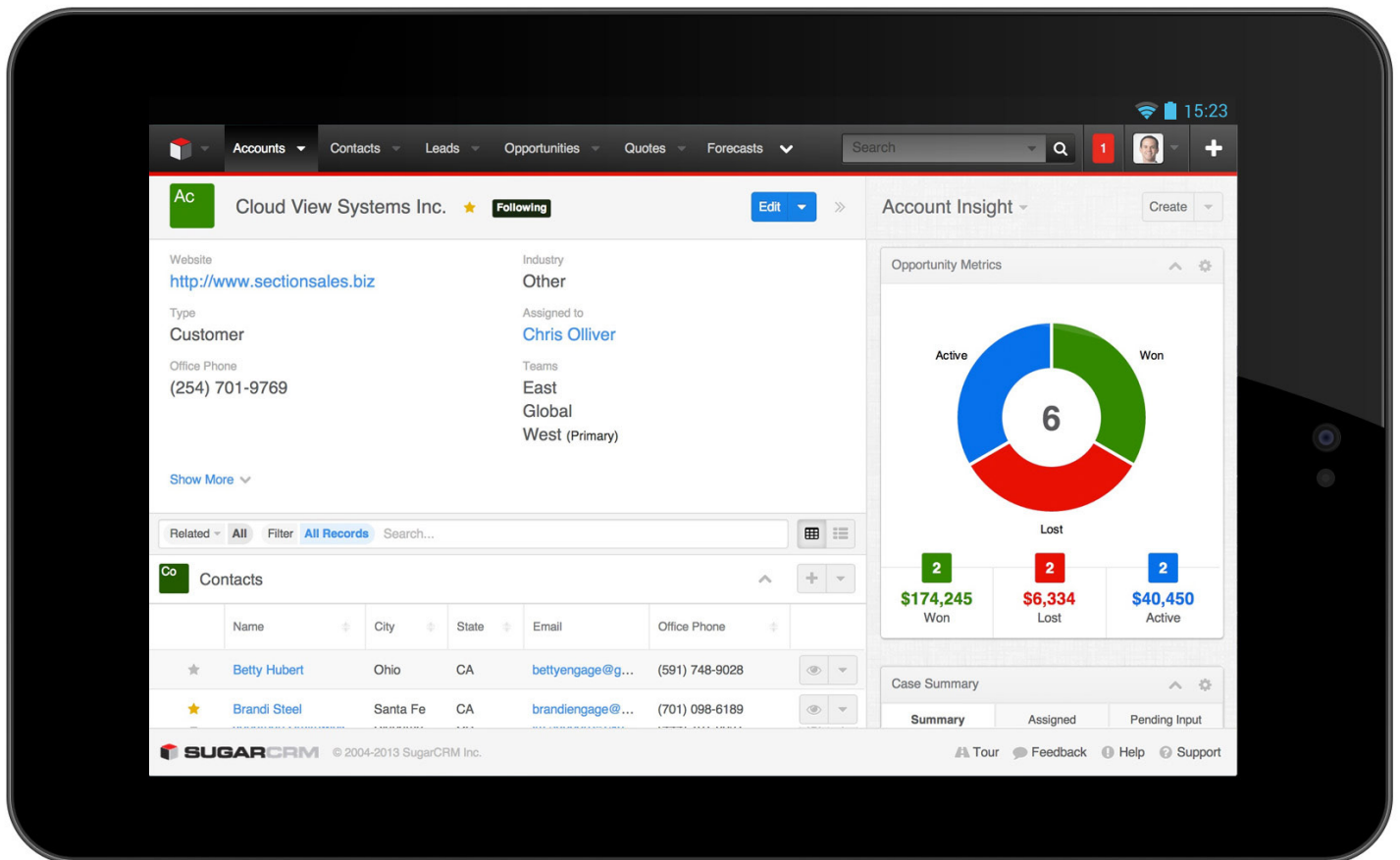
Marketing Positioning

SugarCRM's origins as an open-source project helped it gain a following in the open-source community. The free Community edition is aimed at companies that want to try a CRM solution without committing to a subscription, but is not intended to serve the needs of companies without technical resources for set up and administration.

Offering both on-site and on-premise installations, SugarCRM seems poised to compete with both smaller managed solutions as well as more powerful legacy products.

Access detailed customer
information instantly





SugarCRM account details on tablet
www.sugarcrm.com

Design

- » Pages follow similar patterns throughout the application
- » Highly customizable interface in Community edition

Features

- » Extensive reporting and data analytics support
- » SugarExchange allows third-party integrations

Strengths

- » Native mobile application allows offline access to data
- » Tiered service for different business needs

Prosperworks



Visual
Design



Social
Integrations



Mobile
Experience



Ease of Use



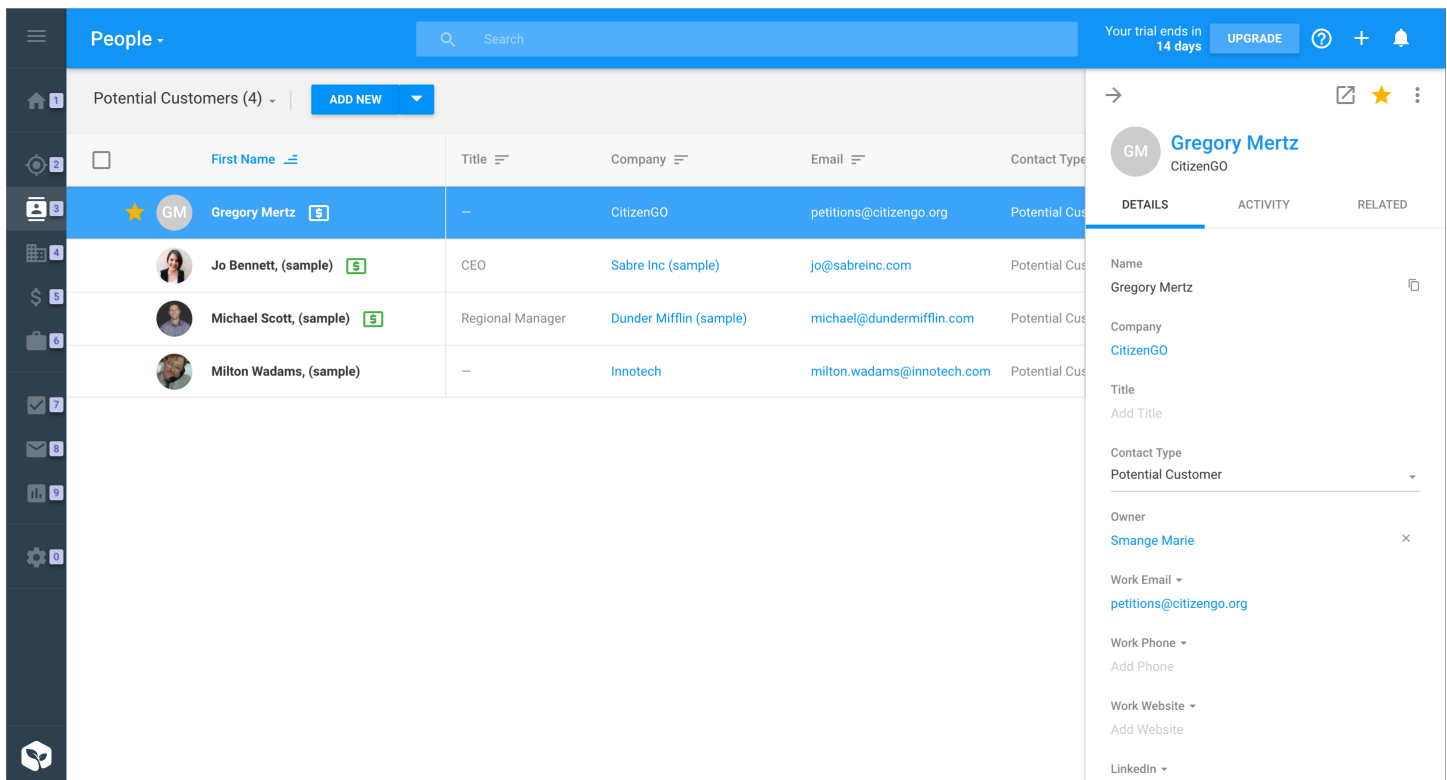
Overview

Prosperworks is a relatively new CRM built specifically for Google and all of its cloud-based products most notably, G Suite. Everything about the software looks, feels and functions like a Google application from it's material designed UI to its chrome extension for Gmail and Inbox.

Market Positioning

Prosperworks makes use of Google's name recognition, emphasising its own credit as a CRM platform that is "built for Google, used by Google and recommended by Google," hoping to make the choice simple for customers already using G Suite, which includes Gmail, Inbox, Calendar, Google Docs and Sheets. Customers familiar with these products will find Prosperworks CRM easy to learn, as it echoes interaction patterns and visual designs of Google products.

Similar to other solutions, Prosperworks offers a tiered offering of editions, enticing customers with a free trial of the bottom three tiers and even offering custom integrations at the highest tier, exclusively for Enterprise customers. This flexibility and name recognition gives this newcomer a formidable competitive advantage in the crowded CRM market.



Contact list and snapshot screen on Prosperworks CRM
www.prosperworks.com

Design

- » Uses Google's Material design language
- » Right side panel for displaying details to quickly see a snapshot of an account, contact or opportunity.

Features

- » Integration with Gmail, Inbox, Calendar, Google Docs and Sheets.
- » Native mobile application

Strengths

- » Easy adoption for companies already using G Suite.
- » Tiered prices with familiar UI design.

Pipedrive

pipedrive

Visual
Design



Social
Integrations



Mobile
Experience



Ease of Use



Overview

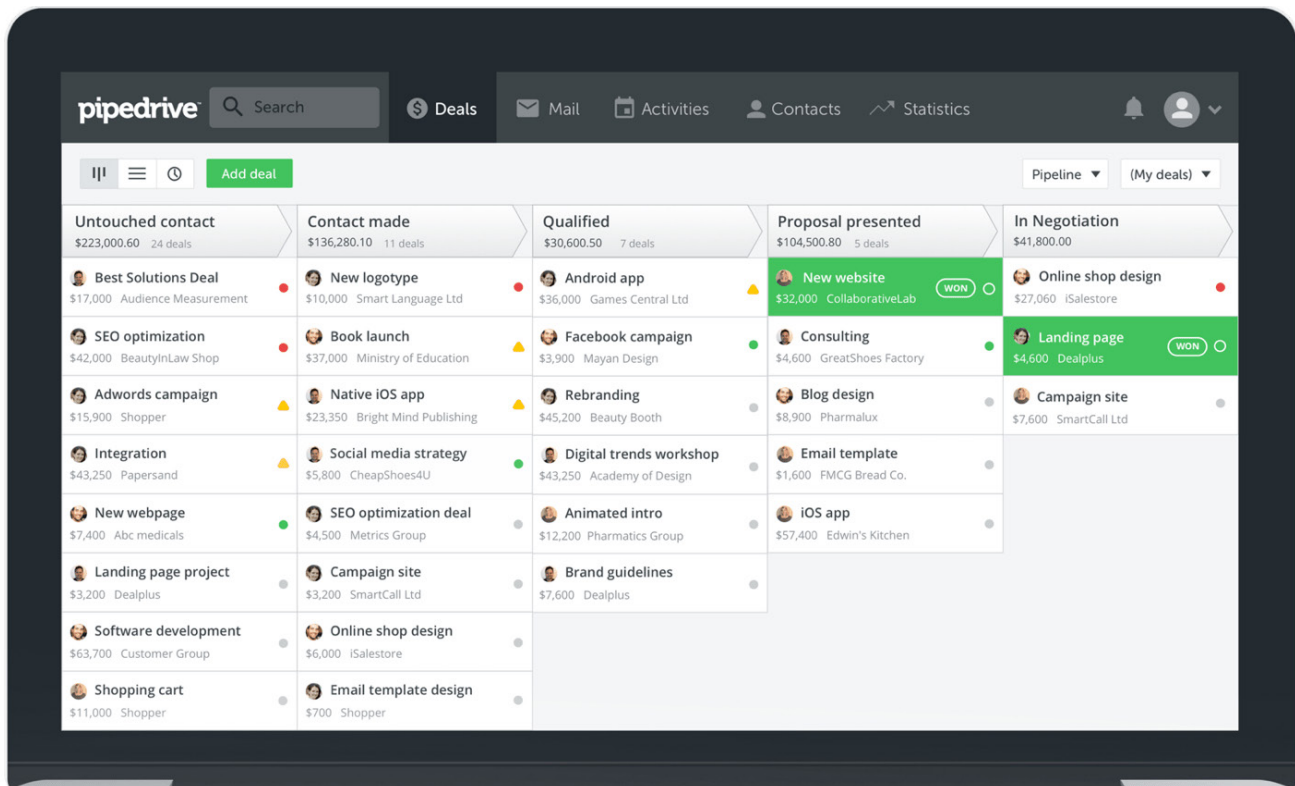
Pipedrive is a CRM solution that is focused on sales, with other processes, like support and email marketing, available as third-party integrations. The cost-effective CRM has fewer built-in features than some of its competitors, but is a popular option nonetheless.

Market Positioning

Pipedrive offers plans that could suit business of varying sizes. Most likely, however, is that small- to medium-sized organizations will find the simple product appealing.

As part of its online knowledge base, Pipedrive has sales and marketing best practices, allowing inexperienced users to benefit from the experience of seasoned professionals.

Larger companies, or those with a larger contact list, can benefit from a variety of third-party integrations to fill in any gaps in native functionality.



Pipedrive opportunities with drag and drop updating
www.blackbaud.com

Design

- » Minimalist design with clear calls to action
- » Primary navigation gives quick access to different content

Features

- » Email syncing integrations track communications and campaigns
- » Web forms capture digital leads
- » Mobile application that provides call tracking and note taking, as well as follow-up activities and today's schedule

Strengths

- » Combining core CRM functionality at an affordable price-point, while delivering more robust features as integrations or add-ons.

HubSpot



Visual
Design



Social
Integrations



Mobile
Experience



Ease of Use



Overview

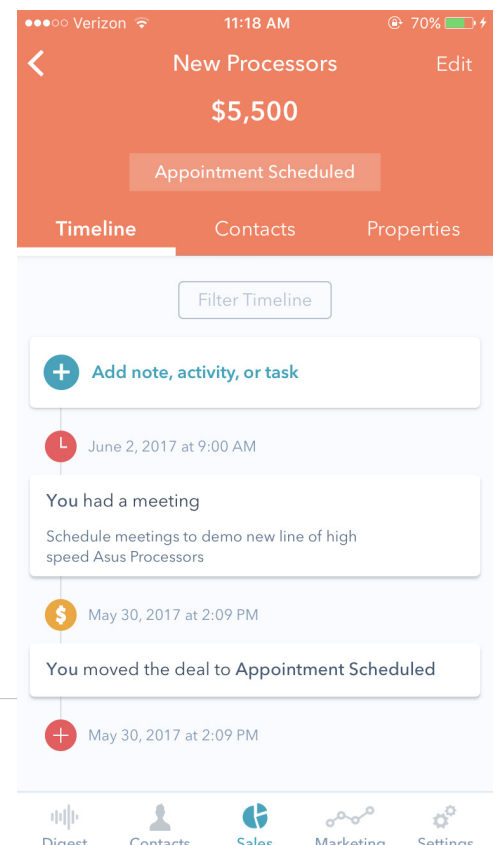
A free CRM solution with add-on services for marketing and service, Hubspot offers customers an à la carte service to create the system right for their needs and budget.

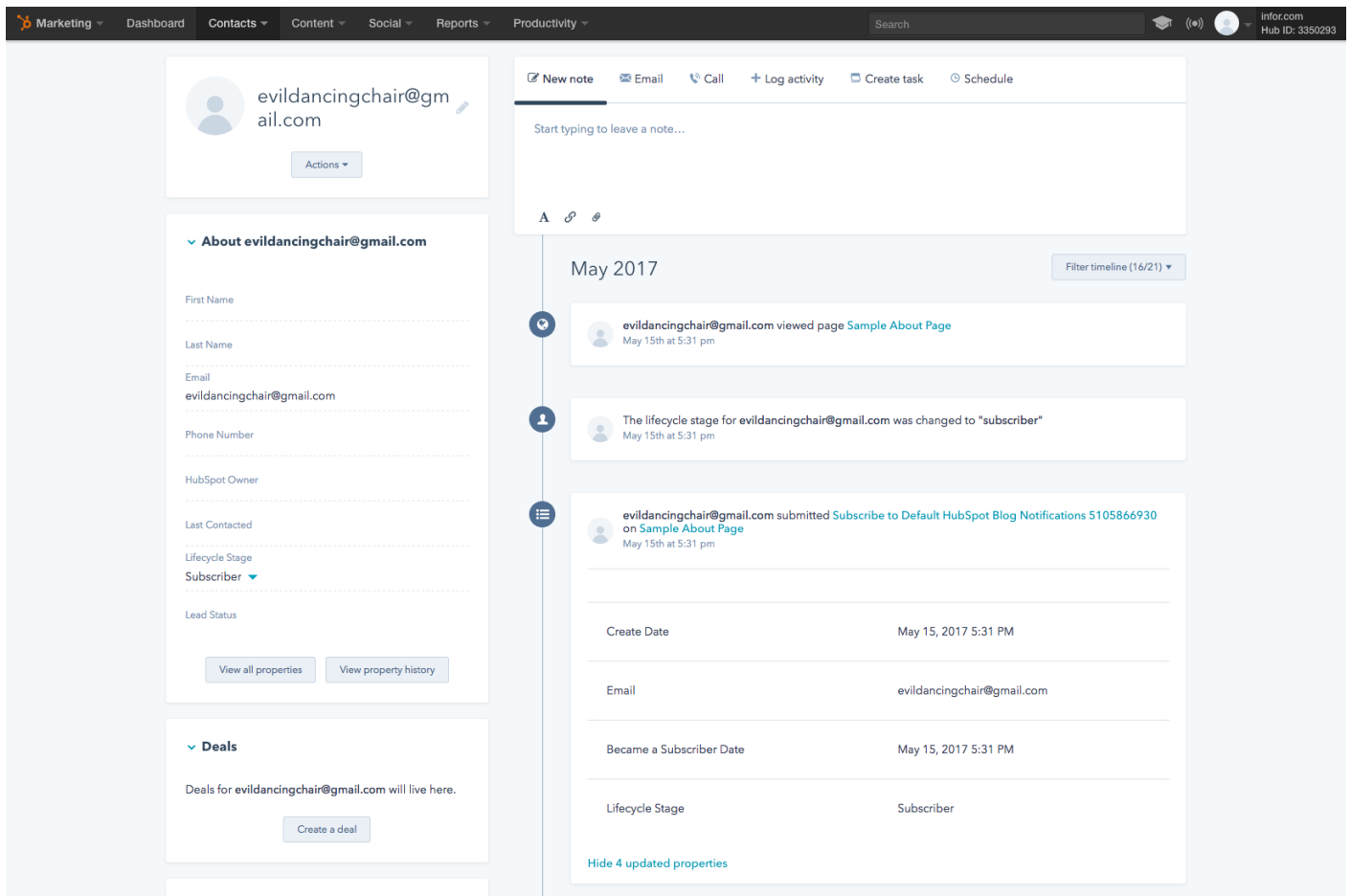
Market Positioning

Hubspot is currently a certified, premier Google partner and has several well-known application integrations, including other competitor CRM solutions such as Microsoft Dynamics, Salesforce, Pipedrive CRM, Netsuite, SugarCRM, and more. This indicates that, for many customers, HubSpot a tool to be used along side preexisting software for little to no cost.

Aligning with industry leaders and a variety of systems means that Hubspot can remain relevant as customers grow and require additional functionality. This could entice customers that are worried about outgrowing one solution or are hesitant to commit to one system.

In addition, Hubspot is uniquely positioned to innovate, adding features and functionality not already offered by larger solutions while still providing the stability and security of a larger platform.





Contact details screen on Blackbaud
www.blackbaud.com

Design

- » Flat design is modern and easy to read.
- » Calls to action have clear primacy and draw the user to add content rather than only browse.

Features

- » A native mobile application allows users to view their information offline and access all of their CRM data and functionality on the go.

Strengths

- » Partnerships with industry leaders for integrations
- » Modern design and branding

Hatchbuck



Visual
Design



Social
Integrations



Mobile
Experience



Ease of Use



Overview

Hatchbuck is a CRM for small businesses that want a simple tool for email marketing and contact management. It has integrated Salesforce automation and social media integration so customers can send leads targeted content with real-time activity tracking. However, Hatchbuck lacks the more robust features common in larger competitors, such as clear sales process flows and native mobile applications.

Market Positioning

Each pricing plan is based on the number of users and number of contacts. Hatchbuck is targeted towards smaller businesses with modest marketing budgets. There are also 'Quickstart' options available that include basic features such as marketing strategy overviews and pre-built email campaigns.

The Hatchbuck team is responsive to customer feedback and quick to answer questions or help troubleshoot glitches and bug. Because of this, the CRM software has built a positive reputation and earned glowing reviews from users.

Support Hatchback: Demo Account Jamie Miller ▾

hatchback Dashboard Contacts Deals Tasks 14 Tools Reports Find a contact

← Buck Anderson
⚙️ Actions ▾
✎ Edit Profile
← →

Buck Anderson

President at Spark Co

f

📌 Level of Interest (7)
📺 Watched Company Overview Video (2)
📅 Visited my Online Calender (2)
🔧 Steel Shaft (1)

📅 11/15/13 Start (1)
🏠 Visited Home Page (1)
📄 Visited About Page (1)
📋 Completed Business Planning Session Form (1)

✎ Add/Edit

✉️ buckanderson1289@gmail.com (Work)

☎️ (314) 555--5555 (Work)

🏠 435 Maple Street St. Louis Mo 63105 United States (Work)

Status

Opportunity
Status

10/08/2013 10:31 AM
Last Contact

Jamie Miller
Sales Rep

Yes
Nurtured

Additional Contact Info

🌐 <http://SparkCo.com>

🕒 Central Standard Time

📧 Buck.aol (AOL IM)

Other Info

🌡️ Temperature
Hot

🎂 Birthday
01-15-1970

Created by Jamie Miller
on 10/7/2013 9:04:46 PM CST

Activity
Notes (1)
Tasks (0)
Campaigns (0)
Events (0)
Deals (1)

Type
All Activity ▾

Sales Rep
All Users ▾

Time Period
Any Time ▾

↺

Visited www.morebiz.com/blog

2:26 PM

Visited www.morebiz.com/customers

2:25 PM

Visited www.morebiz.com/about

2:13 PM

Contact details screen on Hatchback
www.hatchback.com

Design

- » Real-time dashboard with updates along the right sidebar
- » Visual indicators on whether a lead's action has a positive or negative effect on how likely they are to buy

Features

- » Email campaign template designer
- » Drag-and-drop dashboard

Strengths

- » Inexpensive solution for small businesses that need simple workflows
- » Sales Force Automation

Zoho



Visual
Design



Social
Integrations



Mobile
Experience



Ease of Use



Overview

Zoho CRM monitors multiple channels to track incoming and outgoing calls, emails, web analytics, and social media. The scope of features, both built-in and add-on, and integrations will draw small and medium business to this extendable solution.

Market Positioning

With strong multi-channel CRM functionality at its core, Zoho's Free edition is perfect for teams with ten users or fewer. Other editions add social CRM, email marketing, territory management, and even artificial intelligence capabilities. All of this creates a powerful player in the CRM landscape, easily competing with Salesforce for the small and medium business market share.

Additional functionality can be gained from integrations and add-ons, including with Google G Suite, MailChimp, Zendesk, Microsoft Office, and many more. This means that Zoho can grow with a customer and focus on delivering native functionality over platform-specific add-on features.



Zoho across multiple devices
www.zoho.com

Design

- » Newly redesigned UI with customizable responsive dashboard

Features

- » Built-in voice-over-IP (VoIP) calling
- » Gamification for daily tasks

Strengths

- » Extendable feature set
- » Offline functionality on native mobile applications

Others

These vendors are worth considering for their impact in specific markets or industries, even if these markets or industries do not directly overlap with Infor clients.

Lithium®

Lithium

Focusing on social media connections with influencers, leads, and customers, Lithium has found a niche where legacy products have thus far not ventured. Lithium's youthful branding and social media-fueled software tout the power of social media as part of an ecosystem marketing, sales, and support.

blackbaud™

Blackbaud

Blackbaud is a CRM solution for nonprofit and education accounting and fundraising. Editions like the popular Raiser's Edge include event management, data enrichment services, social media and email marketing tools, and more. The result is a powerful system that handles much of the day-to-day work of a nonprofit but comes with a steep learning curve.

Bitrix24⌚

Bitrix24

Touted as a collaboration tool and internal social media platform for organizations, Bitrix24 offers video chats, file sharing, and more to help sales teams no matter where they are located. As teams become more dispersed, tools like Bitrix24 could be increasingly valuable alongside traditional CRM capabilities.

amoCRM.

amoCRM

AmoCRM is a CRM optimized for iPad. It combines digital lead generation and SFA with visual pipeline management, VoIP capabilities, and internal messaging. A free open API means that customers can expand integrations and add-ons at will.



Infusionsoft

A sales and marketing automation software, Infusionsoft is targeted at small businesses, incorporating resources for business owners into the sales and marketing platform. This combination gives users the confidence to continue using the software and trust in the solution to expand their business.



Velocify

Velocify is a narrowly-focused “sales acceleration” tool intended to be used alongside Salesforce CRM. By streamlining and automating sales processes, Velocify claims to increase sales and productivity but is likely too expensive for small business to afford.



Netsuite CRM

Acquired by Oracle in November, 2016, Netsuite is a cloud-based CRM solution aimed at a similar market to Salesforce. With the expansion into this market, Oracle is poised to challenge some smaller Salesforce competitors, offering stability and name recognition in addition to the more affordable option.



Nimble

Nimble positions itself as a tech- and trend-focused solution for social CRM and SFA. With a variety of applications and plug-ins, Nimble seems primarily focused on relationship building is lacking emphasis on sales processes.



Veloxy

A geo-mapping predictive sales tool & pipeline manager, Veloxy exists as a native mobile app and desktop plugins. It is positioned for large and enterprise businesses and integrates with Exchange, Salesforce, and Gmail, working with user behavior to aggregate data from disparate sources into one view.

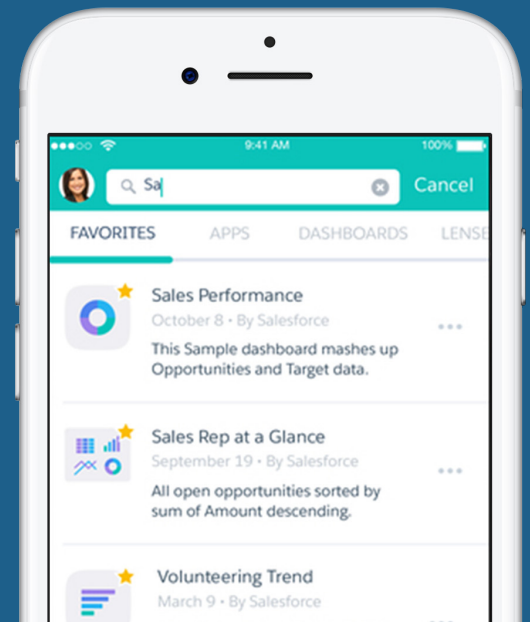


Toutapp

Toutapp specializes in email marketing and outbound campaign management, integrating with Gmail to provide tracking, A/B testing, and purpose specific activities. Acquired by Marketo in April of 2017, Toutapp is a complementary software to traditional CRM systems.

Next Generation

As Infor moves forward with a renewed commitment to creating an innovative CRM solution, as well as Project Max, it is important to consider competitors who are going beyond basic CRM and SFA functionality. Both Salesforce Einstein and Tact have introduced artificial intelligence and machine learning to provide users with additional insight and ease of use.



Salesforce Einstein



Overview

Salesforce and IBM Watson have joined forces to infuse AI-generated data science directly into Salesforce's CRM, resulting in what they call a 'personalized and predictive' experience. With deep learning, machine learning, predictive analysis, natural language processing, and data discovery, Einstein represents the bleeding edge of consumer AI functionality, providing the user with layers of data about their customers.

Market Positioning

Einstein is an add-on service for new and existing Salesforce customers for an additional fee per user per month, and data models can be customized to each customer. With no additional software to use or install, Einstein is a seamless addition to Salesforce, and becomes better and more personalized as customers use it. With this positioning, Salesforce is emphasizing long-term relationships with its customers, hoping to engage them for their mutual benefit. For customers looking for a CRM with artificial intelligence, the pedigree of Salesforce and IBM Watson is hard to beat.



Overview

Tact is an AI sales assistant, intended to be used in addition to a CRM. Emphasizing human-computer interactions over predictive intelligence, Tact aims to decrease the manual data entry sales professionals must complete to succeed in their field.

Market Positioning

Tact is one of the first vendors to have a commercial AI assistant for sales. Their assistant combines intelligent algorithms with conversational UIs like Amazon Echo or Apple's Siri. Partnering with Salesforce and Oracle, Tact is poised to capture a large market share of existing CRM users. Providing a solution that integrates with existing technologies and runs native on multiple platforms, Tact has a low barrier to entry compared to legacy CRM systems and can provide speed and offline access faster than a hybrid application. Overall, Tact's most compelling selling point is that salespeople will not need to use CRM every day and can spend more time selling.

