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Top 15 CRM Software Awards 2015/16

by CSM Newsdesk

Based on rigorous testing of CRM software applications from around the world, ISM has announced the winners of the 2015/16 Top 15 CRM Software Awards.

Each software application is rated according to 179 selection criteria. With no ownership in, or by a vendor, ISM's software analysis is unbiased.

The Top 15 Award winners, in alphabetical order, are:

ISM Top 15 CRM Enterprise Winners

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Amdocs CES CRM – by Amdocs Limited

C2CRM – by Clear C2, Inc.
 ExSelligence 6.02 – by Optima Technologies, Inc.
 Infor CRM – by Infor
 KANA Enterprise v. 14R1 – by KANA, Inc.
 Microsoft Dynamics CRM – by Microsoft Corporation
 Oncontact CRM v. 8.1 – by Workwise LLC
 Oracle Siebel CRM – by Oracle Corporation
 Pega CRM – by PegaSystems
 Pivotal CRM v. 6.5 – by Aptean
 Salesforce.com – by Salesforce.com
 SalesTalk – by SalesTalk Technologies, Inc.
 SAP CRM – by SAP AG
 Sugar CRM v. 7.6 – by Sugar CRM
 update.CRM – by update software AG

ISM Top 15 CRM SMB Winners

bpm'online CRM – by bpm'online
 C2CRM – by Clear C2, Inc.
 Goldmine Premium Edition 2014.2 – by HEAT Software
 Maximizer CRM 2015 R2 – by Maximizer Software Inc.
 Microsoft Dynamics CRM – by Microsoft Corporation
 NetSuite CRM – by NetSuite, Inc.
 Oncontact CRM v. 8.1 – by Workwise LLC
 Sage CRM 7.3/Sage CRM Cloud – by Sage Group, PLC
 Salesboom.com Cloud CRM – by Salesboom.com
 Salesforce.com – by Salesforce.com
 Salespage Financial – by Salespage Technologies, LLC
 Soffront CRM – by Soffront Software
 StayinFront CRM – by StayinFront, Inc.
 Sugar CRM v. 7.6 – by Sugar CRM
 Zoho CRM – by Zoho Corporation

For the past 25 years – since 1990 – ISM, through its Software Lab, has been awarding recognition to leading CRM providers in Enterprise and Small & Medium Business (SMB) categories.

ISM President Barton Goldenberg, said:

“The winners of the 2015/16 Top 15 are the influencers in the CRM community who have made significant advancements in both functionality and connectivity for sales, customer service and marketing professionals; offer better decision making tools for executives; and provide more intimate connectivity with today’s Digital Clients.”

Goldenberg also notes two meaningful CRM industry trends: (1) ‘Social CRM’ will grow significantly as noted in his recent book, “The Definitive Guide to Social CRM,” Pearson, 2015; and (2) the ‘Internet of Things’ – where every day physical objects connect to the Internet – will explode from 9 billion connected devices/sensors today to a forecasted 2 trillion devices/sensors connected by 2020.

Founded in 1985 and headquartered in Bethesda, MD, ISM Inc. provides customer-centric strategic services to organizations planning and implementing CRM/Social CRM, Big Data Analysis/Insight, Branded Communities, Customer Experience Management, and Channel Optimization initiatives.



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CSM is edited by Ian Miller. Please contact Ian with your comments, questions or suggestions.

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