

APTEAN PIVOTAL CRM EVALUATED IN THE NICHE QUADRANT OF THE GARTNER MAGIC QUADRANT FOR SALES FORCE AUTOMATION (JULY 2015)



We are very happy to announce that the Gartner Magic Quadrant for Sales Force Automation, released in July 2015, has placed Aptean's Pivotal CRM solution in the Niche Quadrant.

The Gartner evaluation supports our own positioning and messaging: a great fit for a mid-size organization that needs specific capabilities.

"Aptean has stabilized, Gartner says, since it acquired Pivotal CRM from CDC Software. The improved 6.5 release features a cloud delivery option through Amazon Web Services. Its strengths are configuration and extensibility, customer loyalty, and Microsoft centricity. Gartner's cautions are cloud validation and the need to reinvent the brand so it can land on more customer shortlists."

crm-daily.com

STRENGTHS:

"Aptean's financial resources have helped improve the Pivotal CRM mobile app for the 6.5 release in April 2015, which also features a cloud delivery option through Amazon Web Services."

"Throughout the years, Pivotal has gained intellectual property in key industry verticals, such as financial services, insurance, healthcare, manufacturing and hospitality. ERP products (Ross ERP, Made2Manage ERP and Axis ERP) could benefit from prebuilt integrations among those solutions."

"The Pivotal application development platform is based on Microsoft technology and leverages C#. Customer references for this Magic Quadrant gave Pivotal above-average ratings in this area."

"Many customers have been using Pivotal products for more than 15 years, well beyond the normal replenishment cycle of most software applications. The average time that customers of Pivotal have been using its product was in the upper range compared with other vendors evaluated in this Magic Quadrant."

"Customers that are more Microsoft-centric will find Pivotal CRM's use of the Microsoft technical stack, and the integration with other Microsoft-related applications (such as SharePoint and Outlook), attractive."