

## CRM MAJOR PART OF IT BUDGETS

Customer relationship management (CRM) is more important to North American companies in 2001 than it was in 2000, according to IDC's "Enterprise Technology Trends Survey."

In 2001, nearly two-thirds (64.5 percent) of organizations said their external IT budgets included CRM projects, up from half (50.5 percent) in 2000. This increase was most notable in small companies (10-99 employees). The percentage of small companies including CRM in their external IT budgets jumped from 39 percent to nearly 59 percent in 2001.

For all organizations surveyed, external CRM budgets grew from a mean of \$561,900 in 2000 to \$691,948 in 2001.

Other survey findings include:

- CRM was rated the highest priority by 17.5 percent and 19.4 percent of the entire respondent base in 2000 and 2001, respectively.
- CRM grew in importance in 2001 for small (10-99 employees) and large organizations (1,000+ employees), while slightly fewer medium-sized organizations (100-999 employees) classified CRM as their highest priority.
- Small companies appeared to be ready to focus on CRM - more so than their larger counterparts. Nearly one-third (30 percent) of small organizations said CRM was their highest priority in 2001; this compares with 12.6 percent of large organizations.