

CRM too big for mid-size companies

An overwhelming 80 per cent of mid-sized companies say that CRM software is too expensive, time-consuming and difficult to implement, according to a study by Pivotal Software.

The study results indicate new CRM software buying patterns and preferences in so far as companies are scrutinizing their CRM purchases, demanding pilots and requiring up-front proof that CRM will positively impact their businesses.

"This study clearly demonstrates that mid-sized enterprises are demanding fast, cost-effective and results-driven CRM software," said Bo Manning, president and CEO, Pivotal. "We're seeing a shift in CRM buying patterns because mid-sized enterprises believe that 'humongous' CRM is over-engineered, too costly and too difficult to implement."

The study, conducted by Advantage Business Research, involved responses from approximately two hundred technology and business professionals from companies or business units in the revenue range of \$100 million to \$3 billion.

The findings indicate that CRM decision-makers at mid-sized enterprises have three key criteria for evaluating CRM software: easy customisation, cost-effectiveness, and fast integration with back-end and front-end systems. More than 96 per cent of all study respondents claimed that their company would buy CRM software that is the 'right technology fit', rather than buying on brand recognition or vendor size alone.

The study also indicates that more than 68 per cent of mid-sized enterprises believe large enterprise CRM software (such as Siebel, Oracle and SAP) has more features than they will need. While 94 per cent of the respondents stated that given the option, they would choose to test-drive their CRM software before making a purchase.