

Core Functionality Comparison

Differentiating one product from another is becoming a daunting task for customers. Many vendors claim to provide comprehensive functionality, and most of them actually do. How then, can you effectively determine which product is right for your business? Examining the TCO (Total Cost of Ownership) is a good place to start. Lets assume for a minute that several vendors can address your functional requirements. You must then determine other criteria by which to make a decision. Some of the things to look at are:

- The software acquisition cost
- The implementation cost
- The training time and expense
- Learning curve
- Cost of system customizations
- Annual maintenance and support cost
- Cost of add-on functionality
- Integration cost to disparate systems

By examining the TCO of the products identified below, you will determine that Commence is the most comprehensive, flexible and affordable solution for small to mid-size businesses.

Decision Criteria	Winner
Which solution has the fastest and least costly implementation?	Commence
Which solution has the shortest learning curve?	Commence
Which solution can be customized quickly without costly programming resources?	Commence
Which solution is the easiest and least costly to maintain?	Commence

The table below outlines the core functionality most requested by companies evaluating CRM solutions. All three companies:

- Are well established and have a proven track record
- Have a large customer base
- Address the core functional components of a CRM solutions

Key Criteria	Commence Corp. Commence®	Front Range Solutions Goldmine® FrontOffice	Interact Commerce SalesLogix®
Sales			
Contact Management	Yes	Yes	Yes
Account Management	Yes	Yes	Yes
Lead Management	Yes	Yes	Yes
Opportunity Management	Yes	Yes	Yes
Territory Alignment	Yes	Yes	Yes
Quota Assignment	Yes	Yes	Yes
Forecasting	Yes	Yes	Yes

Sales Reporting	Yes	Yes	Yes
Telesales Scripts	Yes	Yes	Yes
Marketing			
Campaign Management	Yes	Yes	Yes
Collateral Library	Yes	Yes	Yes
Data Mining	Yes	Yes	Yes
Response Tracking	Yes	Yes	Yes
ROI Analysis	Yes	Yes	Yes
Customer Support Call Center			
Service Request Management	Yes	Yes	Yes
Activity Tracking	Yes	Yes	Yes
Problem Resolution	Yes	Yes	Yes
Defect Tracking	Yes	Yes	Yes
Return Material Authorization	Yes	Yes	Yes
Contract Management	Yes	Yes	Yes
Warranty Management	Yes	Yes	Yes
Telephony Integration	Yes	Yes	Yes
Unique Features			
Automated Agents/Wizards	Yes	Yes	No
Reliable Data Synchronization	Yes	No	Yes
Connection Controls	Yes	No	No
Seamless Integration within Applications	Yes	No	No