

★ Winner 🏆 Leader	COMPANY	CATEGORY	REPUTATION FOR CUSTOMER SATISFACTION					REPUTATION FOR DEPTH OF FUNCTIONALITY					REPUTATION FOR COMPANY DIRECTION					
			1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	
★	Accenture	Consultancies	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
★	Amdocs	Enterprise Suite CRM	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
🏆	Aprimo	Marketing Automation	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
🏆	BearingPoint	Consultancies	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
🏆	Business Objects	CRM Analytics	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
🏆	Capgemini	Consultancies	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
🏆	Cognos	CRM Analytics	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
🏆	Deloitte Consulting	Consultancies	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
🏆	Entellium	SFA	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
🏆	Firstlogic	Data Quality	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
🏆	FrontRange Solutions (GoldMine)	SFA	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
🏆	FrontRange Solutions	Small Business Suite CRM	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
🏆	Harte-Hanks (Trillium)	Data Quality	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
🏆	IBM BCS	Consultancies	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
🏆	IBM (Ascential Software)	Data Quality	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
🏆	Maximizer Software	SFA	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
🏆	Maximizer Software	Small Business Suite CRM	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
🏆	NetSuite	Small Business Suite CRM	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
🏆	Oracle	Enterprise Suite CRM	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
🏆	PeopleSoft	Enterprise Suite CRM	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
🏆	PeopleSoft	Midmarket Suite CRM	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
🏆	Pitney Bowes (Group 1)	Data Quality	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
🏆	RightNow Technologies	Midmarket Suite CRM	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
🏆	Sage Software	Midmarket Suite CRM	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
🏆	Sage Software	Small Business Suite CRM	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
★	Sage Software (ACT!)	SFA	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
★	Salesforce.com	Midmarket Suite CRM	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
★	Salesforce.com	Small Business Suite CRM	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
🏆	Salesnet	SFA	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
🏆	SAP	Enterprise Suite CRM	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
🏆	SAP	Marketing Automation	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
🏆	SAS Institute	Marketing Automation	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
★	SAS Institute	CRM Analytics	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
★	SAS Institute (DataFlux)	Data Quality	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
🏆	Siebel Systems	Enterprise Suite CRM	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
🏆	Siebel Systems	Midmarket Suite CRM	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
🏆	Siebel Systems	Marketing Automation	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
🏆	SPSS	CRM Analytics	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
🏆	Teradata	CRM Analytics	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
★	Unica	Marketing Automation	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4

CUSTOMER SATISFACTION, DEPTH OF FUNCTIONALITY AND COMPANY DIRECTION ARE BASED ON A 5-POINT SCALE, WITH 5 BEING THE HIGHEST RATING.

CATEGORIES AND CRITERIA

CRM magazine's fourth annual Market Leader awards feature some enhancements over previous years. One such enhancement, which reflects the unique needs of and available solutions for small businesses, is a new category, Small Business Suite CRM.

We name one winner and four leaders (listed alphabetically) in each category, using a proprietary selection formula. This year we've added another criterion to the formula—reputation for company direction, which addresses such considerations as new product releases and upgrades, organizational restructuring, and mergers and acquisitions.

The overall award rating is based on a composite score of CRM revenues; year-over-year revenue growth; and analyst ratings for customer satisfaction, depth of functionality, and company direction. We also cite companies in each category worth watching for their potential to appear on their respective market's leaderboard next year.