

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			
●	AMDOCS	ENTERPRISE SUITE CRM	4	4	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	4	4
●	BUSINESS OBJECTS	CRM ANALYTICS	4	4	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	4	4
●	ENTELLIUM	SFA	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
●	FIRSTLOGIC (BUSINESS OBJECTS)	DATA QUALITY	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
●	FRONTRANGE SOLUTIONS (GOLDMINE)	SMALL BUSINESS SUITE CRM	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
●	HARTE-HANKS (TRILLIUM SOFTWARE)	DATA QUALITY	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
●	HYPERION	CRM ANALYTICS	4	4	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	4	4
●	MAXIMIZER SOFTWARE	SMALL BUSINESS SUITE CRM	4	4	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	4	4
●	MICROSOFT	MIDMARKET SUITE CRM	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
●	NETSUITE	MIDMARKET SUITE CRM	4	4	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	4	4
●	ORACLE	CRM ANALYTICS	4	4	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	4	4
●	PITNEY BOWES (GROUP 1 SOFTWARE)	DATA QUALITY	4	4	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	4	4
●	SAGE CRM	SMALL BUSINESS SUITE CRM	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
●	SAGE CRM (ACT!)	SFA	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
●	SALESFORCE.COM	ENTERPRISE SUITE CRM	4	4	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	4	4
●	SALESFORCE.COM	SMALL BUSINESS SUITE CRM	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
●	SALESFORCE.COM	SFA	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
●	SALESNET (RIGHTNOW)	SFA	4	4	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	4	4
●	SAP	MIDMARKET SUITE CRM	4	4	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	4	4
●	SAS INSTITUTE	MARKETING AUTOMATION	4	4	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	4	4
●	SAS INSTITUTE (DATAFLUX)	DATA QUALITY	4	4	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	4	4
●	SIEBEL SYSTEMS	MARKETING AUTOMATION	4	4	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	4	4

WINNER LEADER	COMPANY	CATEGORY	REPUTATION FOR CUSTOMER SATISFACTION					REPUTATION FOR SERVICES OFFERED					ABILITY TO EXECUTE								
			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	4	4	4
●	BEARINGPOINT	CONSULTANCIES	4	4	4	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	4	4	4
●	DELOITTE CONSULTING	CONSULTANCIES	4	4	4	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	4	4	4

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

**CATEGORIES AND CRITERIA** CRM magazine's fifth annual Market Leader awards feature some enhancements over previous years. The biggest enhancement is in the consultancies category, where we exchanged the company direction criterion for the ability to execute criterion. As we've done in the past, we name one winner and four leaders (listed alphabetically) in each category, using a proprietary selection formula. 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 that are worth watching for their potential to appear on their respective market's leaderboard next year.