

PRODUCT EVALUATION

Info-Tech Advisor Premium - Evaluate



About this research note:

Product Evaluation notes provide an analysis of the market position of a specific product and its vendor through an in-depth exploration of their relative capabilities.

Customer Relationship Management: Sage SalesLogix

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Sage SalesLogix maintains its leadership position in sales process automation. A new analytical dashboard adds welcomed improvements in tracking and monitoring of sales pipeline and process performance. Planned integration with the Sage MAS line of ERP products will eventually make Sage SalesLogix the top Customer Relationship Management (CRM) choice for existing MAS 500 customers.

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Executive Summary

The Info-Tech Research Group recently completed a comparison of six market leading Customer Relationship Management (CRM) solutions. One of the evaluated products was Sage SalesLogix. The evaluation examines specific strengths and weaknesses to determine to what degree Sage SalesLogix would make a good choice for an organization implementing a CRM solution.

This research note outlines several key points, including:

- » Sage SalesLogix's position in the spectrum of CRM offerings.
- » A description of Sage SalesLogix's CRM solution.
- » Sage SalesLogix's product strengths and challenges.

Sage SalesLogix is a viable option for existing Sage Software ERP customers, SageCRM customers needing to upgrade to a more scalable product and customers embarking on new CRM implementations. Recent product releases have improved product functionality; however, Sage MAS 500 (ERP) customers are left wanting deeper out-of-the-box integration.



Market Overview

The CRM suite market peaked immediately before the dot com “crash” of 2000/2001. The subsequent downturn in enterprise technology spending and a growing perception of large CRM project failure created a meltdown in the CRM market and drove significant market consolidation and forced acquisition of many public CRM vendors by larger software firms.

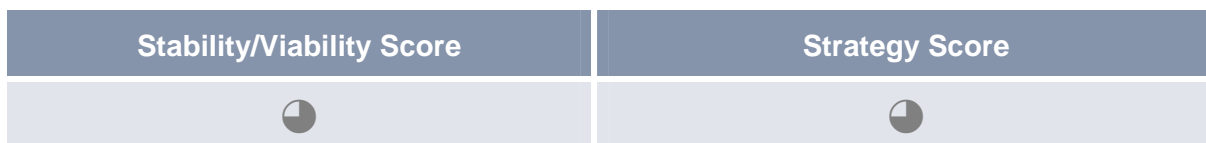
The demand for traditional CRM software is growing once again. This trend is led by strong demand among mid-market firms and steady economic growth.

Emerging market trends are changing the delivery options and functional capabilities of CRM software and are impacting vendor evaluation criteria and the CRM software selection process. Among these trends are:

- » The emergence of the Software as a Service (SaaS) delivery model, successfully demonstrated by Salesforce.com.
- » The collapse of traditional software development cycle times, driven by enhancements in collaborative development pioneered by the open-source software (OSS) movement.
- » Emerging models for rapid integration of software services into enterprise applications, such as those commonly referred to as “Web 2.0”.

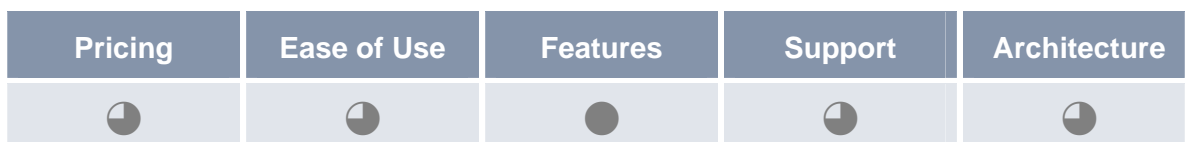
Vendor Index

This index rates the overall stability/viability of Sage SalesLogix as well as its ability to execute its corporate strategy and effectively compete in the mid-market.



Product Index

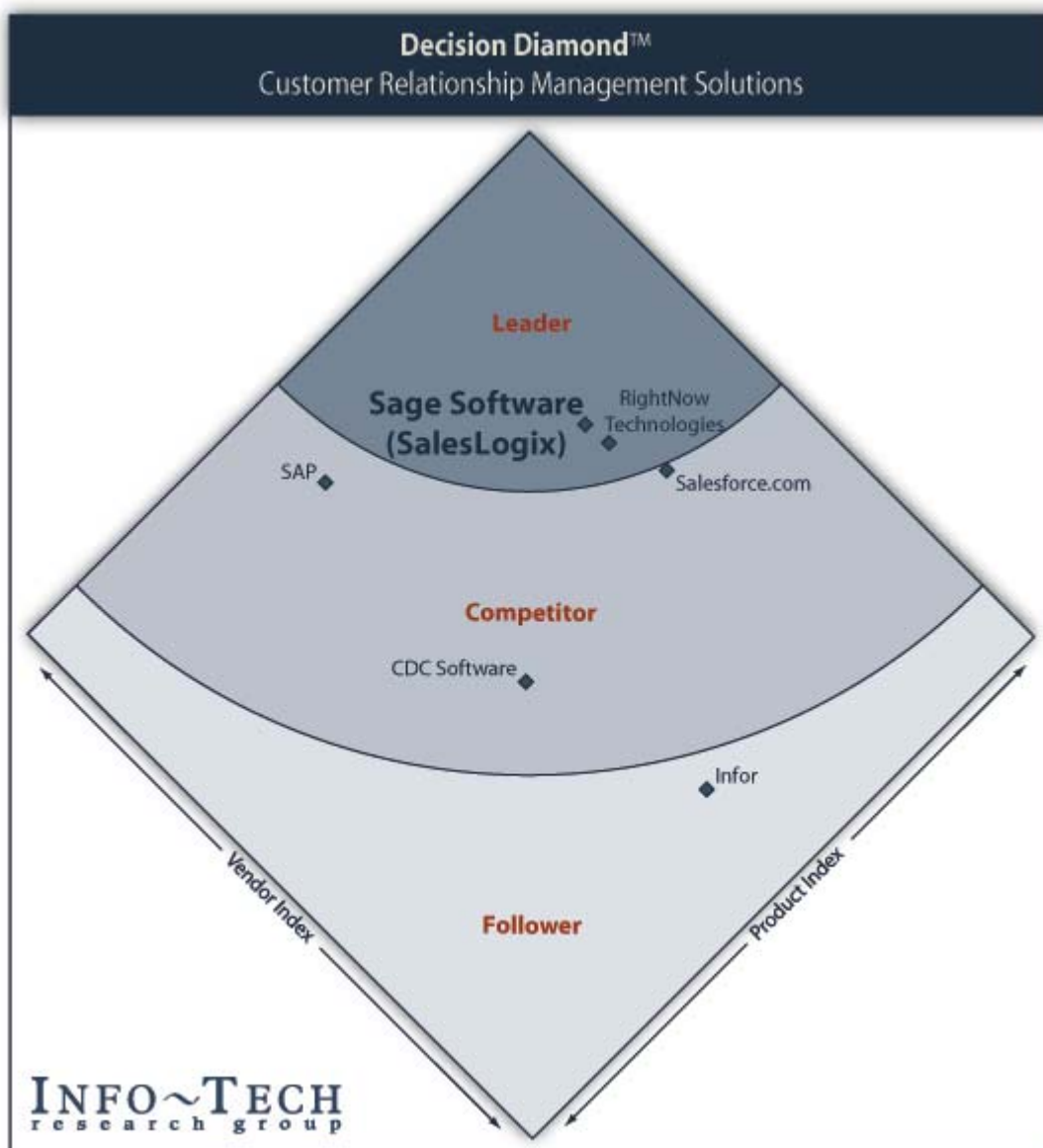
This index rates the ability of Sage SalesLogix to accurately meet the business and technology needs of the mid-market through its understanding of product features and positioning.





Decision Diamond Comparison

Sage SalesLogix placed in the Leader Zone in the recently completed ITA Premium “Customer Relationship Management Solutions” Product Comparison. Sage SalesLogix fared well in the product index. The product is an especially good mid-market sales automation solution and has demonstrated scalability to compete up-market as well.





Product Highlights

Sage SalesLogix was one of the original CRM software vendors to focus on sales automation in the 1990s. Competition from Siebel Systems and the CRM “suite wars” were not kind to the company and it was eventually acquired by Sage Software, a company that makes software for small to mid-sized businesses, including the MAS line of ERP products. This acquisition has assured continued viability of SalesLogix, as evidenced by Sage’s continued investment in and enhancement of the product.

Sage Software has three main CRM product lines:

- » SalesLogix
- » SageCRM
- » ACT!

Sage has placed all three lines in one division under single management and is rapidly developing an integrated strategy across the products, while continuing to invest in new product releases. This strategy assures that the company has a CRM solution for the entire small to medium market, from basic contact management (ACT!) and mid-market CRM (SageCRM) to larger enterprise-level CRM SalesLogix.

Sage SalesLogix released Version 7.2 in June 2007. The product provides deep sales force automation functionality and decent service automation. Basic marketing campaign creation and execution is supported, but does not have full marketing operations management capabilities. (Marketing operations management is beyond the scope of this evaluation.) However, a new add-on called Visual Analyzer is available to provide customizable dashboard analytics for multiple sales roles, from telesales reps to account managers to district and regional managers.

The greatest strength of Sage SalesLogix is the deep functionality it provides in sales automation, most likely the result of its market heritage in the CRM sales automation process domain. The product also provides a full range of mobile and disconnected deployment options, suitable for a variety of end user work profiles.

While the service automation capabilities provide adequate ticketing and inquiry management capabilities, Sage SalesLogix is not a best of class call center service management application. Basic marketing capabilities will be adequate for many small companies, but larger enterprises will want to consider augmenting with best of class software for large scale marketing operations management needs.

Current integration between Sage SalesLogix and Sage MAS can be achieved with Sage Software’s “Dynamlink” product. In the future, ITRG expects to see tighter CRM/ERP out-of-the box from Sage. However, ITRG believes that Sage should also focus on building and supporting connectors between Sage SalesLogix and other mid-market ERP platforms, such as those from SAP and Oracle, beyond just the Sage Software line of ERP products.



Strengths	Challenges
<ul style="list-style-type: none">» Deep functionality and process knowledge in sales force automation benefits larger companies.» Scalable architecture.» Variety of mobile device options, including a disconnected client (Sage SalesLogix Mobile).» Sage Software ownership brings renewed viability to the product.	<ul style="list-style-type: none">» May be too complex and pricey for many smaller businesses.» Integration with major mid-market ERP platforms is not a standard option, which may disappoint larger companies, but is available from third parties.

Bottom Line

Sage SalesLogix maintains its historical position of leadership in sales process automation. A new analytical dashboard adds welcomed improvements in tracking and monitoring of sales pipeline and process performance. Planned integration with the Sage MAS line of ERP of products will eventually make Sage SalesLogix the top CRM choice for MAS 500 customers in particular.

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