



## CRM Magazine Announces Winners of 2010 CRM Market Awards

*CRM Evolution '10: As CRM magazine's annual conference gets under way, the ninth annual awards honor companies, customers, and industry visionaries for successes in the CRM marketplace over the previous 12 months.*



**NEW YORK, August 2, 2010** — **CRM** magazine, the industry's leading publication, announced the winners of its 2010 CRM Market Awards here today, in conjunction with the magazine's CRM Evolution 2010 conference. With its ninth annual CRM Market Awards, *CRM* magazine honors the vendors, consultants, and end-user companies that

focus on customer relationships and the customer experience through the sophisticated integration of people, processes, and technologies. In each of 10 categories, the magazine named one Market Winner, denoting the highest score compared to its peers. Each category also produced four Market Leader awards and "One to Watch."

"In a period marked by economic and sustainability concerns, innovation and agility are the factors that separate the leaders from the laggards," said David Myron, editorial director of the magazine. "They're traits shared by every recipient of the 2010 CRM Market Awards, and we congratulate them not only for their achievements over the past year but in particular for their obvious dedication to the success of their customers."

Recipients were determined through an extensive three-month process and a proprietary rating formula that involves industry analysts, financial and corporate information, product and functionality assessments, and scores reflecting customer satisfaction.

- **Enterprise Suite CRM — Winner: Salesforce.com**  
Leaders: Microsoft, Oracle, RightNow Technologies, SAP  
One to Watch: NetSuite.
- **Midmarket Suite CRM — Winner: Salesforce.com**  
Leaders: Microsoft, NetSuite, Oracle, RightNow Technologies  
One to Watch: Sage.
- **Small-Business Suite CRM — Winner: Salesforce.com**  
Leaders: Maximizer Software, NetSuite, Oracle, SugarCRM  
One to Watch: Consona.
- **Sales Force Automation — Winner: Salesforce.com**  
Leaders: Microsoft, NetSuite, Oracle, RightNow Technologies  
One to Watch: Sage.
- **Incentive Management — Winner: Xactly**  
Leaders: Callidus Software, Merced Systems, Syngy, Varicent Software  
One to Watch: Softscape.

- **Marketing Solutions — Winner: Unica**  
Leaders: Alterian, Aprimo, Eloqua, SAS Institute  
One to Watch: Oracle.
- **Business Intelligence — Winner: IBM**  
Leaders: Oracle, SAP BusinessObjects, SAS Institute, Tibco  
One to Watch: Microsoft.
- **Data Quality — Winner: Informatica**  
Leaders: DataFlux (SAS Institute), IBM, SAP, Trillium Software (Harte-Hanks)  
One to Watch: Talend.
- **Open-Source CRM — Winner: SugarCRM**  
Leaders: Compiere (Consona), Concurvive SplendidCRM, vTiger  
One to Watch: xTuple.
- **Consultancies — Winner: Deloitte**  
Leaders: Accenture, Capgemini, IBM Global Business Services, Infosys  
Ones to Watch: Innoveer.

Eight members of the CRM community were named by the magazine as **2010 Influential Leaders**:

- **Marc Benioff**, cofounder, chairman, and chief executive officer at Salesforce.com (see *CRM's* November 2009 issue for our cover-to-cover special report on Benioff and Salesforce.com);
- **Bill McDermott**, co-chief executive officer at SAP;
- **Doc Searls**, fellow at the Berkman Center for Internet and Society, head of the individual-empowerment initiative ProjectVRM, and one of the co-authors of the landmark *Cluetrain Manifesto* (see *CRM's* May 2010 issue for a closer look at VRM and *Cluetrain* at 10);
- **Brian Solis**, principal at FutureWorks, cofounder of the Social Media Club, and author of *Engage!* (see this month's Required Reading for an exclusive interview with Solis about the new book);
- **Ray Wang**, partner at Altimeter Group, a new and noteworthy analyst firm;
- **Brad Wilson**, general manager of Microsoft Dynamics CRM, a unit of Microsoft Business Solutions at Microsoft;
- **Michael Wu**, principal scientist of analytics at social CRM innovator Lithium Technologies; and
- **Mark Zuckerberg**, cofounder and chief executive officer of social networking behemoth Facebook.

In addition, the magazine inducted a new member into the **CRM Hall of Fame: Paul Greenberg**, president and founder

of consultancy The 56 Group LLC, author of industry bible *CRM at the Speed of Light* (the fourth edition of which came out in December 2009, with an excerpt appearing in the February 2010 issue of *CRM*), and prolific industry consultant, blogger, and columnist.

The magazine also named eight **Rising Stars** this year — a record number:

- wunderkind analyst firm **Altimeter Group**;
- small-business CRM specialist **BatchBlue Software**;
- email marketing provider (and CoTweet acquirer) **ExactTarget**;
- location-based social gaming site **Foursquare**;
- content conductor **Open Text**;
- listening platform **Radian6**; and
- a pair of companies providing human resources software, **SuccessFactors** and **Workday**, that may help expand the parameters of CRM itself.

Lastly, the magazine named four customer implementations as winners of its **CRM Elite Award**:

- Homebuilder **Beazer Homes USA**, for a sales contact center built atop Salesforce.com;
- business-product provider **CDW**, for a Communispace powered environment that drove sales benefits;

- candymaker **Jelly Belly**, for a Microsoft Dynamics CRM deployment; and
- diagnostic-systems provider **Sysmex America**, for a CDC Pivotal initiative.

The 2010 CRM Market Awards are being presented at the CRM Evolution 2010 conference at the Marriott Marquis in New York (<http://www.destinationCRM.com/evolution>). An expanded version of the results has been published in the August 2010 issue of *CRM* magazine — available in print and (as of August 6, 2010) online and in digital NXTBook format.

#### About CRM magazine

*CRM magazine is the leading publication of the customer relationship management industry, covering sales, marketing, customer service, and strategy. The magazine also administers and hosts the annual CRM Evolution conference. Each of these properties is designed to serve customer-centric business initiatives, and leaders who recognize CRM as a key strategy for creating enhanced customer value in any industry. For more information about the magazine, its editorial calendar, or CRM in general, please visit us on the Web at <http://www.destinationCRM.com>, or on Twitter at @CRM (<http://twitter.com/CRM>) and @destinationCRM (<http://twitter.com/destinationCRM>). The destinationCRM Web site (which is updated daily) and the monthly magazine are properties of CRM Media, a division of Information Today, Inc.*

