

EMOTIONAL FOOTPRINT REPORT

Customer Relationship Management

1704

Reviews

14

Vendors Evaluated

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How to Use the Report

Info-Tech's Category Reports provide a comprehensive evaluation of popular products in the Customer Relationship Management market. This buyer's guide is designed to help prospective purchasers make better decisions by leveraging the experiences of real users.

The data in this report is collected from real end users, meticulously verified for veracity, exhaustively analyzed, and visualized in easy to understand charts and graphs. Each product is compared and contrasted with all other vendors in their category to create a holistic, unbiased view of the product landscape.

Use this report to determine which product is right for your organization. For highly detailed reports on individual products, see Info-Tech's Product Scorecard.



Software Directory

CUSTOMER RELATIONSHIP MANAGEMENT SOFTWARE

Selecting software can be overwhelming and one of the biggest challenges facing organizations is understanding the marketplace and identifying all of the available vendors and products. The Software Directory is a comprehensive list of all relevant software vendors in a particular category. Use this page to create the right vendor shortlist by exploring all of the options available to your organization.



 Act!

 amoCRM

 Base CRM

 Bpm'online Sales

 Capillary Customer Engagement Management Platform

 CAS Software AG GenesisWorld

 ConvergeHub

 Creedenz CXM Platform

 Epicor CRM

 Get Satisfaction

 InfoFlo

 Insightly

 ActiveCampaign

 Apptivo CRM

 Batchbook CRM

 BSI CRM

 Capital ID

 ClaraBridge

 Copper

 CRMnext

 Eptica Customer Management Suite

 Harris Data CRM Solutions

 Infor CRM

 Keep

 Agile CRM

 Avidian Prophet CRM

 BenchmarkONE

 Bunchball Advanced Gamification

 Capsule CRM

 Claritysoft CRM

 Creatio CRM

 Deltek CRM

 Freshworks CRM

 HubSpot Sales Hub

 InMoment Experience Hub

 Lead Barrel

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 **LeadMaster Lead Management CRM & SFA**

 **Marketcirle Daylite**

 **monday.com**

 **Nutshell**

 **Oracle E-Business Suite**

 **OroCRM**

 **Pipedrive**

 **PlanPlus Online**

 **Really Simple Systems**

 **Results CRM**

 **Salesflare**

 **Salesfusion Platform**

 **Less Annoying CRM**

 **Maximizer CRM**

 **NetSuite CRM**

 **OnContact CRM**

 **Oracle JD Edwards EnterpriseOne Customer Relationship Management**

 **Pega Customer Decision Hub**

 **PipelineDeals**

 **Prospect 365 CRM**

 **Replicon Time Intelligence Platform**

 **Romulus CRM**

 **Salesforce Essentials**

 **SalesJunction CRM**

 **LivePerson LiveEngage**

 **Microsoft Dynamics 365 Sales (CRM)**

 **Nimble**

 **Oracle CX Sales**

 **Oracle PeopleSoft CRM**

 **Pega Sales Automation**

 **Pipeliner CRM**

 **Questback**

 **Resco Mobile CRM**

 **Sage CRM**

 **Salesforce Sales Cloud**

 **Salesmate CRM**

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 SAP CRM

 SharpSpring

 Stay in Front

 SutiCRM

 Teamgate

 Veeva Systems CRM

 Vreze

 Zendesk Sell

 SAP Sales Cloud

 Snapforce CRM

 SugarCRM

 Tango CRM

 Thryv

 VinSolutions CRM

 vtiger CRM

 Zoho CRM

 SDL Customer Experience Cloud

 SprinxCRM

 SuperOffice CRM

 TargetX

 Thunderhead One Engagement Hub

 Vonage Contact Center

 Workbooks CRM



SOFTWARE REVIEWS

Emotional Footprint Diamond

CUSTOMER RELATIONSHIP MANAGEMENT

The customer experience with a software vendor will be a complex relationship that spans procurement, implementation, service, and support. Picking software can commit you to an extended period with that vendor, and knowing how real users feel about their service experience is crucial before making that commitment. When compared with how fair the price is for the software, you receive a comprehensive overview of the expected interaction and experience with the vendor.

Value Index

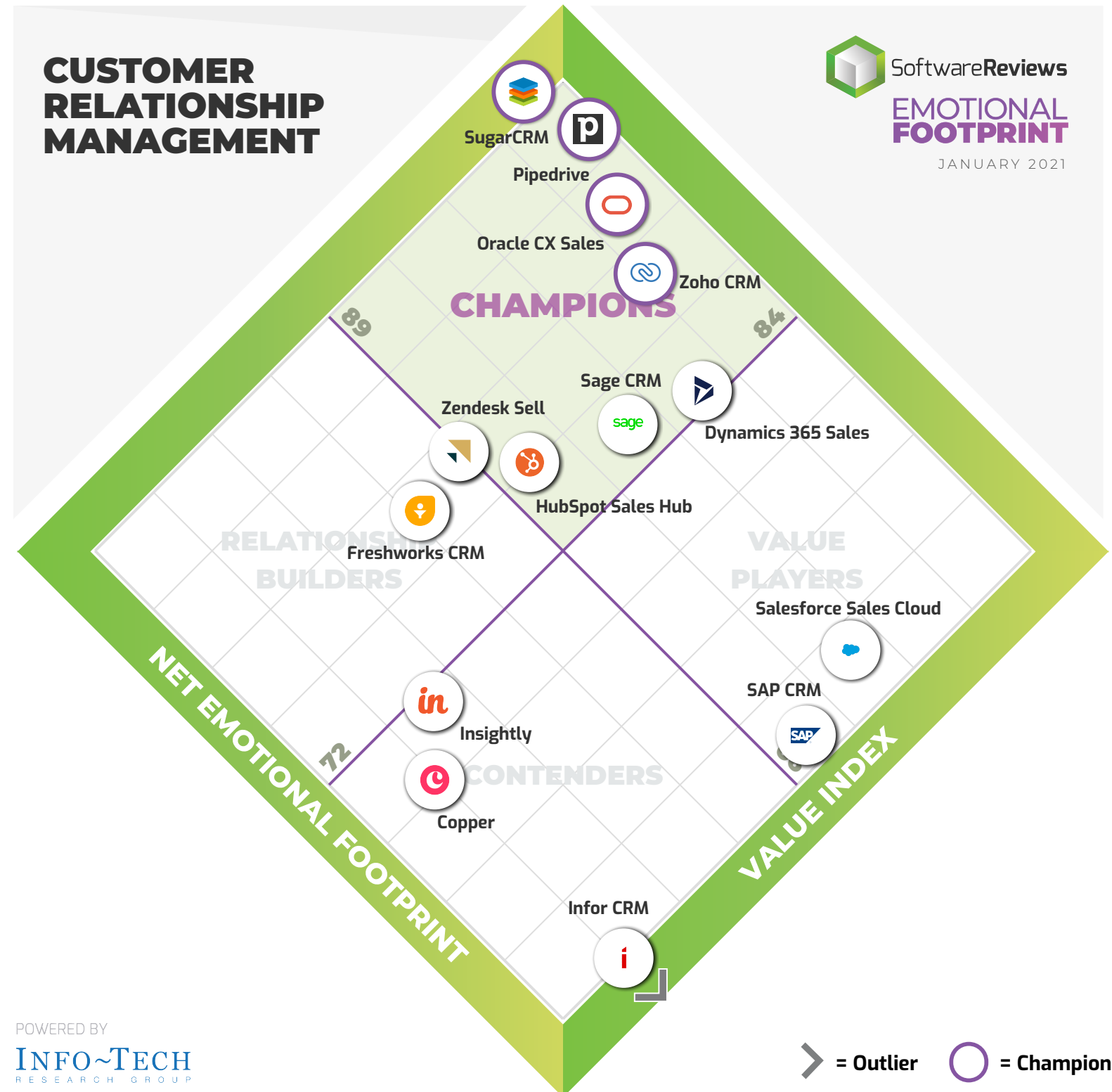
Software pricing can be complicated and confusing, but knowing if you're getting business value for the price you're paying is not. The Value Index metric captures user satisfaction with their software given the costs they are paying.

Net Emotional Footprint

The Net Emotional Footprint measures high-level user sentiment. It aggregates emotional response ratings across 25 provocative questions, creating a powerful indicator of overall user feeling toward the vendor and product.

Note: The ranges of the axes are dynamically adjusted based on minimum and maximum values in the dataset.

The Emotional Footprint Diamond illustrates how users view their interactions with their software vendor compared against their perceived cost to value of the software. This delivers you an in-depth insight into your potential relationship with the vendor.

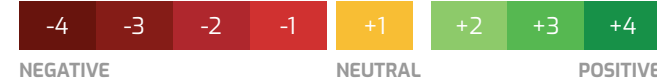


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Emotional Footprint Summary

The Net Emotional Footprint measures high-level user sentiment towards particular product offerings. It aggregates emotional response ratings for various dimensions of the vendor-client relationship and product effectiveness, creating a powerful indicator of overall user feeling toward the vendor and product. While purchasing decisions shouldn't be based on emotion, it's valuable to know what kind of emotional response the vendor you're considering elicits from their users.

EMOTIONAL SPECTRUM SCALE



% POSITIVE - % NEGATIVE = EMOTIONAL FOOTPRINT

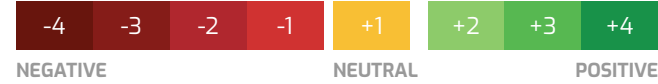


RANK	VENDOR	CX SCORE	NET EMOTIONAL FOOTPRINT	NET EMOTIONAL FOOTPRINT DISTRIBUTION	VALUE INDEX	STRONGEST POSITIVE EMOTIONS	STRONGEST NEGATIVE EMOTIONS	NUMBER OF REVIEWS
1	SugarCRM	8.6	+89 😊	1% NEGATIVE 90% POSITIVE	83	TRUSTWORTHY 97% INTEGRITY 96%	CHARGES FOR PRODUCT ENHANCEMENTS 6% COMMODITY FEATURES 4%	72
2	Pipedrive	8.6	+89 😊	3% NEGATIVE 91% POSITIVE	84	RESPECTFUL 99% RELIABLE 95%	OVER PROMISED 8% VENDOR'S INTEREST FIRST 7%	109
3	Oracle CX Sales	8.3	+84 😊	4% NEGATIVE 88% POSITIVE	83	CONTINUALLY IMPROVING 95% RELIABLE 94%	PERFORMANCE RESTRICTING 9% OVER PROMISED 6%	112
4	Zoho CRM	8.3	+83 😊	4% NEGATIVE 87% POSITIVE	83	ENABLES PRODUCTIVITY 93% TRUSTWORTHY 92%	OVER PROMISED 6% LACK OF INTEGRITY 6%	53
5	Dynamics 365 Sales	8.0	+78 😊	6% NEGATIVE 84% POSITIVE	82	RESPECTFUL 91% TRUSTWORTHY 89%	OVER PROMISED 14% BUREAUCRATIC 9%	228
6	Sage CRM	8.0	+80 😊	6% NEGATIVE 85% POSITIVE	80	FAIR 91% TRUSTWORTHY 90%	HARDBALL TACTICS 12% VENDOR'S INTEREST FIRST 9%	47
7	Zendesk Sell	8.0	+82 😊	2% NEGATIVE 84% POSITIVE	78	CONTINUALLY IMPROVING 94% RESPECTFUL 91%	OVER PROMISED 15% WASTES TIME 6%	36
8	HubSpot Sales Hub	8.0	+81 😊	3% NEGATIVE 84% POSITIVE	79	PERFORMANCE ENHANCING 93% SECURITY PROTECTS 91%	VENDOR'S INTEREST FIRST 7% SELFISH 7%	43
9	Freshworks CRM	7.9	+82 😊	2% NEGATIVE 84% POSITIVE	77	RELIABLE 95% HELPS INNOVATE 92%	SECURITY FRUSTRATES 8% COMMODITY FEATURES 5%	38
10	Insightly	7.5	+76 😊	7% NEGATIVE 84% POSITIVE	74	FAIR 94% ENABLES PRODUCTIVITY 92%	VENDOR FRIENDLY POLICIES 15% GREEDY 13%	37

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POSITIVE NEGATIVE

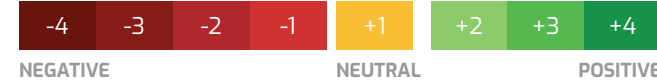


RANK	VENDOR	CX SCORE	NET EMOTIONAL FOOTPRINT	NET EMOTIONAL FOOTPRINT DISTRIBUTION	VALUE INDEX	STRONGEST POSITIVE EMOTIONS	STRONGEST NEGATIVE EMOTIONS	NUMBER OF REVIEWS
11	Salesforce Sales Cloud	7.4	+68 😊	8% NEGATIVE 76% POSITIVE	80	RELIABLE 86% RESPECTFUL 84%	OVER PROMISED 14% VENDOR'S INTEREST FIRST 13%	520
12	Copper	7.4	+74 😊	6% NEGATIVE 81% POSITIVE	73	RELIABLE 87% ENABLES PRODUCTIVITY 87%	OVER PROMISED 13% VENDOR'S INTEREST FIRST 13%	32
13	SAP CRM	7.3	+67 😊	9% NEGATIVE 76% POSITIVE	79	RESPECTFUL 87% SECURITY PROTECTS 85%	OVER PROMISED 16% DESPISED 16%	92
14	Infor CRM	6.6	+57 😐	10% NEGATIVE 68% POSITIVE	74	RESPECTFUL 82% PERFORMANCE ENHANCING 79%	OVER PROMISED 28% GREEDY 24%	40
VENDORS WITH INSUFFICIENT DATA								
--	Maximizer CRM	8.0	+81 😊	4% NEGATIVE 86% POSITIVE	79	SECURITY PROTECTS 100% ENABLES PRODUCTIVITY 95%	HARDBALL TACTICS 13% OVER PROMISED 9%	31
--	Pipeliner CRM	9.2	+95 😊	2% NEGATIVE 97% POSITIVE	90	CONTINUALLY IMPROVING 100% EFFICIENT 100%	SELFISH 7% ROADBLOCK TO INNOVATION 7%	29
--	Nimble	8.2	+86 😊	2% NEGATIVE 88% POSITIVE	78	RELIABLE 95% CONTINUALLY IMPROVING 95%	VENDOR FRIENDLY POLICIES 5% DECEPTIVE 5%	29
--	Really Simple Systems	7.4	+77 😊	5% NEGATIVE 82% POSITIVE	71	RESPECTFUL 96% EFFICIENT 96%	GREEDY 15% LEVERAGES INCUMBENT STATUS 15%	27
--	NetSuite CRM	8.9	+92 😊	1% NEGATIVE 93% POSITIVE	87	RESPECTFUL 100% CARING 100%	UNRELIABLE 6% VENDOR FRIENDLY POLICIES 5%	24
--	Oracle JD Edwards CRM	8.1	+82 😊	4% NEGATIVE 86% POSITIVE	80	RESPECTFUL 100% FAIR 94%	ROADBLOCK TO INNOVATION 13% SELFISH 7%	17

Emotional Footprint Summary

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POSITIVE NEGATIVE



VENDORS WITH INSUFFICIENT DATA												
--	OnContact CRM	7.4	+69	7% NEGATIVE 76% POSITIVE	78	HELPS INNOVATE 100%	APPRECIATES INCUMBENT STATUS 86%	DESPISED 14%	WASTES TIME 14%	15		
--	Oracle PeopleSoft CRM	7.8	+73	6% NEGATIVE 78% POSITIVE	83	FAIR 100%	ENABLES PRODUCTIVITY 94%	SELFISH 23%	VENDOR'S INTEREST FIRST 18%	14		
--	Pega Customer Decision Hub	8.8	+88	1% NEGATIVE 87% POSITIVE	88	INCLUDES PRODUCT ENHANCEMENTS 100%	SAVES TIME 100%	VENDOR'S INTEREST FIRST 22%		13		
--	Oracle EBS	8.4	+87	2% NEGATIVE 88% POSITIVE	81	TRUSTWORTHY 100%	FAIR 100%	LEVERAGES INCUMBENT STATUS 8%	COMMODITY FEATURES 8%	12		
--	LivePerson LiveEngage	7.8	+77	1% NEGATIVE 79% POSITIVE	79	INCLUDES PRODUCT ENHANCEMENTS 100%	CONTINUALLY IMPROVING 91%	HARDBALL TACTICS 10%		11		
--	Vonage Contact Center	6.2	+57	8% NEGATIVE 65% POSITIVE	68	EFFECTIVE 84%	RELIABLE 84%	COMMODITY FEATURES 31%	OVER PROMISED 31%	7		
--	vtiger CRM	10.0	+100	-- NEGATIVE 100% POSITIVE	99	INSPIRING 100%	INCLUDES PRODUCT ENHANCEMENTS 100%			6		
--	Claritysoft CRM	9.1	+94	-- NEGATIVE 93% POSITIVE	88	INSPIRING 100%	HELPS INNOVATE 100%			5		
--	Act!	6.7	+56	18% NEGATIVE 71% POSITIVE	77	SECURITY PROTECTS 100%	TRUSTWORTHY 100%	CHARGES FOR PRODUCT ENHANCEMENTS 62%	OVER PROMISED 44%	5		

Emotional Footprint Details

This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.

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POSITIVE - NEGATIVE



CATEGORY

Service Experience

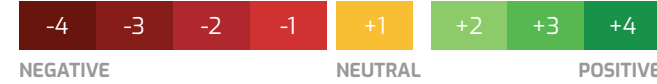
Good service matters. The last thing you need is to be disrespected by your software vendor, or to get bogged down by their ineptitude or neglect. This section displays data related to quality and effectiveness of service, so you can know whether you'll be treated well before and after you've made the purchase.



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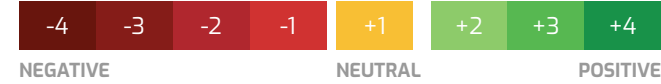
Disrespectful vs. Respectful

1	Pipedrive	+99 😄	 DISTRIBUTION -- 1% 99%	109 REVIEWS	13	Salesforce Sales Cloud	+81 😄	 DISTRIBUTION 3% 13% 84%	520 REVIEWS		
2	SugarCRM	+94 😄	 DISTRIBUTION 1% 3% 95%	72 REVIEWS	14	SAP CRM	+81 😄	 DISTRIBUTION 6% 7% 87%	92 REVIEWS		
3	Oracle CX Sales	+93 😄	 DISTRIBUTION 1% 5% 94%	112 REVIEWS	CATEGORY AVERAGE					+87 😄	 DISTRIBUTION 2% 8% 90%
4	Zendesk Sell	+91 😄	 DISTRIBUTION -- 9% 91%	36 REVIEWS	-	Maximizer CRM	+91 😄	 DISTRIBUTION -- 9% 91%	31 REVIEWS		
5	Insightly	+88 😄	 DISTRIBUTION 3% 6% 91%	37 REVIEWS	-	Nimble	+88 😄	 DISTRIBUTION -- 12% 88%	29 REVIEWS		
6	Microsoft Dynamics 365 Sales (...)	+87 😄	 DISTRIBUTION 4% 5% 91%	228 REVIEWS	-	Pipeliner CRM	+86 😄	 DISTRIBUTION 7% -- 93%	29 REVIEWS		
7	Zoho CRM	+87 😄	 DISTRIBUTION 3% 7% 90%	53 REVIEWS	-	Really Simple Systems	+92 😄	 DISTRIBUTION 4% -- 96%	27 REVIEWS		
8	Sage CRM	+85 😄	 DISTRIBUTION 4% 7% 89%	47 REVIEWS	-	NetSuite CRM	+100 😄	 DISTRIBUTION -- -- 100%	24 REVIEWS		
9	Copper	+84 😄	 DISTRIBUTION -- 16% 84%	32 REVIEWS	-	Oracle JD Edwards EnterpriseOn...	+100 😄	 DISTRIBUTION -- -- 100%	17 REVIEWS		
10	Freshworks CRM	+84 😄	 DISTRIBUTION 5% 5% 89%	38 REVIEWS	-	OnContact CRM	+72 😄	 DISTRIBUTION -- 28% 72%	15 REVIEWS		
11	HubSpot Sales Hub	+84 😄	 DISTRIBUTION 2% 12% 86%	43 REVIEWS	-	Oracle PeopleSoft CRM	+76 😄	 DISTRIBUTION -- 24% 76%	14 REVIEWS		
12	Infor CRM	+82 😄	 DISTRIBUTION -- 18% 82%	40 REVIEWS							

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POSITIVE - NEGATIVE = EMOTIONAL FOOTPRINT



-	Pega Customer Decision Hub	+100 😄	DISTRIBUTION -- 100%	13 REVIEWS
-	Oracle E-Business Suite	+91 😄	DISTRIBUTION -- 9% 91%	12 REVIEWS
-	LivePerson LiveEngage	+81 😄	DISTRIBUTION -- 19% 81%	11 REVIEWS
-	Vonage Contact Center	+37 😞	DISTRIBUTION 16% 31% 53%	7 REVIEWS
-	vtiger CRM	+100 😄	DISTRIBUTION -- 100%	6 REVIEWS
-	Claritysoft CRM	+100 😄	DISTRIBUTION -- 100%	5 REVIEWS
-	Act!	+76 😄	DISTRIBUTION -- 24% 76%	5 REVIEWS

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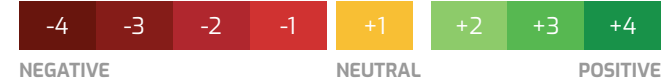
Bureaucratic vs. Efficient

1	SugarCRM	+95 😄	DISTRIBUTION -- 5% 95%	72 REVIEWS	13	Salesforce Sales Cloud	+67 😊	DISTRIBUTION 11% 11% 78%	520 REVIEWS		
2	Pipedrive	+93 😄	DISTRIBUTION 1% 5% 94%	109 REVIEWS	14	Infor CRM	+51 😐	DISTRIBUTION 10% 29% 61%	40 REVIEWS		
3	Zendesk Sell	+89 😄	DISTRIBUTION -- 11% 89%	36 REVIEWS	CATEGORY AVERAGE					+79 😊	DISTRIBUTION 6% 9% 85%
4	HubSpot Sales Hub	+88 😄	DISTRIBUTION 2% 7% 90%	43 REVIEWS	-	Maximizer CRM	+91 😄	DISTRIBUTION -- 9% 91%	31 REVIEWS		
5	Copper	+87 😄	DISTRIBUTION -- 13% 87%	32 REVIEWS	-	Pipeliner CRM	+100 😄	DISTRIBUTION -- -- 100%	29 REVIEWS		
6	Zoho CRM	+86 😄	DISTRIBUTION 3% 7% 89%	53 REVIEWS	-	Nimble	+93 😄	DISTRIBUTION -- 7% 93%	29 REVIEWS		
7	Sage CRM	+84 😄	DISTRIBUTION 6% 4% 90%	47 REVIEWS	-	Really Simple Systems	+96 😄	DISTRIBUTION -- 4% 96%	27 REVIEWS		
8	Insightly	+83 😄	DISTRIBUTION 6% 5% 89%	37 REVIEWS	-	NetSuite CRM	+89 😄	DISTRIBUTION -- 11% 89%	24 REVIEWS		
9	Oracle CX Sales	+82 😄	DISTRIBUTION 4% 10% 86%	112 REVIEWS	-	Oracle JD Edwards EnterpriseOn...	+80 😄	DISTRIBUTION 7% 6% 87%	17 REVIEWS		
10	Freshworks CRM	+79 😊	DISTRIBUTION 5% 10% 84%	38 REVIEWS	-	OnContact CRM	+68 😊	DISTRIBUTION -- 32% 68%	15 REVIEWS		
11	Microsoft Dynamics 365 Sales (...)	+75 😊	DISTRIBUTION 9% 7% 84%	228 REVIEWS	-	Oracle PeopleSoft CRM	+85 😄	DISTRIBUTION -- 15% 85%	14 REVIEWS		
12	SAP CRM	+70 😊	DISTRIBUTION 8% 14% 78%	92 REVIEWS							

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 POSITIVE - NEGATIVE

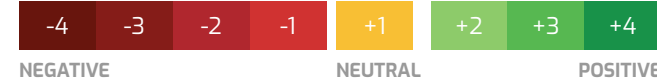


-	Pega Customer Decision Hub	+100	DISTRIBUTION -- 100%	13 REVIEWS
-	Oracle E-Business Suite	+92	DISTRIBUTION -- 8% 92%	12 REVIEWS
-	LivePerson LiveEngage	+71	DISTRIBUTION -- 29% 71%	11 REVIEWS
-	Vonage Contact Center	+81	DISTRIBUTION -- 19% 81%	7 REVIEWS
-	vtiger CRM	+100	DISTRIBUTION -- 100%	6 REVIEWS
-	Claritysoft CRM	+100	DISTRIBUTION -- 100%	5 REVIEWS
-	Act!	+52	DISTRIBUTION 24% -- 76%	5 REVIEWS

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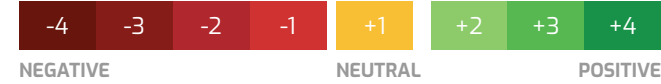
Neglectful vs. Caring

1	SugarCRM	+91 😄	DISTRIBUTION 1% 6% 92%	72 REVIEWS	13	SAP CRM	+65 😊	DISTRIBUTION 6% 23% 71%	92 REVIEWS
2	Pipedrive	+88 😄	DISTRIBUTION 2% 8% 90%	109 REVIEWS	14	Infor CRM	+60 😊	DISTRIBUTION 7% 26% 67%	40 REVIEWS
3	Zoho CRM	+88 😄	DISTRIBUTION 3% 6% 91%	53 REVIEWS	CATEGORY AVERAGE				
4	Freshworks CRM	+87 😄	DISTRIBUTION -- 13% 87%	38 REVIEWS	+78 😊 DISTRIBUTION 5% 13% 82%				
5	Zendesk Sell	+86 😄	DISTRIBUTION -- 14% 86%	36 REVIEWS	-	Maximizer CRM	+81 😄	DISTRIBUTION 5% 9% 86%	31 REVIEWS
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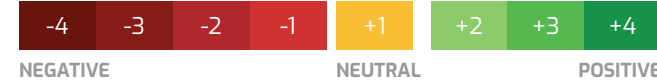


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-	Oracle E-Business Suite	+92 😄	DISTRIBUTION -- 8% 92%	12 REVIEWS
-	LivePerson LiveEngage	+53 😐	DISTRIBUTION -- 47% 53%	11 REVIEWS
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-	vtiger CRM	+100 😄	DISTRIBUTION -- 100%	6 REVIEWS
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-	Act!	+52 😐	DISTRIBUTION 24% -- 76%	5 REVIEWS

Emotional Footprint Details

This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.

EMOTIONAL SPECTRUM SCALE



% - **%** = **EMOTIONAL FOOTPRINT**

POSITIVE NEGATIVE



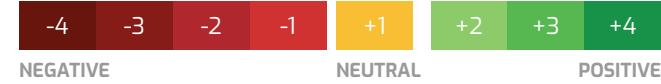
Frustrating vs. Effective

1	Pipedrive	+94 😄	 DISTRIBUTION 1% 4% 95%	109 REVIEWS	13	Salesforce Sales Cloud	+68 😊	 DISTRIBUTION 10% 12% 78%	520 REVIEWS		
2	SugarCRM	+89 😊	 DISTRIBUTION 2% 7% 91%	72 REVIEWS	14	Infor CRM	+57 😐	 DISTRIBUTION 10% 23% 67%	40 REVIEWS		
3	Zoho CRM	+86 😊	 DISTRIBUTION 5% 4% 91%	53 REVIEWS	CATEGORY AVERAGE					+80 😄	 DISTRIBUTION 5% 10% 85%
4	Zendesk Sell	+85 😊	 DISTRIBUTION 6% 3% 91%	36 REVIEWS	-	Maximizer CRM	+91 😄	 DISTRIBUTION -- 9% 91%	31 REVIEWS		
5	Copper	+84 😊	 DISTRIBUTION -- 16% 84%	32 REVIEWS	-	Pipeliner CRM	+100 😄	 DISTRIBUTION -- -- 100%	29 REVIEWS		
6	Insightly	+83 😊	 DISTRIBUTION 3% 11% 86%	37 REVIEWS	-	Nimble	+93 😊	 DISTRIBUTION -- 7% 93%	29 REVIEWS		
7	HubSpot Sales Hub	+82 😊	 DISTRIBUTION 2% 14% 84%	43 REVIEWS	-	Really Simple Systems	+81 😊	 DISTRIBUTION -- 19% 81%	27 REVIEWS		
8	Sage CRM	+82 😊	 DISTRIBUTION 6% 6% 88%	47 REVIEWS	-	NetSuite CRM	+89 😊	 DISTRIBUTION -- 11% 89%	24 REVIEWS		
9	Microsoft Dynamics 365 Sales (...)	+81 😊	 DISTRIBUTION 4% 11% 85%	228 REVIEWS	-	Oracle JD Edwards EnterpriseOn...	+74 😊	 DISTRIBUTION 7% 12% 81%	17 REVIEWS		
10	Oracle CX Sales	+81 😊	 DISTRIBUTION 5% 9% 86%	112 REVIEWS	-	OnContact CRM	+70 😊	 DISTRIBUTION -- 30% 70%	15 REVIEWS		
11	Freshworks CRM	+78 😊	 DISTRIBUTION 3% 16% 81%	38 REVIEWS	-	Oracle PeopleSoft CRM	+85 😄	 DISTRIBUTION -- 15% 85%	14 REVIEWS		
12	SAP CRM	+77 😊	 DISTRIBUTION 7% 9% 84%	92 REVIEWS							

Emotional Footprint Details

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EMOTIONAL SPECTRUM SCALE



% - **%** = **EMOTIONAL FOOTPRINT**

POSITIVE - NEGATIVE = EMOTIONAL FOOTPRINT

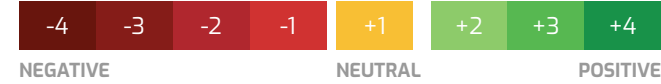


-	Pega Customer Decision Hub	+100 😄	DISTRIBUTION -- 100%	13 REVIEWS
-	Oracle E-Business Suite	+92 😄	DISTRIBUTION -- 8% 92%	12 REVIEWS
-	LivePerson LiveEngage	+71 😊	DISTRIBUTION -- 29% 71%	11 REVIEWS
-	Vonage Contact Center	+84 😄	DISTRIBUTION -- 16% 84%	7 REVIEWS
-	vtiger CRM	+100 😄	DISTRIBUTION -- 100%	6 REVIEWS
-	Claritysoft CRM	+100 😄	DISTRIBUTION -- 100%	5 REVIEWS
-	Act!	+32 😞	DISTRIBUTION 24% 20% 56%	5 REVIEWS

Emotional Footprint Details

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EMOTIONAL SPECTRUM SCALE



% POSITIVE - **% NEGATIVE** = **EMOTIONAL FOOTPRINT**



Wastes Time vs. Saves Time

1	Pipedrive	+91 😄	DISTRIBUTION 2% 5% 93%	109 REVIEWS
2	SugarCRM	+91 😄	DISTRIBUTION 1% 7% 92%	72 REVIEWS
3	Freshworks CRM	+87 😄	DISTRIBUTION -13% 87%	38 REVIEWS
4	Sage CRM	+84 😄	DISTRIBUTION 6% 4% 90%	47 REVIEWS
5	Oracle CX Sales	+83 😄	DISTRIBUTION 5% 7% 88%	112 REVIEWS
6	HubSpot Sales Hub	+79 😄	DISTRIBUTION 2% 17% 81%	43 REVIEWS
7	Zendesk Sell	+79 😄	DISTRIBUTION 6% 9% 85%	36 REVIEWS
8	Microsoft Dynamics 365 Sales (...)	+78 😄	DISTRIBUTION 7% 8% 85%	228 REVIEWS
9	Zoho CRM	+77 😄	DISTRIBUTION 3% 17% 80%	53 REVIEWS
10	Copper	+72 😄	DISTRIBUTION 6% 16% 78%	32 REVIEWS
11	Insightly	+72 😄	DISTRIBUTION 6% 16% 78%	37 REVIEWS
12	SAP CRM	+67 😄	DISTRIBUTION 13% 7% 80%	92 REVIEWS

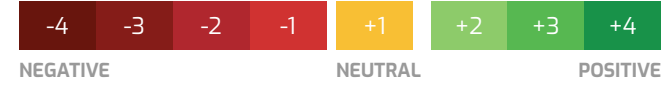
13	Salesforce Sales Cloud	+62 😄	DISTRIBUTION 12% 14% 74%	520 REVIEWS
14	Infor CRM	+54 😐	DISTRIBUTION 10% 26% 64%	40 REVIEWS
CATEGORY AVERAGE		+76 😄	DISTRIBUTION 6% 11% 83%	

-	Maximizer CRM	+81 😄	DISTRIBUTION 5% 9% 86%	31 REVIEWS
-	Pipeliner CRM	+97 😄	DISTRIBUTION -3% 97%	29 REVIEWS
-	Nimble	+88 😄	DISTRIBUTION -12% 88%	29 REVIEWS
-	Really Simple Systems	+82 😄	DISTRIBUTION 7% 4% 89%	27 REVIEWS
-	NetSuite CRM	+91 😄	DISTRIBUTION -9% 91%	24 REVIEWS
-	Oracle JD Edwards EnterpriseOn...	+75 😄	DISTRIBUTION 7% 11% 82%	17 REVIEWS
-	OnContact CRM	+72 😄	DISTRIBUTION 14% - 86%	15 REVIEWS
-	Oracle PeopleSoft CRM	+86 😄	DISTRIBUTION -14% 86%	14 REVIEWS

Emotional Footprint Details

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EMOTIONAL SPECTRUM SCALE



% - **%** = **EMOTIONAL FOOTPRINT**
 POSITIVE - NEGATIVE

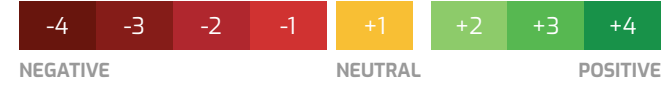


-	Pega Customer Decision Hub	+100 😄	DISTRIBUTION -- 100%	13 REVIEWS
-	Oracle E-Business Suite	+92 😄	DISTRIBUTION -- 8% 92%	12 REVIEWS
-	LivePerson LiveEngage	+81 😄	DISTRIBUTION -- 19% 81%	11 REVIEWS
-	Vonage Contact Center	+37 😞	DISTRIBUTION 16% 31% 53%	7 REVIEWS
-	vtiger CRM	+100 😄	DISTRIBUTION -- 100%	6 REVIEWS
-	Claritysoft CRM	+69 😊	DISTRIBUTION -- 31% 69%	5 REVIEWS
-	Act!	+52 😐	DISTRIBUTION 24% -- 76%	5 REVIEWS

Emotional Footprint Details

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EMOTIONAL SPECTRUM SCALE



% - **%** = **EMOTIONAL FOOTPRINT**

POSITIVE - NEGATIVE = EMOTIONAL FOOTPRINT



CATEGORY

Conflict Resolution

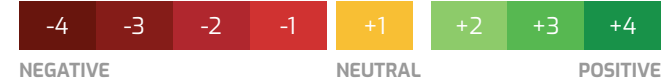
Disagreements are inevitable, but knowing your vendor will handle them reasonably, fairly, and amiably can give you peace of mind. Use the data in this section to understand which vendors will behave professionally when conflict arises.



Emotional Footprint Details

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EMOTIONAL SPECTRUM SCALE



% POSITIVE - **% NEGATIVE** = **EMOTIONAL FOOTPRINT**



Lack Of Integrity vs. Integrity

1	SugarCRM	+94 😄	DISTRIBUTION 2% 2% 96%	72 REVIEWS
2	Pipedrive	+92 😄	DISTRIBUTION 1% 6% 93%	109 REVIEWS
3	Zendesk Sell	+91 😄	DISTRIBUTION -- 9% 91%	36 REVIEWS
4	Insightly	+85 😄	DISTRIBUTION 6% 3% 91%	37 REVIEWS
5	Freshworks CRM	+84 😄	DISTRIBUTION 3% 11% 87%	38 REVIEWS
6	Sage CRM	+82 😄	DISTRIBUTION 4% 10% 86%	47 REVIEWS
7	HubSpot Sales Hub	+81 😄	DISTRIBUTION 2% 14% 83%	43 REVIEWS
8	Oracle CX Sales	+81 😄	DISTRIBUTION 5% 9% 86%	112 REVIEWS
9	Zoho CRM	+80 😄	DISTRIBUTION 6% 8% 86%	53 REVIEWS
10	Microsoft Dynamics 365 Sales (...)	+79 😄	DISTRIBUTION 6% 9% 85%	228 REVIEWS
11	SAP CRM	+79 😄	DISTRIBUTION 4% 12% 83%	92 REVIEWS
12	Salesforce Sales Cloud	+74 😄	DISTRIBUTION 5% 16% 79%	520 REVIEWS

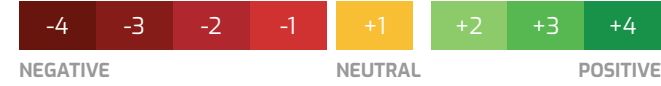
13	Copper	+69 😄	DISTRIBUTION 6% 19% 75%	32 REVIEWS
14	Infor CRM	+63 😄	DISTRIBUTION 7% 24% 70%	40 REVIEWS
CATEGORY AVERAGE		+81 😄	DISTRIBUTION 4% 11% 85%	

-	Maximizer CRM	+91 😄	DISTRIBUTION -- 9% 91%	31 REVIEWS
-	Nimble	+89 😄	DISTRIBUTION -- 11% 89%	29 REVIEWS
-	Pipeliner CRM	+86 😄	DISTRIBUTION 7% -- 93%	29 REVIEWS
-	Really Simple Systems	+78 😄	DISTRIBUTION -- 22% 78%	27 REVIEWS
-	NetSuite CRM	+95 😄	DISTRIBUTION -- 5% 95%	24 REVIEWS
-	Oracle JD Edwards EnterpriseOn...	+76 😄	DISTRIBUTION 6% 12% 82%	17 REVIEWS
-	OnContact CRM	+86 😄	DISTRIBUTION -- 14% 86%	15 REVIEWS
-	Oracle PeopleSoft CRM	+85 😄	DISTRIBUTION -- 15% 85%	14 REVIEWS

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% - **%** = **EMOTIONAL FOOTPRINT**

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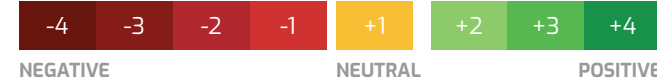


-	Pega Customer Decision Hub	+100	DISTRIBUTION -- 100%	13 REVIEWS
-	Oracle E-Business Suite	+84	DISTRIBUTION -- 16% 84%	12 REVIEWS
-	LivePerson LiveEngage	+90	DISTRIBUTION -- 10% 90%	11 REVIEWS
-	Vonage Contact Center	+53	DISTRIBUTION -- 47% 53%	7 REVIEWS
-	vtiger CRM	+100	DISTRIBUTION -- 100%	6 REVIEWS
-	Claritysoft CRM	+100	DISTRIBUTION -- 100%	5 REVIEWS
-	Act!	+76	DISTRIBUTION -- 24% 76%	5 REVIEWS

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EMOTIONAL SPECTRUM SCALE



% POSITIVE - **% NEGATIVE** = **EMOTIONAL FOOTPRINT**



Vendor Friendly Policies vs. Client Friendly Policies

1	SugarCRM	+92 😄	DISTRIBUTION 1% 5% 93%	72 REVIEWS
2	Zendesk Sell	+89 😄	DISTRIBUTION -- 11% 89%	36 REVIEWS
3	Pipedrive	+88 😄	DISTRIBUTION 4% 4% 92%	109 REVIEWS
4	Freshworks CRM	+87 😄	DISTRIBUTION -- 13% 87%	38 REVIEWS
5	HubSpot Sales Hub	+83 😄	DISTRIBUTION 5% 7% 88%	43 REVIEWS
6	Oracle CX Sales	+81 😄	DISTRIBUTION 5% 9% 86%	112 REVIEWS
7	Zoho CRM	+80 😄	DISTRIBUTION 3% 14% 83%	53 REVIEWS
8	Copper	+78 😄	DISTRIBUTION 3% 16% 81%	32 REVIEWS
9	Microsoft Dynamics 365 Sales (...)	+77 😄	DISTRIBUTION 7% 9% 84%	228 REVIEWS
10	Sage CRM	+75 😄	DISTRIBUTION 6% 13% 81%	47 REVIEWS
11	Insightly	+70 😄	DISTRIBUTION 15% -- 85%	37 REVIEWS
12	Salesforce Sales Cloud	+70 😄	DISTRIBUTION 6% 18% 76%	520 REVIEWS

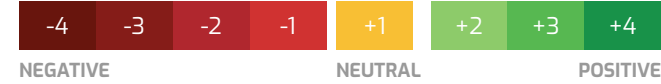
13	SAP CRM	+66 😄	DISTRIBUTION 11% 13% 77%	92 REVIEWS
14	Infor CRM	+52 😐	DISTRIBUTION 14% 20% 66%	40 REVIEWS
CATEGORY AVERAGE		+78 😄	DISTRIBUTION 5% 11% 84%	

-	Maximizer CRM	+73 😄	DISTRIBUTION 5% 18% 78%	31 REVIEWS
-	Pipeliner CRM	+93 😄	DISTRIBUTION -- 7% 93%	29 REVIEWS
-	Nimble	+84 😄	DISTRIBUTION 5% 5% 89%	29 REVIEWS
-	Really Simple Systems	+81 😄	DISTRIBUTION 4% 11% 85%	27 REVIEWS
-	NetSuite CRM	+84 😄	DISTRIBUTION 5% 6% 89%	24 REVIEWS
-	Oracle JD Edwards EnterpriseOn...	+80 😄	DISTRIBUTION 7% 6% 87%	17 REVIEWS
-	OnContact CRM	+72 😄	DISTRIBUTION 14% -- 86%	15 REVIEWS
-	Oracle PeopleSoft CRM	+85 😄	DISTRIBUTION -- 15% 85%	14 REVIEWS

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% - **%** = **EMOTIONAL FOOTPRINT**
 POSITIVE - NEGATIVE

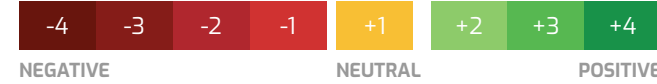


-	Pega Customer Decision Hub	+100	DISTRIBUTION -- 100%	13 REVIEWS
-	Oracle E-Business Suite	+84	DISTRIBUTION -- 16% 84%	12 REVIEWS
-	LivePerson LiveEngage	+90	DISTRIBUTION -- 10% 90%	11 REVIEWS
-	Vonage Contact Center	+53	DISTRIBUTION 16% 16% 69%	7 REVIEWS
-	vtiger CRM	+100	DISTRIBUTION -- 100%	6 REVIEWS
-	Claritysoft CRM	+100	DISTRIBUTION -- 100%	5 REVIEWS
-	Act!	+52	DISTRIBUTION 24% -- 76%	5 REVIEWS

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EMOTIONAL SPECTRUM SCALE



% POSITIVE - **% NEGATIVE** = **EMOTIONAL FOOTPRINT**



Selfish vs. Altruistic

1	SugarCRM	+88 😄	DISTRIBUTION -- 12% 88%	72 REVIEWS
2	Zendesk Sell	+85 😄	DISTRIBUTION -- 15% 85%	36 REVIEWS
3	Pipedrive	+84 😄	DISTRIBUTION 3% 10% 87%	109 REVIEWS
4	Insightly	+82 😄	DISTRIBUTION 6% 6% 88%	37 REVIEWS
5	Freshworks CRM	+81 😄	DISTRIBUTION 3% 13% 84%	38 REVIEWS
6	Oracle CX Sales	+78 😊	DISTRIBUTION 5% 12% 83%	112 REVIEWS
7	Zoho CRM	+73 😊	DISTRIBUTION 6% 15% 79%	53 REVIEWS
8	Microsoft Dynamics 365 Sales (...)	+72 😊	DISTRIBUTION 4% 20% 76%	228 REVIEWS
9	Sage CRM	+70 😊	DISTRIBUTION 4% 22% 74%	47 REVIEWS
10	HubSpot Sales Hub	+67 😊	DISTRIBUTION 7% 19% 74%	43 REVIEWS
11	Salesforce Sales Cloud	+65 😊	DISTRIBUTION 8% 19% 73%	520 REVIEWS
12	Copper	+59 😊	DISTRIBUTION 13% 15% 72%	32 REVIEWS

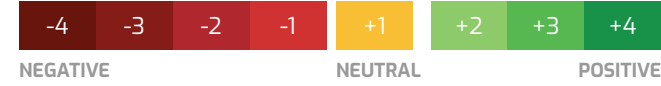
13	Infor CRM	+54 😊	DISTRIBUTION 13% 20% 67%	40 REVIEWS
14	SAP CRM	+54 😊	DISTRIBUTION 11% 24% 65%	92 REVIEWS
CATEGORY AVERAGE		+72 😊	DISTRIBUTION 6% 16% 78%	

-	Maximizer CRM	+73 😊	DISTRIBUTION 5% 18% 78%	31 REVIEWS
-	Pipeliner CRM	+86 😄	DISTRIBUTION 7% -- 93%	29 REVIEWS
-	Nimble	+84 😄	DISTRIBUTION -- 16% 84%	29 REVIEWS
-	Really Simple Systems	+63 😊	DISTRIBUTION 11% 15% 74%	27 REVIEWS
-	NetSuite CRM	+95 😄	DISTRIBUTION -- 5% 95%	24 REVIEWS
-	Oracle JD Edwards EnterpriseOn...	+54 😊	DISTRIBUTION 7% 32% 61%	17 REVIEWS
-	OnContact CRM	+42 😊	DISTRIBUTION 14% 30% 56%	15 REVIEWS
-	Oracle PeopleSoft CRM	+34 😊	DISTRIBUTION 23% 21% 57%	14 REVIEWS

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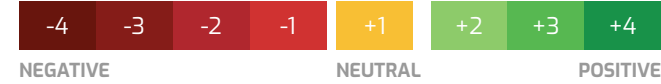


-	Pega Customer Decision Hub	+78 😊	 DISTRIBUTION -- 22% 78%	13 REVIEWS
-	Oracle E-Business Suite	+92 😄	 DISTRIBUTION -- 8% 92%	12 REVIEWS
-	LivePerson LiveEngage	+90 😄	 DISTRIBUTION -- 10% 90%	11 REVIEWS
-	Vonage Contact Center	+63 😊	 DISTRIBUTION -- 37% 63%	7 REVIEWS
-	vtiger CRM	+100 😄	 DISTRIBUTION -- -- 100%	6 REVIEWS
-	Claritysoft CRM	+100 😄	 DISTRIBUTION -- -- 100%	5 REVIEWS
-	Act!	+50 😐	 DISTRIBUTION -- 50% 50%	5 REVIEWS

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EMOTIONAL SPECTRUM SCALE



% POSITIVE - **% NEGATIVE** = **EMOTIONAL FOOTPRINT**



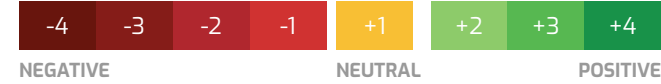
Big Fat Liars vs. Trustworthy

1	SugarCRM	+97 😄	 DISTRIBUTION -- 3% 97%	72 REVIEWS	13	Insightly	+74 😊	 DISTRIBUTION 6% 14% 80%	37 REVIEWS
2	Pipedrive	+91 😄	 DISTRIBUTION 2% 5% 93%	109 REVIEWS	14	Infor CRM	+56 😐	 DISTRIBUTION 10% 24% 66%	40 REVIEWS
3	Freshworks CRM	+89 😄	 DISTRIBUTION -- 11% 89%	38 REVIEWS	CATEGORY AVERAGE				
4	Zoho CRM	+89 😄	 DISTRIBUTION 3% 5% 92%	53 REVIEWS	+82 😄 DISTRIBUTION 4% 10% 86%				
5	Microsoft Dynamics 365 Sales (...)	+86 😄	 DISTRIBUTION 3% 8% 89%	228 REVIEWS	-	Maximizer CRM	+87 😄	 DISTRIBUTION -- 13% 87%	31 REVIEWS
6	Zendesk Sell	+86 😄	 DISTRIBUTION -- 14% 86%	36 REVIEWS	-	Pipeliner CRM	+100 😄	 DISTRIBUTION -- -- 100%	29 REVIEWS
7	Sage CRM	+84 😄	 DISTRIBUTION 6% 4% 90%	47 REVIEWS	-	Nimble	+89 😄	 DISTRIBUTION -- 11% 89%	29 REVIEWS
8	Copper	+81 😄	 DISTRIBUTION 3% 13% 84%	32 REVIEWS	-	Really Simple Systems	+85 😄	 DISTRIBUTION 4% 7% 89%	27 REVIEWS
9	Oracle CX Sales	+80 😄	 DISTRIBUTION 5% 9% 85%	112 REVIEWS	-	NetSuite CRM	+100 😄	 DISTRIBUTION -- -- 100%	24 REVIEWS
10	SAP CRM	+79 😊	 DISTRIBUTION 6% 9% 85%	92 REVIEWS	-	Oracle JD Edwards EnterpriseOn...	+87 😄	 DISTRIBUTION -- 13% 87%	17 REVIEWS
11	Salesforce Sales Cloud	+75 😊	 DISTRIBUTION 5% 15% 80%	520 REVIEWS	-	OnContact CRM	+72 😊	 DISTRIBUTION 14% -- 86%	15 REVIEWS
12	HubSpot Sales Hub	+74 😊	 DISTRIBUTION 7% 12% 81%	43 REVIEWS	-	Oracle PeopleSoft CRM	+77 😊	 DISTRIBUTION -- 23% 77%	14 REVIEWS

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EMOTIONAL SPECTRUM SCALE



% - **%** = **EMOTIONAL FOOTPRINT**

POSITIVE - NEGATIVE = EMOTIONAL FOOTPRINT

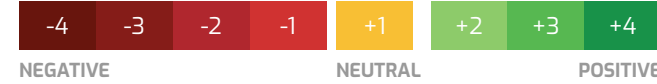


-	Pega Customer Decision Hub	+100	DISTRIBUTION -- 100%	13 REVIEWS
-	Oracle E-Business Suite	+100	DISTRIBUTION -- 100%	12 REVIEWS
-	LivePerson LiveEngage	+81	DISTRIBUTION -- 19% 81%	11 REVIEWS
-	Vonage Contact Center	+69	DISTRIBUTION -- 31% 69%	7 REVIEWS
-	vtiger CRM	+100	DISTRIBUTION -- 100%	6 REVIEWS
-	Act!	+100	DISTRIBUTION -- 100%	5 REVIEWS
-	Claritysoft CRM	+100	DISTRIBUTION -- 100%	5 REVIEWS

Emotional Footprint Details

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EMOTIONAL SPECTRUM SCALE



% POSITIVE - **% NEGATIVE** = **EMOTIONAL FOOTPRINT**



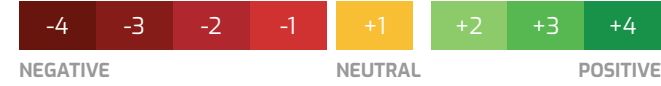
Unfair vs. Fair

1	SugarCRM	+94 😄	DISTRIBUTION -- 6% 94%	72 REVIEWS	13	Salesforce Sales Cloud	+75 😊	DISTRIBUTION 5% 15% 80%	520 REVIEWS
2	Pipedrive	+93 😄	DISTRIBUTION 1% 5% 94%	109 REVIEWS	14	Infor CRM	+44 😐	DISTRIBUTION 13% 30% 57%	40 REVIEWS
3	Insightly	+91 😄	DISTRIBUTION 3% 3% 94%	37 REVIEWS	CATEGORY AVERAGE				
4	Zendesk Sell	+91 😄	DISTRIBUTION -- 9% 91%	36 REVIEWS	+82 😄 DISTRIBUTION 4% 11% 86%				
5	Zoho CRM	+88 😄	DISTRIBUTION 3% 6% 91%	53 REVIEWS	-	Maximizer CRM	+86 😄	DISTRIBUTION -- 14% 86%	31 REVIEWS
6	Sage CRM	+87 😄	DISTRIBUTION 4% 5% 91%	47 REVIEWS	-	Pipeliner CRM	+100 😄	DISTRIBUTION -- -- 100%	29 REVIEWS
7	Oracle CX Sales	+86 😄	DISTRIBUTION 3% 8% 89%	112 REVIEWS	-	Nimble	+95 😄	DISTRIBUTION -- 5% 95%	29 REVIEWS
8	Copper	+81 😄	DISTRIBUTION 6% 6% 87%	32 REVIEWS	-	Really Simple Systems	+67 😊	DISTRIBUTION 7% 19% 74%	27 REVIEWS
9	Microsoft Dynamics 365 Sales (...)	+81 😄	DISTRIBUTION 4% 11% 85%	228 REVIEWS	-	NetSuite CRM	+85 😄	DISTRIBUTION -- 15% 85%	24 REVIEWS
10	Freshworks CRM	+79 😊	DISTRIBUTION 5% 11% 84%	38 REVIEWS	-	Oracle JD Edwards EnterpriseOn...	+94 😄	DISTRIBUTION -- 6% 94%	17 REVIEWS
11	SAP CRM	+78 😊	DISTRIBUTION 6% 10% 84%	92 REVIEWS	-	OnContact CRM	+72 😊	DISTRIBUTION -- 28% 72%	15 REVIEWS
12	HubSpot Sales Hub	+76 😊	DISTRIBUTION -- 24% 76%	43 REVIEWS	-	Oracle PeopleSoft CRM	+100 😄	DISTRIBUTION -- -- 100%	14 REVIEWS

Emotional Footprint Details

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% POSITIVE - **% NEGATIVE** = **EMOTIONAL FOOTPRINT**



-	Pega Customer Decision Hub	+100 😄	DISTRIBUTION -- 100%	13 REVIEWS
-	Oracle E-Business Suite	+100 😄	DISTRIBUTION -- 100%	12 REVIEWS
-	LivePerson LiveEngage	+91 😄	DISTRIBUTION -- 9% 91%	11 REVIEWS
-	Vonage Contact Center	+69 😊	DISTRIBUTION -- 31% 69%	7 REVIEWS
-	vtiger CRM	+100 😄	DISTRIBUTION -- 100%	6 REVIEWS
-	Act!	+100 😄	DISTRIBUTION -- 100%	5 REVIEWS
-	Claritysoft CRM	+63 😊	DISTRIBUTION -- 37% 63%	5 REVIEWS

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EMOTIONAL SPECTRUM SCALE



% - **%** = **EMOTIONAL FOOTPRINT**

POSITIVE - NEGATIVE



CATEGORY

Negotiation and Contract

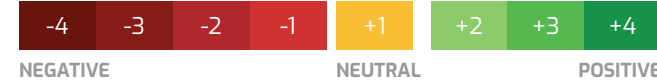
Negotiation doesn't have to be adversarial. Both parties are always looking to get the best deal, but finding a vendor who will work with you rather than against makes it more likely you'll both be happy with the results. Use the data in this section to determine which vendors will negotiate pleasantly and in good faith.



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EMOTIONAL SPECTRUM SCALE



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Greedy vs. Generous

1	SugarCRM	+90 😄	DISTRIBUTION -- 10% 90%	72 REVIEWS
2	HubSpot Sales Hub	+88 😄	DISTRIBUTION 2% 7% 90%	43 REVIEWS
3	Zoho CRM	+86 😄	DISTRIBUTION 3% 8% 89%	53 REVIEWS
4	Pipedrive	+85 😄	DISTRIBUTION 3% 9% 88%	109 REVIEWS
5	Freshworks CRM	+84 😄	DISTRIBUTION -- 16% 84%	38 REVIEWS
6	Sage CRM	+81 😄	DISTRIBUTION 6% 7% 87%	47 REVIEWS
7	Oracle CX Sales	+77 😄	DISTRIBUTION 5% 13% 82%	112 REVIEWS
8	Zendesk Sell	+77 😄	DISTRIBUTION 3% 17% 80%	36 REVIEWS
9	Microsoft Dynamics 365 Sales (...)	+75 😄	DISTRIBUTION 7% 11% 82%	228 REVIEWS
10	Copper	+74 😄	DISTRIBUTION 10% 6% 84%	32 REVIEWS
11	Insightly	+63 😄	DISTRIBUTION 13% 11% 76%	37 REVIEWS
12	Salesforce Sales Cloud	+62 😄	DISTRIBUTION 8% 22% 70%	520 REVIEWS

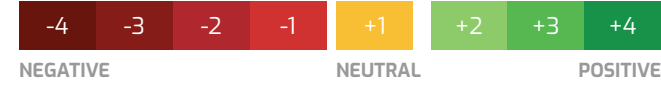
13	SAP CRM	+61 😄	DISTRIBUTION 9% 21% 70%	92 REVIEWS
14	Infor CRM	+41 😐	DISTRIBUTION 24% 11% 65%	40 REVIEWS
CATEGORY AVERAGE		+75 😄	DISTRIBUTION 6% 13% 81%	

-	Maximizer CRM	+77 😄	DISTRIBUTION 9% 5% 86%	31 REVIEWS
-	Pipeliner CRM	+89 😄	DISTRIBUTION 4% 4% 93%	29 REVIEWS
-	Nimble	+79 😄	DISTRIBUTION 5% 11% 84%	29 REVIEWS
-	Really Simple Systems	+59 😐	DISTRIBUTION 15% 11% 74%	27 REVIEWS
-	NetSuite CRM	+94 😄	DISTRIBUTION -- 6% 94%	24 REVIEWS
-	Oracle JD Edwards EnterpriseOn...	+81 😄	DISTRIBUTION -- 19% 81%	17 REVIEWS
-	OnContact CRM	+70 😄	DISTRIBUTION -- 30% 70%	15 REVIEWS
-	Oracle PeopleSoft CRM	+59 😐	DISTRIBUTION 16% 8% 75%	14 REVIEWS

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POSITIVE - NEGATIVE = EMOTIONAL FOOTPRINT

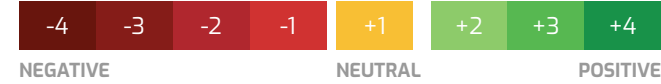


-	Pega Customer Decision Hub	+78 😊	DISTRIBUTION -- 22% 78%	13 REVIEWS
-	Oracle E-Business Suite	+68 😊	DISTRIBUTION 8% 16% 76%	12 REVIEWS
-	LivePerson LiveEngage	+82 😄	DISTRIBUTION -- 18% 82%	11 REVIEWS
-	Vonage Contact Center	+63 😊	DISTRIBUTION -- 37% 63%	7 REVIEWS
-	vtiger CRM	+100 😄	DISTRIBUTION -- -- 100%	6 REVIEWS
-	Claritysoft CRM	+69 😊	DISTRIBUTION -- 31% 69%	5 REVIEWS
-	Act!	+52 😐	DISTRIBUTION 24% -- 76%	5 REVIEWS

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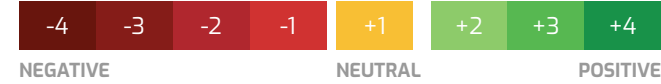
Deceptive vs. Transparent

1	Pipedrive	+90	DISTRIBUTION 1% 7% 91%	109 REVIEWS	13	Salesforce Sales Cloud	+67	DISTRIBUTION 7% 19% 74%	520 REVIEWS
2	Oracle CX Sales	+88	DISTRIBUTION 3% 6% 91%	112 REVIEWS	14	Infor CRM	+50	DISTRIBUTION 16% 18% 66%	40 REVIEWS
3	SugarCRM	+88	DISTRIBUTION -12% 88%	72 REVIEWS	CATEGORY AVERAGE				
4	HubSpot Sales Hub	+86	DISTRIBUTION 2% 10% 88%	43 REVIEWS			+77	DISTRIBUTION 5% 13% 82%	
5	Sage CRM	+83	DISTRIBUTION 4% 9% 87%	47 REVIEWS	-	Maximizer CRM	+81	DISTRIBUTION 5% 9% 86%	31 REVIEWS
6	Zoho CRM	+82	DISTRIBUTION 3% 12% 85%	53 REVIEWS	-	Pipeliner CRM	+100	DISTRIBUTION -- 100%	29 REVIEWS
7	Zendesk Sell	+80	DISTRIBUTION -20% 80%	36 REVIEWS	-	Nimble	+74	DISTRIBUTION 5% 16% 79%	29 REVIEWS
8	Freshworks CRM	+77	DISTRIBUTION 5% 13% 82%	38 REVIEWS	-	Really Simple Systems	+71	DISTRIBUTION 7% 15% 78%	27 REVIEWS
9	Microsoft Dynamics 365 Sales (...)	+76	DISTRIBUTION 6% 12% 82%	228 REVIEWS	-	NetSuite CRM	+93	DISTRIBUTION -7% 93%	24 REVIEWS
10	Insightly	+70	DISTRIBUTION 10% 11% 80%	37 REVIEWS	-	Oracle JD Edwards EnterpriseOn...	+81	DISTRIBUTION -19% 81%	17 REVIEWS
11	SAP CRM	+69	DISTRIBUTION 9% 14% 78%	92 REVIEWS	-	OnContact CRM	+72	DISTRIBUTION 14% -- 86%	15 REVIEWS
12	Copper	+67	DISTRIBUTION 10% 13% 77%	32 REVIEWS	-	Oracle PeopleSoft CRM	+50	DISTRIBUTION 16% 17% 66%	14 REVIEWS

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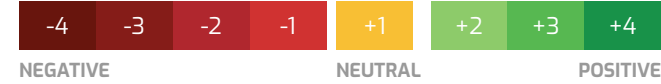


-	Pega Customer Decision Hub	+78 😊	DISTRIBUTION -- 22% 78%	13 REVIEWS
-	Oracle E-Business Suite	+84 😄	DISTRIBUTION -- 16% 84%	12 REVIEWS
-	LivePerson LiveEngage	+81 😄	DISTRIBUTION -- 19% 81%	11 REVIEWS
-	Vonage Contact Center	+53 😐	DISTRIBUTION 16% 16% 69%	7 REVIEWS
-	vtiger CRM	+100 😄	DISTRIBUTION -- -- 100%	6 REVIEWS
-	Claritysoft CRM	+100 😄	DISTRIBUTION -- -- 100%	5 REVIEWS
-	Act!	+52 😐	DISTRIBUTION 24% -- 76%	5 REVIEWS

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Over Promised vs. Over Delivered

1	SugarCRM	+81 😄	DISTRIBUTION 2% 16% 83%	72 REVIEWS
2	HubSpot Sales Hub	+79 😊	DISTRIBUTION 2% 17% 81%	43 REVIEWS
3	Zoho CRM	+76 😊	DISTRIBUTION 6% 12% 82%	53 REVIEWS
4	Freshworks CRM	+73 😊	DISTRIBUTION 3% 21% 76%	38 REVIEWS
5	Oracle CX Sales	+72 😊	DISTRIBUTION 6% 16% 78%	112 REVIEWS
6	Pipedrive	+70 😊	DISTRIBUTION 8% 15% 78%	109 REVIEWS
7	Sage CRM	+68 😊	DISTRIBUTION 9% 14% 77%	47 REVIEWS
8	Insightly	+65 😊	DISTRIBUTION 7% 21% 72%	37 REVIEWS
9	Microsoft Dynamics 365 Sales (...)	+56 😐	DISTRIBUTION 14% 16% 70%	228 REVIEWS
10	Zendesk Sell	+55 😐	DISTRIBUTION 15% 15% 70%	36 REVIEWS
11	Copper	+51 😐	DISTRIBUTION 13% 23% 64%	32 REVIEWS
12	SAP CRM	+49 😐	DISTRIBUTION 16% 19% 65%	92 REVIEWS

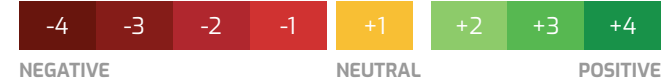
13	Salesforce Sales Cloud	+46 😐	DISTRIBUTION 14% 25% 60%	520 REVIEWS
14	Infor CRM	+38 😐	DISTRIBUTION 28% 6% 66%	40 REVIEWS
CATEGORY AVERAGE		+61 😊	DISTRIBUTION 10% 18% 71%	

-	Maximizer CRM	+68 😊	DISTRIBUTION 9% 14% 77%	31 REVIEWS
-	Nimble	+95 😄	DISTRIBUTION -- 5% 95%	29 REVIEWS
-	Pipeliner CRM	+85 😄	DISTRIBUTION 4% 7% 89%	29 REVIEWS
-	Really Simple Systems	+56 😐	DISTRIBUTION 15% 15% 71%	27 REVIEWS
-	NetSuite CRM	+90 😄	DISTRIBUTION 5% -- 95%	24 REVIEWS
-	Oracle JD Edwards EnterpriseOn...	+61 😊	DISTRIBUTION 7% 25% 68%	17 REVIEWS
-	OnContact CRM	+54 😐	DISTRIBUTION 14% 17% 68%	15 REVIEWS
-	Oracle PeopleSoft CRM	+67 😊	DISTRIBUTION 8% 16% 75%	14 REVIEWS

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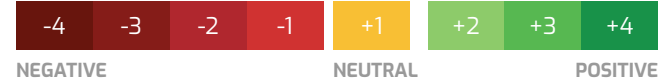


-	Pega Customer Decision Hub	+78 😊	 DISTRIBUTION -- 22% 78%	13 REVIEWS
-	Oracle E-Business Suite	+76 😊	 DISTRIBUTION -- 24% 76%	12 REVIEWS
-	LivePerson LiveEngage	+81 😄	 DISTRIBUTION -- 19% 81%	11 REVIEWS
-	Vonage Contact Center	+22 😞	 DISTRIBUTION 31% 16% 53%	7 REVIEWS
-	vtiger CRM	+100 😄	 DISTRIBUTION -- -- 100%	6 REVIEWS
-	Claritysoft CRM	+100 😄	 DISTRIBUTION -- -- 100%	5 REVIEWS
-	Act!	-24 😡	 DISTRIBUTION 44% 36% 20%	5 REVIEWS

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Vendor's Interest First vs. Client's Interest First

1	SugarCRM	+93 😄	DISTRIBUTION 1% 5% 94%	72 REVIEWS
2	Zoho CRM	+83 😄	DISTRIBUTION 5% 7% 88%	53 REVIEWS
3	Oracle CX Sales	+81 😄	DISTRIBUTION 5% 10% 86%	112 REVIEWS
4	Zendesk Sell	+80 😄	DISTRIBUTION 3% 14% 83%	36 REVIEWS
5	Sage CRM	+77 😊	DISTRIBUTION 9% 5% 86%	47 REVIEWS
6	HubSpot Sales Hub	+76 😊	DISTRIBUTION 7% 10% 83%	43 REVIEWS
7	Pipedrive	+76 😊	DISTRIBUTION 7% 10% 83%	109 REVIEWS
8	Freshworks CRM	+72 😊	DISTRIBUTION 5% 18% 77%	38 REVIEWS
9	Microsoft Dynamics 365 Sales (...)	+70 😊	DISTRIBUTION 8% 14% 78%	228 REVIEWS
10	Insightly	+65 😊	DISTRIBUTION 4% 28% 69%	37 REVIEWS
11	Copper	+64 😊	DISTRIBUTION 13% 10% 77%	32 REVIEWS
12	Salesforce Sales Cloud	+60 😊	DISTRIBUTION 13% 15% 73%	520 REVIEWS

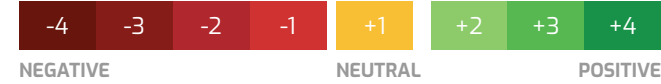
13	SAP CRM	+51 😊	DISTRIBUTION 14% 21% 65%	92 REVIEWS
14	Infor CRM	+43 😊	DISTRIBUTION 16% 25% 59%	40 REVIEWS
CATEGORY AVERAGE		+71 😊	DISTRIBUTION 8% 13% 79%	

-	Maximizer CRM	+73 😊	DISTRIBUTION 9% 9% 82%	31 REVIEWS
-	Pipeliner CRM	+100 😄	DISTRIBUTION -- -- 100%	29 REVIEWS
-	Nimble	+74 😊	DISTRIBUTION 5% 16% 79%	29 REVIEWS
-	Really Simple Systems	+93 😄	DISTRIBUTION -- 7% 93%	27 REVIEWS
-	NetSuite CRM	+94 😄	DISTRIBUTION -- 6% 94%	24 REVIEWS
-	Oracle JD Edwards EnterpriseOn...	+94 😄	DISTRIBUTION -- 6% 94%	17 REVIEWS
-	OnContact CRM	+56 😊	DISTRIBUTION 14% 15% 70%	15 REVIEWS
-	Oracle PeopleSoft CRM	+48 😊	DISTRIBUTION 18% 16% 66%	14 REVIEWS

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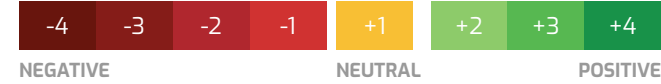


-	Pega Customer Decision Hub	+56 😐	 DISTRIBUTION 22% -- 78%	13 REVIEWS
-	Oracle E-Business Suite	+100 😄	 DISTRIBUTION -- -- 100%	12 REVIEWS
-	LivePerson LiveEngage	+81 😄	 DISTRIBUTION -- 19% 81%	11 REVIEWS
-	Vonage Contact Center	+22 😞	 DISTRIBUTION 31% 16% 53%	7 REVIEWS
-	vtiger CRM	+100 😄	 DISTRIBUTION -- -- 100%	6 REVIEWS
-	Claritysoft CRM	+69 😊	 DISTRIBUTION -- 31% 69%	5 REVIEWS
-	Act!	+34 😞	 DISTRIBUTION 24% 18% 58%	5 REVIEWS

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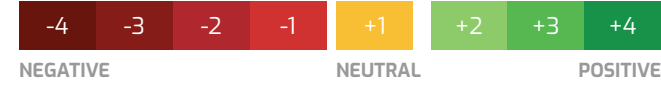
Hardball Tactics vs. Friendly Negotiation

1	Pipedrive	+91	 DISTRIBUTION -- 9% 91%	109 REVIEWS	13	Salesforce Sales Cloud	+59	 DISTRIBUTION 11% 20% 70%	520 REVIEWS		
2	SugarCRM	+88	 DISTRIBUTION -- 12% 88%	72 REVIEWS	14	Infor CRM	+46	 DISTRIBUTION 16% 23% 62%	40 REVIEWS		
3	Insightly	+87	 DISTRIBUTION 3% 6% 90%	37 REVIEWS	CATEGORY AVERAGE					+76	 DISTRIBUTION 5% 14% 81%
4	Oracle CX Sales	+83	 DISTRIBUTION 4% 9% 87%	112 REVIEWS	-	Maximizer CRM	+69	 DISTRIBUTION 13% 5% 82%	31 REVIEWS		
5	HubSpot Sales Hub	+81	 DISTRIBUTION 5% 10% 86%	43 REVIEWS	-	Pipeliner CRM	+100	 DISTRIBUTION -- -- 100%	29 REVIEWS		
6	Zendesk Sell	+80	 DISTRIBUTION 3% 14% 83%	36 REVIEWS	-	Nimble	+84	 DISTRIBUTION 5% 5% 89%	29 REVIEWS		
7	Zoho CRM	+80	 DISTRIBUTION 5% 10% 85%	53 REVIEWS	-	Really Simple Systems	+85	 DISTRIBUTION -- 15% 85%	27 REVIEWS		
8	Microsoft Dynamics 365 Sales (...)	+79	 DISTRIBUTION 5% 11% 84%	228 REVIEWS	-	NetSuite CRM	+94	 DISTRIBUTION -- 6% 94%	24 REVIEWS		
9	Copper	+77	 DISTRIBUTION -- 23% 77%	32 REVIEWS	-	Oracle JD Edwards EnterpriseOn...	+94	 DISTRIBUTION -- 6% 94%	17 REVIEWS		
10	Freshworks CRM	+76	 DISTRIBUTION -- 24% 76%	38 REVIEWS	-	OnContact CRM	+72	 DISTRIBUTION 14% -- 86%	15 REVIEWS		
11	Sage CRM	+67	 DISTRIBUTION 12% 9% 79%	47 REVIEWS	-	Oracle PeopleSoft CRM	+77	 DISTRIBUTION -- 23% 77%	14 REVIEWS		
12	SAP CRM	+67	 DISTRIBUTION 8% 17% 75%	92 REVIEWS							

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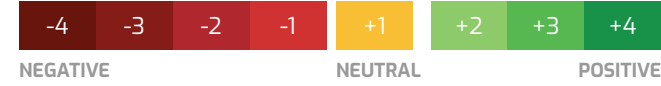


-	Pega Customer Decision Hub	+78 😊	DISTRIBUTION -- 22% 78%	13 REVIEWS
-	Oracle E-Business Suite	+76 😊	DISTRIBUTION 8% 8% 84%	12 REVIEWS
-	LivePerson LiveEngage	+80 😄	DISTRIBUTION 10% -- 90%	11 REVIEWS
-	Vonage Contact Center	+81 😄	DISTRIBUTION -- 19% 81%	7 REVIEWS
-	vtiger CRM	+100 😄	DISTRIBUTION -- -- 100%	6 REVIEWS
-	Claritysoft CRM	+100 😄	DISTRIBUTION -- -- 100%	5 REVIEWS
-	Act!	+52 😐	DISTRIBUTION 24% -- 76%	5 REVIEWS

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EMOTIONAL SPECTRUM SCALE



% - **%** = **EMOTIONAL FOOTPRINT**

POSITIVE - NEGATIVE



CATEGORY

Strategy and Innovation

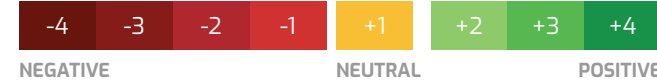
Your vendor's attitude toward innovation is important; if they aren't at least keeping pace with market directions and trends, they certainly won't be enabling you to get ahead. Use the data in this section to gauge whether your vendor appreciates the need to innovate and the extent to which they'll support you to do the same.



Emotional Footprint Details

This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.

EMOTIONAL SPECTRUM SCALE



% POSITIVE - **% NEGATIVE** = **EMOTIONAL FOOTPRINT**



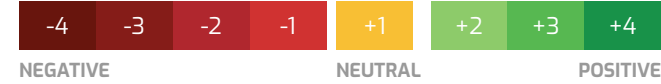
Roadblock To Innovation vs. Helps Innovate

1	Freshworks CRM	+89	DISTRIBUTION 3% 5% 92%	38 REVIEWS	13	SAP CRM	+73	DISTRIBUTION 8% 10% 81%	92 REVIEWS		
2	SugarCRM	+89	DISTRIBUTION 1% 8% 90%	72 REVIEWS	14	Infor CRM	+70	DISTRIBUTION 3% 24% 73%	40 REVIEWS		
3	HubSpot Sales Hub	+88	DISTRIBUTION - 12% 88%	43 REVIEWS	CATEGORY AVERAGE					+82	DISTRIBUTION 4% 9% 86%
4	Oracle CX Sales	+87	DISTRIBUTION 5% 2% 92%	112 REVIEWS	-	Maximizer CRM	+86	DISTRIBUTION 5% 5% 91%	31 REVIEWS		
5	Microsoft Dynamics 365 Sales (...)	+86	DISTRIBUTION 3% 8% 89%	228 REVIEWS	-	Nimble	+90	DISTRIBUTION - 10% 90%	29 REVIEWS		
6	Pipedrive	+86	DISTRIBUTION 3% 8% 89%	109 REVIEWS	-	Pipeliner CRM	+86	DISTRIBUTION 7% - 93%	29 REVIEWS		
7	Zoho CRM	+82	DISTRIBUTION 5% 8% 87%	53 REVIEWS	-	Really Simple Systems	+81	DISTRIBUTION 4% 11% 85%	27 REVIEWS		
8	Sage CRM	+80	DISTRIBUTION 6% 8% 86%	47 REVIEWS	-	NetSuite CRM	+90	DISTRIBUTION - 10% 90%	24 REVIEWS		
9	Insightly	+79	DISTRIBUTION 6% 9% 85%	37 REVIEWS	-	Oracle JD Edwards EnterpriseOn...	+68	DISTRIBUTION 13% 6% 81%	17 REVIEWS		
10	Copper	+78	DISTRIBUTION 6% 9% 84%	32 REVIEWS	-	OnContact CRM	+100	DISTRIBUTION - - 100%	15 REVIEWS		
11	Zendesk Sell	+77	DISTRIBUTION 6% 11% 83%	36 REVIEWS	-	Oracle PeopleSoft CRM	+63	DISTRIBUTION 7% 23% 70%	14 REVIEWS		
12	Salesforce Sales Cloud	+75	DISTRIBUTION 6% 13% 81%	520 REVIEWS							

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POSITIVE - NEGATIVE

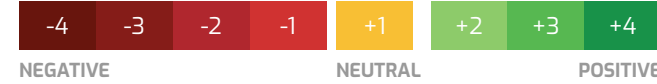


-	Pega Customer Decision Hub	+78 😊	DISTRIBUTION -- 22% 78%	13 REVIEWS
-	Oracle E-Business Suite	+92 😄	DISTRIBUTION -- 8% 92%	12 REVIEWS
-	LivePerson LiveEngage	+72 😊	DISTRIBUTION -- 28% 72%	11 REVIEWS
-	Vonage Contact Center	+53 😐	DISTRIBUTION -- 47% 53%	7 REVIEWS
-	vtiger CRM	+100 😄	DISTRIBUTION -- -- 100%	6 REVIEWS
-	Claritysoft CRM	+100 😄	DISTRIBUTION -- -- 100%	5 REVIEWS
-	Act!	+52 😐	DISTRIBUTION 24% -- 76%	5 REVIEWS

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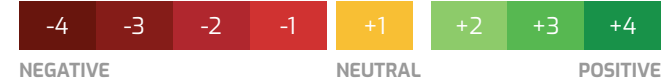
Stagnant vs. Continually Improving

1	Zendesk Sell	+94 😄	DISTRIBUTION -- 6% 94%	36 REVIEWS	13	SAP CRM	+63 😊	DISTRIBUTION 12% 13% 75%	92 REVIEWS
2	SugarCRM	+93 😄	DISTRIBUTION 1% 4% 94%	72 REVIEWS	14	Infor CRM	+58 😐	DISTRIBUTION 10% 22% 68%	40 REVIEWS
3	Oracle CX Sales	+92 😄	DISTRIBUTION 3% 2% 95%	112 REVIEWS	CATEGORY AVERAGE				
4	Freshworks CRM	+84 😄	DISTRIBUTION -- 16% 84%	38 REVIEWS					
5	Pipedrive	+84 😄	DISTRIBUTION 4% 8% 88%	109 REVIEWS	-	Maximizer CRM	+87 😄	DISTRIBUTION -- 13% 87%	31 REVIEWS
6	Insightly	+82 😄	DISTRIBUTION 6% 6% 88%	37 REVIEWS	-	Pipeliner CRM	+100 😄	DISTRIBUTION -- -- 100%	29 REVIEWS
7	Zoho CRM	+82 😄	DISTRIBUTION 5% 8% 87%	53 REVIEWS	-	Nimble	+95 😄	DISTRIBUTION -- 5% 95%	29 REVIEWS
8	Copper	+81 😄	DISTRIBUTION 3% 13% 84%	32 REVIEWS	-	Really Simple Systems	+85 😄	DISTRIBUTION -- 15% 85%	27 REVIEWS
9	Microsoft Dynamics 365 Sales (...)	+81 😄	DISTRIBUTION 5% 9% 86%	228 REVIEWS	-	NetSuite CRM	+89 😄	DISTRIBUTION -- 11% 89%	24 REVIEWS
10	Sage CRM	+81 😄	DISTRIBUTION 4% 11% 85%	47 REVIEWS	-	Oracle JD Edwards EnterpriseOn...	+93 😄	DISTRIBUTION -- 7% 93%	17 REVIEWS
11	HubSpot Sales Hub	+79 😊	DISTRIBUTION -- 21% 79%	43 REVIEWS	-	OnContact CRM	+70 😊	DISTRIBUTION -- 30% 70%	15 REVIEWS
12	Salesforce Sales Cloud	+67 😊	DISTRIBUTION 9% 15% 76%	520 REVIEWS	-	Oracle PeopleSoft CRM	+56 😐	DISTRIBUTION 15% 14% 71%	14 REVIEWS

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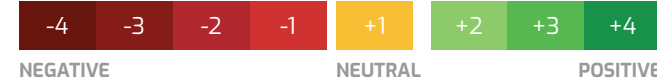


-	Pega Customer Decision Hub	+78 😊	DISTRIBUTION -- 22% 78%	13 REVIEWS
-	Oracle E-Business Suite	+92 😄	DISTRIBUTION -- 8% 92%	12 REVIEWS
-	LivePerson LiveEngage	+91 😄	DISTRIBUTION -- 9% 91%	11 REVIEWS
-	Vonage Contact Center	+53 😐	DISTRIBUTION 16% 16% 69%	7 REVIEWS
-	vtiger CRM	+100 😄	DISTRIBUTION -- -- 100%	6 REVIEWS
-	Claritysoft CRM	+69 😊	DISTRIBUTION -- 31% 69%	5 REVIEWS
-	Act!	+52 😐	DISTRIBUTION 24% -- 76%	5 REVIEWS

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Charges For Product Enhancements vs. Includes Product Enhancements

1	Zoho CRM	+89 😄	DISTRIBUTION 1% 8% 90%	53 REVIEWS
2	Oracle CX Sales	+88 😄	DISTRIBUTION 1% 9% 89%	112 REVIEWS
3	Pipedrive	+86 😄	DISTRIBUTION 3% 8% 89%	109 REVIEWS
4	HubSpot Sales Hub	+84 😄	DISTRIBUTION -- 16% 84%	43 REVIEWS
5	Freshworks CRM	+81 😄	DISTRIBUTION 3% 13% 84%	38 REVIEWS
6	Sage CRM	+78 😄	DISTRIBUTION 6% 10% 84%	47 REVIEWS
7	SugarCRM	+76 😄	DISTRIBUTION 6% 13% 82%	72 REVIEWS
8	Microsoft Dynamics 365 Sales (...)	+75 😄	DISTRIBUTION 7% 10% 82%	228 REVIEWS
9	Insightly	+74 😄	DISTRIBUTION 9% 8% 83%	37 REVIEWS
10	Zendesk Sell	+72 😄	DISTRIBUTION 6% 17% 78%	36 REVIEWS
11	Salesforce Sales Cloud	+63 😄	DISTRIBUTION 12% 13% 75%	520 REVIEWS
12	Copper	+62 😄	DISTRIBUTION 13% 12% 75%	32 REVIEWS

13	Infor CRM	+62 😄	DISTRIBUTION 7% 24% 69%	40 REVIEWS
14	SAP CRM	+56 😐	DISTRIBUTION 14% 16% 70%	92 REVIEWS
CATEGORY AVERAGE		+74 😄	DISTRIBUTION 7% 12% 81%	

-	Maximizer CRM	+82 😄	DISTRIBUTION 9% -- 91%	31 REVIEWS
-	Nimble	+88 😄	DISTRIBUTION -- 12% 88%	29 REVIEWS
-	Pipeliner CRM	+87 😄	DISTRIBUTION 3% 7% 90%	29 REVIEWS
-	Really Simple Systems	+67 😄	DISTRIBUTION 7% 19% 74%	27 REVIEWS
-	NetSuite CRM	+95 😄	DISTRIBUTION -- 5% 95%	24 REVIEWS
-	Oracle JD Edwards EnterpriseOn...	+86 😄	DISTRIBUTION 7% -- 93%	17 REVIEWS
-	OnContact CRM	+56 😐	DISTRIBUTION -- 44% 56%	15 REVIEWS
-	Oracle PeopleSoft CRM	+78 😄	DISTRIBUTION 7% 8% 85%	14 REVIEWS

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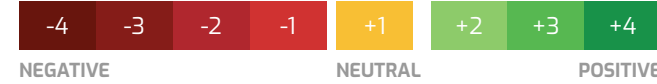


-	Pega Customer Decision Hub	+100 😄	DISTRIBUTION -- 100%	13 REVIEWS
-	Oracle E-Business Suite	+84 😄	DISTRIBUTION -- 16% 84%	12 REVIEWS
-	LivePerson LiveEngage	+100 😄	DISTRIBUTION -- 100%	11 REVIEWS
-	Vonage Contact Center	+69 😊	DISTRIBUTION -- 31% 69%	7 REVIEWS
-	vtiger CRM	+100 😄	DISTRIBUTION -- 100%	6 REVIEWS
-	Claritysoft CRM	+69 😊	DISTRIBUTION -- 31% 69%	5 REVIEWS
-	Act!	-24 😡	DISTRIBUTION 62% -- 38%	5 REVIEWS

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Leverages Incumbent Status vs. Appreciates Incumbent Status

1	Pipedrive	+91 😄	DISTRIBUTION -- 9% 91%	109 REVIEWS
2	SugarCRM	+84 😄	DISTRIBUTION 1% 14% 85%	72 REVIEWS
3	Freshworks CRM	+82 😄	DISTRIBUTION -- 18% 82%	38 REVIEWS
4	Oracle CX Sales	+81 😄	DISTRIBUTION 4% 12% 85%	112 REVIEWS
5	Sage CRM	+81 😄	DISTRIBUTION 4% 11% 85%	47 REVIEWS
6	Zoho CRM	+80 😄	DISTRIBUTION 3% 14% 83%	53 REVIEWS
7	Microsoft Dynamics 365 Sales (...)	+74 😄	DISTRIBUTION 5% 16% 79%	228 REVIEWS
8	HubSpot Sales Hub	+72 😄	DISTRIBUTION 2% 23% 74%	43 REVIEWS
9	Zendesk Sell	+72 😄	DISTRIBUTION -- 28% 72%	36 REVIEWS
10	Copper	+63 😄	DISTRIBUTION 9% 19% 72%	32 REVIEWS
11	SAP CRM	+62 😄	DISTRIBUTION 8% 23% 70%	92 REVIEWS
12	Insightly	+59 😄	DISTRIBUTION 12% 17% 71%	37 REVIEWS

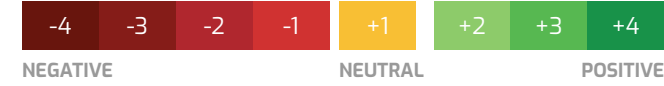
13	Salesforce Sales Cloud	+54 😄	DISTRIBUTION 10% 26% 64%	520 REVIEWS
14	Infor CRM	+49 😄	DISTRIBUTION 13% 25% 62%	40 REVIEWS
CATEGORY AVERAGE		+71 😄	DISTRIBUTION 5% 18% 76%	

-	Maximizer CRM	+74 😄	DISTRIBUTION 5% 17% 79%	31 REVIEWS
-	Pipeliner CRM	+97 😄	DISTRIBUTION -- 3% 97%	29 REVIEWS
-	Nimble	+90 😄	DISTRIBUTION -- 10% 90%	29 REVIEWS
-	Really Simple Systems	+56 😄	DISTRIBUTION 15% 15% 71%	27 REVIEWS
-	NetSuite CRM	+84 😄	DISTRIBUTION -- 16% 84%	24 REVIEWS
-	Oracle JD Edwards EnterpriseOn...	+81 😄	DISTRIBUTION 7% 6% 88%	17 REVIEWS
-	OnContact CRM	+86 😄	DISTRIBUTION -- 14% 86%	15 REVIEWS
-	Oracle PeopleSoft CRM	+64 😄	DISTRIBUTION 7% 22% 71%	14 REVIEWS

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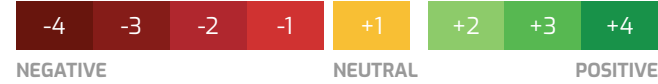


-	Pega Customer Decision Hub	+78 😊		13 REVIEWS
-	Oracle E-Business Suite	+76 😊		12 REVIEWS
-	LivePerson LiveEngage	+71 😊		11 REVIEWS
-	Vonage Contact Center	+21 😞		7 REVIEWS
-	vtiger CRM	+100 😄		6 REVIEWS
-	Claritysoft CRM	+100 😄		5 REVIEWS
-	Act!	+14 😡		5 REVIEWS

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Despised vs. Inspiring

1	SugarCRM	+89 😄	DISTRIBUTION 1% 8% 90%	72 REVIEWS
2	Oracle CX Sales	+87 😄	DISTRIBUTION 4% 5% 91%	112 REVIEWS
3	Pipedrive	+85 😄	DISTRIBUTION 3% 8% 88%	109 REVIEWS
4	HubSpot Sales Hub	+82 😄	DISTRIBUTION 2% 14% 84%	43 REVIEWS
5	Freshworks CRM	+81 😄	DISTRIBUTION -- 19% 81%	38 REVIEWS
6	Zoho CRM	+81 😄	DISTRIBUTION 5% 9% 86%	53 REVIEWS
7	Sage CRM	+80 😄	DISTRIBUTION 6% 8% 86%	47 REVIEWS
8	Copper	+79 😊	DISTRIBUTION 6% 9% 85%	32 REVIEWS
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10	Insightly	+69 😊	DISTRIBUTION 6% 18% 75%	37 REVIEWS
11	Zendesk Sell	+69 😊	DISTRIBUTION -- 31% 69%	36 REVIEWS
12	Salesforce Sales Cloud	+61 😊	DISTRIBUTION 10% 19% 71%	520 REVIEWS

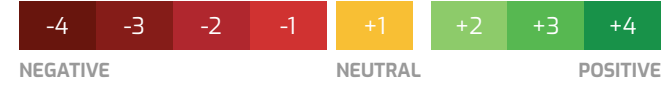
13	SAP CRM	+49 😐	DISTRIBUTION 16% 19% 65%	92 REVIEWS
14	Infor CRM	+41 😐	DISTRIBUTION 17% 25% 58%	40 REVIEWS
CATEGORY AVERAGE		+74 😊	DISTRIBUTION 6% 14% 80%	

-	Maximizer CRM	+82 😄	DISTRIBUTION 5% 9% 87%	31 REVIEWS
-	Pipeliner CRM	+97 😄	DISTRIBUTION -- 3% 97%	29 REVIEWS
-	Nimble	+83 😄	DISTRIBUTION -- 17% 83%	29 REVIEWS
-	Really Simple Systems	+74 😊	DISTRIBUTION 4% 19% 78%	27 REVIEWS
-	NetSuite CRM	+86 😄	DISTRIBUTION -- 14% 86%	24 REVIEWS
-	Oracle JD Edwards EnterpriseOn...	+75 😊	DISTRIBUTION 7% 11% 82%	17 REVIEWS
-	OnContact CRM	+72 😊	DISTRIBUTION 14% -- 86%	15 REVIEWS
-	Oracle PeopleSoft CRM	+60 😊	DISTRIBUTION 16% 8% 76%	14 REVIEWS

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-	Vonage Contact Center	+69 😊	DISTRIBUTION -- 31% 69%	7 REVIEWS
-	vtiger CRM	+100 😄	DISTRIBUTION -- -- 100%	6 REVIEWS
-	Claritysoft CRM	+100 😄	DISTRIBUTION -- -- 100%	5 REVIEWS
-	Act!	+34 😞	DISTRIBUTION 24% 18% 58%	5 REVIEWS