

CRM BUYERS GUIDE 2008

	Cincom Systems of Australia	FrontRange Solutions: GoldMine & HEAT	Greentree
Key Client Sites	ASC Pty Ltd; Thales; GKN Aerospace Engineering Services; Goodrich Aerospace; CEA Technologies; Mills Display; Designer Doorware; Manly Aluminium Windows; Stainless Metal Craft	GoldMine: Aust Menopause Centre, Cliftons, Credit Union Services, Electropar, Exeloo, FAN Welding, JNJ Electrics, Mercury Connect, RoadRunner Records, Rocky Bay, State Super Financial Services, Tasman Orient. HEAT: Blacktop Construction, Collection House, DVS, Green's Foods, Logan City Council, Sony Computer.	Hydroflow, Eurotec, National Education Agency, C&G Rothbury, Maria's Pasta, Anglican Youthworks, Argus, Anglian Water, PA People, Leap, Galvin Marketing, Italiano, Synergy, AGR Pacific Asia, Toyota, Fox Studios
Industries represented by Australian case studies	Newly launched product into Australian market	Manufacturing, Automotive, Business Services, IT, Construction, Telco, Financial	Construction, Utilities, Distribution, Education, Financial Services, ITC, Manufacturing, Not For Profit, Services, Tourism, Wholesale
Solution Overview	Cincom Acquire, a selling and business acquisition solution for the sale and delivery of complex products and services. Respond to customer demand quickly, accurately and profitably. Cincom's new comprehensive solution suite bridges the gap between front and back office systems.	GoldMine CRM improves marketing and sales effectiveness by providing automated marketing campaigns, lead distribution, opportunity management and relationship management through every phase of the customer lifecycle. GoldMine supports business of all sizes and complexities. HEAT integrates your support centre, service level and knowledge management into one complete solution to reduce costs and increase operational productivity and allows you to manage information from various data bases.	Greentree is a Australasian based company specialising in developing and implementing effective CRM, e-business, distribution, manufacturing and financial management solutions. Built using JADE, Greentree delivers a completely on-line, real-time business solution, with all business functions totally integrated and full Microsoft Office connectivity.
Australia Sites/Users		100+	800+ Greentree sites, 3000 ANZ Greentree International Products
Target Client Size	\$50M+; 100 + employees	HEAT: 1- 500 users. GoldMine: 1 - 500 users	\$5m to \$500m
ASP/Hosted Option Available	No	No, next release	Yes
Contact Mgmt	Yes	Yes	Yes
Sale Force Mgmt	Yes	Yes	Yes
Help Desk	Yes	Yes	Yes
Call Centre Mgmt	Yes	Yes	No
Marketing Mgmt	Yes	Yes	Yes
Loyalty Program Mgmt	No	Yes	No
Knowledge Base	Yes	Yes	Yes
Out of Box PDA Access	No	Yes	Yes
Out of Box ERP Connectors	Yes, SAP, MS Dynamics AX	No	Yes, fully integrated to Greentree
Software Licensing Costs	Modulised pricing. Total investment also dependant upon number of named users.		Licensed on a concurrent user basis by suite, allowing cost effective pricing for different user counts in each area, eg Sales Management versus Service Management. Pricing starts at \$2000 per 4 users. Windows NT/2000/XP server with Windows clients Linux Server
Local Resellers	Acquire is a new product and is initially to be sold directly via Cincom. A channel partner network is to be established.	FrontRange is sold through a directory of Reseller partners. Go to http://www.frontrange.com.au/Partners/	Greentree is sold via an Authorised Partner network located through Australia. Enabling: 1800 ENABLING, www.enabling.net See case study page 24
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Microsoft Pty Ltd	Oracle CRM On Demand	Oracle Siebel CRM	Sage Business Solutions: ACT! by Sage, Sage CRM, and Sage SalesLogix
Port of Brisbane Corporation, Sinclair Knight Merz, Global Advertising Products, Regnan, Microsoft, ING Group, Jones Lang Lasalle, Pumpkin Patch, Gizmo, Commtech Wireless, Aspect Packaging, A-Gas Australia	RPM Solutions, ANZ, Sensis, 3M, Surf Lifesaving New Zealand, Heat and Control Pty Ltd, Carat Jewellery Limited, Aquion Pty Ltd, InFact	Australian Finance Group Ltd, RPM Solutions Pty Ltd, VicUrban, Virgin Mobile (Australia) Pty Ltd, Westpac Banking Corporation, AMP, ATO, Country Energy, Department of Human Services Victoria, Optus	Samsung, Nissan, Rip Curl, Philmac, Verbatim, Adelaide Arts Festival, NG Spark Plugs, Thomson Financial
Government, Financial Services, Professional Services, IT Services, Retail, Manufacturing, Utilities, Property Management	Telecommunications, Manufacturing and Distribution, Retail, Construction, Financial Services, Professional Services, Technology, Pharmaceuticals, Not for Profit	Telecommunications, Manufacturing and Distribution, Retail, Construction, Financial Services, Professional Services, Government, Technology, Utilities	Tourism, Not-for-Profit, Sport, Manufacturing, Real Estate, Education, Business Services, Agribusiness, ICT, Entertainment, Automotive, Financial Services.
Microsoft Dynamics CRM is a full customer relationship management (CRM) suite with marketing, sales, and service capabilities that are fast, familiar, and flexible, helping businesses of all sizes to find, win, and grow profitable customer relationships. Delivered through a network of channel partners providing specialised services, Microsoft Dynamics CRM works with familiar Microsoft products to streamline processes across an entire business.	Easy-to-use subscription-based CRM for sales, service, marketing, and contact-center operations. Interactive dashboards and advanced analytics for real-time insight and historical analysis. Prebuilt integrations and flexible Web Services to help you integrate your business processes	Oracle's Siebel CRM enables organisations to transform the customer experience. With solutions tailored to more than 20 industries, Siebel CRM delivers: Comprehensive CRM capabilities, Tailored industry solutions, Role-based customer intelligence and pre-built integration	Sage CRM offers best practice CRM capabilities with powerful workflow functionality and full integration to Sage Accpac ERP. SalesLogix delivers customisable cost-effective CRM solution on web, windows and mobile devices. ACT! by Sage is best value contact and customer manager solution enabling individuals and small business customers to instantly access key contact and customer information, manage and prioritise activities, and track all contact-related communications.
Worldwide there are over 14,000 businesses and 600,000 users. Local geographic breakdown not available.	#sites – 100 +, #users – 5,000 +	300 + sites, 10,000 + users	
From 5 users up. We have a wide range of small, midsized and large enterprise customers.	1 - unlimited users	\$100M + revenue	SalesLogix: 5+, Sage CRM.com: 1+, Sage CRM: 5+, ACT! By Sage: 1+
Yes, available as a hosted CRM service through a variety of Australian partners.	Yes	Yes	Yes
Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes
Yes, via customisation	Yes	Yes	Yes
Yes	Yes	Yes	Yes
No, available soon	Yes	Yes	Yes
No. A variety of integrations to leading ERP vendors and Microsoft Dynamics ERP products available from 3rd party partners.	Yes, most major packages	Y, most major packages	Sage Accpac ERP, Sage Accpac Pro, Sage Timberline, MYOB, and Quicken
Microsoft Dynamics CRM 4.0 is licensed on a server plus CAL (client access license) basis. License agreement changes address additional user scenarios, call centre and shift worker scenarios. A CRM External Connector license licenses your CRM server to be accessed by people external to your organisation (not employed by you) through a web portal.	Licencing is subscription based, from USD\$70 per user, per month	Licensing depends on CPU and limited usage or enterprise usage	Sage SalesLogix starts from \$5120 AUD for 5 users, Sage CRM.com starts from \$100 AUD per month per user, Sage CRM starts from \$1995 AUD for server licence and \$820 AUD per user, ACT! By Sage starts from \$279 AUD for 1 user
A directory of Australian partners is available on our web site at: www.microsoft.com/australia/dynamics/partners/crm . Customers interested in a subscription to Microsoft Dynamics CRM as a hosted software service can find a list of our hosting partners here: www.microsoft.com/serviceproviders/solutions/hostedcrmpartners.mspx Professional Advantage; microsoftinfo@pa.com.au See case study page 26 Enabling: 1800 ENABLING, www.enabling.net	CRM NOW Ltd rob.mcgregor@crmnw.com.au , Fusion5 Ltd tamara.kennedy@fusion5.com.au , Galway People Services Software Ltd mpawle@galway.com.au , Jigsaw Services Ltd sdavey@jigsawservices.com.au , Phoenix IT&T Consulting Ltd mryan@phoenix.com.au , RedRock Consulting Ltd stephensn@redrock.net.au , Whats Vanilla Ltd / Coretec Solutions cmathers@coretec.com.au Bright Blue Solutions, lachlan.hanly@brightblue.com.au (See case study page 22)	Yes – mutiple - from independant IT and industry specialists, to Global SIs Bright Blue Solutions, lachlan.hanly@brightblue.com.au (See case study page 22)	Sage has over 140 Resellers and Business Partners in Australia and New Zealand. Please call 13 SAGE to find a reseller near you. Enabling: 1800 ENABLING, www.enabling.net
Microsoft Dynamics Specialist, Microsoft Australia Ph: 1800 197 960, Email: askdyn@microsoft.com Web: www.microsoft.com.au/crm	Duff Watson, Email: duff.watson@oracle.com Ph: 1800 248 168	Duff Watson, Email: duff.watson@oracle.com Ph: 1800 248 168	Sage Business Solutions, Aust Ph: 13 SAGE NZ Ph: 0800 904 409, info.pacific@sage.com www.sagebusiness.com.au