

Making smart CRM choices for 2009

This year, companies seeking to invest further - or for the first time - in a CRM software system will find not only a wide array of vendors, but also a large selection of computing platforms to support the application. These can range from Software as a Service offerings typified by the standard-bearer Salesforce.com to newer cloud platforms such as Google Apps.

By [Erika Morphy](#) 27 Jan 2009

Buyers can find the range of choices difficult to navigate, Jeff Kaplan, principal with ThinkStrategies, told *CRM Buyer*. "Companies are having a hard time choosing from among the various players - there is no question that the growth of the marketplace and proliferation of players does add a level of complexity to the selection process."

Now, the state of the economy adds an additional factor for companies already confused about their options, he said. "I am seeing firms select a vendor not necessarily because it has the best solution, but because it is best positioned to survive these times. In other words, companies are trying to make strategic long-term decisions based on vendor viability, as well as based on solution functionality."

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