

NUCLEUS
RESEARCH

CRM TECHNOLOGY VALUE MATRIX 2019

ANALYSTS

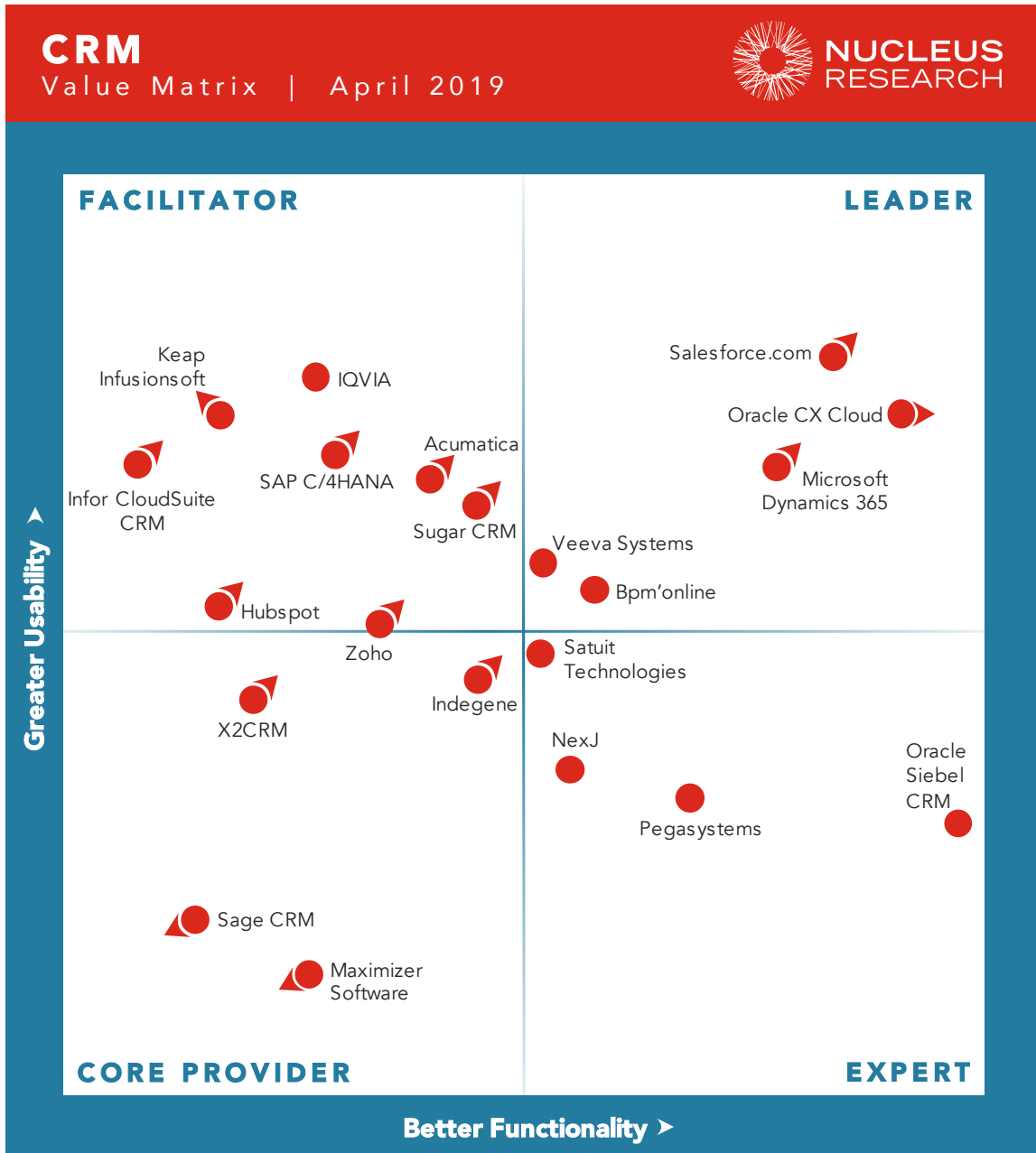
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THE BOTTOM LINE

Leading customer relationship management (CRM) providers are doubling down on data integration, orchestration, and mapping capabilities to link data among and beyond CRM applications and provide a complete real-time view of the customer. Although their approaches differ, those investments are designed to enable customers to drive greater productivity, reduce data management efforts, and bring together a rich and complete enough data set to apply artificial intelligence (AI) and analytics for measurable results across sales, service, and marketing. While they're making investments under the hood, they're also investing in usability features such as embedded coaching and intelligence to help users be more effective and productive. Given the pace of innovation, there are a number of significant shifts in positioning in this Matrix.

OVERVIEW

The Nucleus CRM Value Matrix measures the ability of CRM vendors to deliver value in usability and functionality across the three core pillars of CRM: sales, marketing, and service.



There are a number of trends impacting vendors' development investments and positioning in the Matrix including:

- Real AI and machine learning (ML) capabilities. Although some AI claims are still more marketing than reality, in the CRM space Nucleus is seeing customers achieve real value from capabilities such as embedded bots, AI-driven coaching and recommendations, and AI-driven automation in areas such as master data management (MDM) and data capture.
- Vertical and microvertical investments at the application and analytics level. While there a number of vertical-specific vendors included in the Matrix, most leaders and experts are investing heavily in providing more out-of-the-box workflows, custom objects, and extended data models for specific verticals. Those at the front of the curve are investing beyond application vertical capabilities to provide prebuilt embedded analytics capabilities that meet the specific needs and vernaculars of specific industries as well.
- Data lake and data model initiatives. Recognizing that many customers are still using multiple applications and databases across sales, marketing and service, and that customer data lives in many applications beyond CRM, leading vendors are investing in the next generation of data platform initiatives to enable real-time dynamic customer profiling and targeting – with the goal of bringing customers closer to a true 360-degree view of the customer.
- A renewed focus on solutions. Although the solution concept is far from new, vendors are repackaging their once-separate offerings into more targeted business solutions – such as packaging up components of micromarketing in sales force automation (SFA) solutions and bringing sales and service capabilities together in a single view for more customer engagement and alignment across sales and service.

LEADERS

Leaders in the Value Matrix include Bpm'online, Microsoft, Oracle, Salesforce, and Veeva Systems.

BPM'ONLINE

Bpm'online offers cloud-based solutions for business process management (BPM) and customer relationship management (CRM). Its CRM products encompass all the traditional areas – sales, marketing, and service – and it also offers out-of-the-box applications and add-ons to extend the product's core functionality; templates to automate processes,

generate reports, and build dashboards; and additional professional services through its partner network such as consulting and pre-start configuration. It offers verticalized solutions by industry to fit the gamut of varied use cases across retail, transportation, manufacturing, communications, government, media, financial services, biotechnology, and real estate. Updates with bug-fixes and new features are pushed to users every two to three weeks.

On February 6, 2019, Bpm'online announced a new partnership with Mertitus Business Solutions, a company focused on developing custom software solutions for companies in the financial services, manufacturing, and healthcare sectors. This partnership looks to aid in verticalizing the Bpm'online solution even more completely for those industries.

Despite not demonstrating large-scale changes or upgrades to the product since the last Matrix, Nucleus still positions Bpm'online in this edition's Leader quadrant. The company is still winning newsworthy deals like that with green energy provider KTC and delivering legitimate value to customers. Updates from earlier this year showed emphasis on growing technologies like predictive analytics, indicating that despite slower optics, the company is innovating in-step with the rest of the market.

MICROSOFT

Microsoft continues to make investments in Dynamics 365's CRM capabilities that strengthen its position as a leader in the Matrix, with a focus on leveraging the capabilities of the Azure platform in areas such as ML and augmented reality (AR) as well as the Power Platform of Power BI, Flow, and PowerApps.

In March, Microsoft announced additional details on its Open Data Initiative (ODI), which was announced in the fall as a cooperative effort with Adobe and SAP designed to create a common data model to improve integration and operability of applications between the three partners. While it is early days for ODI, the partners announced a partner advisory council to support development of the initiative. Microsoft's challenge with ODI will be to differentiate its approach from those of Oracle and Salesforce and show how its data lake approach differs in time-to-value and dynamic delivery of data from traditional data lake approaches.

In February, Microsoft announced a number of new applications that leverage Microsoft's investments in artificial intelligence (AI) and mixed reality (MR) to deliver value for Microsoft business applications customers that are scheduled for availability in the April release:

- Dynamics 365 Customer Insights enables users to bring together transactional, behavioral, and other customer data together with connectors into one common data store that can be used for AI-driven recommendations across marketing, sales, and service. Customer Insights incorporates Microsoft Graph data, Azure Machine Learning (ML), and Microsoft Flow to bring more data into context, analyze and

provide recommendations on that data, and automate workflows launched by data triggers. Basic templates for recommendation models such as propensity to churn and next best action are included to accelerate time to production and reduce the need for data scientists.

- Dynamics 365 Virtual Agent for Customer Service, which enables business users to easily create and manage AI-driven virtual agents to resolve customer problems and requests. The cloud service is scheduled to launch in public preview in April. Using a simple drag-and-drop interface and declarative language, business users can build, reuse, and adapt virtual agents and launch them to respond to customer requests.
- Dynamics 365 Fraud Protection, also scheduled to be released in public preview in April, helps e-commerce business reduce fraud losses and improve online shopping experiences.
- Dynamics 365 Remote Assist, available in preview for Android mobile devices, enables remote agents to use HoloLens to collaborate with remote experts and troubleshoot and resolve customer issues. The latest release includes support for mobile annotations, group calling, and deeper integration with Dynamics 365 for Field Service.
- Dynamics 365 Product Visualize, available in iOS in preview, enables sellers to show product details to customers directly within Dynamic 365 for Sales and capture spatial, configuration, and other notes within the sales opportunity.

Microsoft also announced Microsoft Forms Pro, an enterprise survey tool to gather and analyze customer feedback across multiple touchpoints, and enhancements to the Microsoft Power Platform (which includes Power BI, PowerApps, Microsoft Flow, and Common Data Service).

A key area Nucleus is watching in terms of functionality for Microsoft is how its new cloud marketplace and independent software vendor (ISV) program (as well as organic development investment) will translate into additional industry capabilities for Dynamics 365 customers on the CRM front.

ORACLE

Oracle Customer Experience (CX) Cloud is differentiating its offering for the “experience economy” based on four key areas of customer interaction: discovery, engagement, consumption, and service. At the core of each of these components is Oracle’s focus on data and data management – both in terms of internal application data from CRM and other systems and external data from third parties.

Beyond its data differentiation, Oracle has continued to focus on cross-cloud stories and delivering value across its suite of applications beyond CX. In March, it announced Oracle Service Logistics Cloud, which brings together CX and Oracle Supply Chain Cloud data together in one cloud application to support increase field service efficiency, improve logistical planning, and increase customer satisfaction.

In October 2018, Oracle announced the acquisition of DataFox and has continued to make investments in the DataFox platform and data set since the acquisition. The DataFox platform leverages a continuously updated database of relevant companies together with machine learning (ML) and natural language processing (NLP) to deliver insights on these companies to sales and marketing teams to help identify new prospects, develop and maintain meaningful relationships, and ultimately drive business growth by enabling a data-driven strategy (Nucleus Research *s167 – Oracle acquires DataFox*, October 2018).

Oracle also announced Sales Planning Cloud, built on Oracle's EPM Platform, and Subscription Management Cloud in October. Sales Planning Cloud uses advanced analytics and best practice sales planning methodologies to create predictive models for sales planning that optimize territories, quotas, and compensation plans as well as sales forecasting. Subscription Management Cloud links core front and back office activities around recurring customer relationships to provide a complete lead-to-recurring revenue solution.

Oracle announced CX Unity, with general availability scheduled for the second half of 2019. Beyond just a common data platform (CDP) or data lake, CX Unity is positioned as a Customer Intelligence Platform that integrates demographic, transactional, and behavioral data from both internal and third-party sources to create, enrich, and refine unique customer profiles on an ongoing basis. Packaged with prebuilt industry schemas and machine learning (ML) models to help users identify new and unique segments, CX Unity promises to provide a complete customer understanding that can be used dynamically to drive highly personalized targeting. The second-half 2019 release plans include Oracle Infinity and Responsys integrations.

Since the last Value Matrix, Oracle has continued to release Adaptive Intelligent Apps, its AI-enabled suite of applications across CX and other application areas, and Nucleus is beginning to see measurable customer successes. Current applications for CX include Optimized Marketing Orchestrations, Coordinated Open-Time Content, and Connected Audiences for marketing; Next Best Offers and Product Recommendations and Intuitive Search Experiences for commerce; and Win Probability Scores, Best Sales Action, and Deal Acceleration for sales.

Oracle continues to make investments in Commerce Cloud and Sales Cloud. Commerce Cloud is embedded across the CX business-to-consumer and business-to-business ecosystem to help businesses create shoppable moments across the entire customer

journey and provide a unified platform for businesses running multiple business models (such as direct to consumer, business-to-business, and subscription). Oracle is also investing heavily to create a unified commerce, CPQ and sales solution for modern business-to-business business needs. Additionally, usability continues to be an area of innovation with new Sales Cloud usability innovations and standardization of UI paradigms across the broader CX portfolio to continue to maintain Oracle's position as a leader in usability. On the functionality front, further investments in industry capabilities beyond what are currently available will be critical to Oracle maintaining its position as well.

SALESFORCE

Salesforce continues to expand its CRM cloud footprint with ongoing additions of functionality within Sales, Service, Marketing, Commerce, Philanthropy, and Community Cloud as well as Einstein Analytics and Industry Clouds (for financial service, healthcare, government, education, and non-profits). Key announcements advancing Salesforce's position as a leader since the last Matrix include:

- In March, Salesforce announced new AI capabilities for Service Cloud, including Einstein Reply Recommendations to suggest the best responses to agents over chat and messaging, Einstein Article Recommendations to recommend the best articles based on previous interaction results, Next Best Action to help increase customer satisfaction and uncover cross-sell opportunities, and Einstein Case Routing to filter cases to the right agent or queue based on present criteria and ML-driven analysis of past interaction outcomes.
- Also in March, Salesforce announced the general availability of myTrailhead, Salesforce's learning experience platform, that can be personalized for individual companies' specific training needs, brand, and content. myTrailhead leverages existing Trailhead library content as well as Trailhead features such as Trail Tracker to help organizations track and manage learning.
- In February, Salesforce announced new capabilities for Health Cloud, including capabilities to support a more complete patient profile with social determinants of health, Field Service Lightning for Health Cloud to support in-home care collaboration, and Personalized Patient Journeys through a new integration between Health Cloud and Marketing Cloud.
- In January, Salesforce announced the acquisition of roundCorner, a company specializing in enterprise CRM specifically for the nonprofit vertical.
- Also in January, Sales announced new Commerce Cloud capabilities including a new Einstein Recommendations API, Einstein Visual Search, to enable image-based searching, a high-scale inventory availability service for peak volume periods, new

developer sandbox capabilities, and a new developer Trailhead Trail for Commerce Cloud. Quip for Sales & Service also launched in Q1, allowing Salesforce users to collaborate and edit Quip documents directly in the Salesforce UI.

At Dreamforce in November, Salesforce announced Customer 360, a new means to connect Salesforce data across clouds with a point-and-click interface so customers can build Customer 360 IDs and better enable cross-cloud visibility and customer experiences (Nucleus Research *s152 – Dreamforce Highlights*, November 2018). Other Dreamforce announcements included the advancement industry cloud capabilities for Education Cloud and Financial Services Cloud, the release of Philanthropy Cloud (Nucleus Research *s163 – Guidebook – Philanthropy Cloud*, October 2018), and Einstein Voice to enable users to interact directly with Salesforce using voice commands.

Another key announcement from Dreamforce, which was made generally available in February 2019, was High Velocity Sales. Designed to help managers build customized activity workflows for inside sales teams directly within Sales Cloud, High Velocity Sales capabilities enable marketing or sales managers to automate a guided sales process by providing sales people with specific steps to follow (such as calling or e-mailing a prospect) and specific content to use (such as e-mail templates and call scripts) (Nucleus Research *s184 – Salesforce High Velocity Sales*, November 2018).

Nucleus has seen increased momentum for Salesforce Lightning, as new Lightning-enabled versions of capabilities across Clouds become more broadly available. Customers moving to Lightning are able to take advantage of Einstein features as well as the development and design benefits of Lightning, including its modern user interface (UI), enabling Salesforce to maintain its leadership position in usability. Nucleus expects that further investments in industry capabilities will further accelerate time to value for customers while driving a strong functionality differentiator for Salesforce.

VEEVA SYSTEMS

Veeva Systems partnered with Salesforce to build its solutions for the life sciences vertical. It offers capabilities for CRM, clinical trial management, content management, customer reference data and master data management, and other industry-specific capabilities critical to the life-sciences sector. In the CRM space, its suite of solutions encompasses core multichannel CRM functionality for relationship management and includes Veeva CRM MyInsights for data visualization and VeevaCRM Engage Meeting for remote interactions. Veeva releases product updates every four months.

In 2018, Veeva released a new, adaptive user interface called Sunrise to all its customers using Apple iOS devices. In spring 2019, the same interface will be made available to Windows customers.

Due to its strong Salesforce connection and widespread industry adoption, and vision for life sciences, Veeva Systems is once again positioned as a Leader in this year's Value Matrix. It has demonstrated success building an integrated and actionable suite of products with a purpose-built commercial data warehouse (Veeva Nitro) that is crucial for efficient analysis and forms the foundation for artificial intelligence. It has also introduced a new AI engine (Veeva Andi) that delivers predictive customer insights for informed engagement. Veeva has won several high-profile deals with enterprise-class customers in the past year. Nucleus expects this success to continue moving forward if Veeva continues regular investment in technology innovation and maintains focus on optimizing user experience.

EXPERTS

Experts in the Value Matrix include NexJ, Oracle Siebel CRM, Pegasystems, and Satuit Technologies.

NEXJ

NexJ is a customer process management-focused CRM solution for the financial services and insurance industries. It offers client onboarding, Know Your Customer (KYC), and customer data and analytics solutions. For the financial sector, data management and security are critical as the information is highly sensitive and there are specific laws and regulations governing its handling. For NexJ, its security protocols are a differentiator as it was built to comply with those regulations in mind (unlike more general-purpose CRM tools). There have not been any significant announcements or product updates since the publication of the last Value Matrix. NexJ has demonstrated significant investment in improving the functionality of its solutions, particularly in the data management and advanced analytics areas. For this reason, despite its smaller size and fewer resources (relative to competitors), we position it as an Expert in this Matrix.

ORACLE SIEBEL

Oracle Siebel CRM provides functionality for sales, marketing, service, loyalty, commerce, master data management (MDM), event management, product and catalog management, and social automation. As one of the first players in the CRM space, and thus one of the most mature solutions on the market, Siebel continues to have the greatest breadth of capabilities, particularly when it comes to industry-specific features and data models. In fact, Nucleus has found that many organizations continue to maintain Oracle Siebel investments because of the breadth of capabilities and data model complexities they support – both

organically and because of significant customization. Today Oracle leads its CRM sales with Oracle CX Cloud; however, the installed base of Oracle Siebel customers is still significant, and, as such, Oracle continues to invest in necessary product updates.

In March, Oracle announced that version of Siebel CRM 8.1 or higher would have Premier Support through “at least” 2030, including monthly updates for customers on Siebel CRM 17 or higher, and security and critical patch updates through Oracle Premier Support. In March Oracle also announced the Siebel CRM 19.3 Update, with updates to workspaces and online help enhancements. Oracle continues to innovate in the areas of autonomous CRM, business agility, and industry innovation, with planned features including Siebel Composer enhancements, Product Configurator improvements, user experience improvements with Open UI (including Search and Intuitive Dashboards), and support for AI and ML technologies.

PEGASYSTEMS

Pegasystems provides AI-powered solutions for CRM built on the Pega Platform. Its CRM offerings cover sales, marketing, and customer service; and the Pega Customer Decision Hub helps leverage historical data to predict customer activities and identify next-best-actions. Pega has invested significantly in robotic process automation and with the Pega Platform, users can automate workflows and processes.

Pega is looking to integrate data and analytics more closely with its CRM suite to enable more data-driven decision making and trigger-based automated actions. In February, Pega announced the acquisition of Infruid Labs, a business analytics and data visualization provider.

Pega has a demonstrated history of adopting leading-edge technologies such as AI, robotic process automation (RPA), and blockchain. This shows a clear focus on product functionality and supports many differentiated capabilities on the platform. Customers without a clear roadmap to best leveraging these disruptive technologies may find the product overcomplicated; however, those customers looking to fully lean into their so-called digital transformations could benefit significantly from Pega’s advanced capabilities. For this reason, they are positioned as an Expert in this edition of the Value Matrix.

SATUIT TECHNOLOGIES

Satuit Technologies offers cloud-based and on-premise CRM, client reporting, and portal software solutions to customers in the financial services sector. Its solutions support sales, client retention, operations, and compliance. Its products include SatuitCRM, Satuit2GO, SatuitCRA, and SatuitCRA Investor Portal. Its products meet the specialized needs of financial professionals and were developed by former investment professionals who

understood the shortcomings of more traditional CRM software. The tool allows users to capture and share investor information, track relationships, and manage workflows including legal, compliance, and operations. Additionally, integration with third-party data sources, Outlook email, and portfolio accounting services enables smart communications, email marketing and tracking, and automated report creation and delivery.

SatiutCRA Investor Portal was recently upgraded. In addition to providing a centralized repository for documents, reports, and forms, the portal supports watermarking to protect intellectual property and e-signatures to facilitate onboarding and account opening forms. Investors can see previous end of day account data, manage forms, and connect with their representatives. Smart capabilities were added with automated report distribution and PDF parsing. As with any financial services application, emphasis is placed on security with compliance management natively incorporated with the platform.

For a sector like financial services with specific compliance and security regulations, specialized providers like Satuit are a more feasible option than general-purpose CRM tools. Satuit maintains an active update cycle with continued development of new features and capabilities. It is positioned as an Expert in this Matrix because it closely meets or exceeds the needs of its specialized clientele with industry-specific CRM functionality.

FACILITATORS

Facilitators in the Value Matrix include Acumatica, Hubspot, Infor CloudSuite CRM, IQVIA, Keap Infusionsoft, SAP C/4HANA, Sugar CRM, and Zoho.

ACUMATICA

Acumatica continues to expand its CRM capabilities, with the most recent release providing additional capabilities for field service and marketing as well as Outlook integration enhancements. Although Acumatica is primarily an enterprise resource planning (ERP) vendor, it is covered in the CRM Value Matrix because of its integration and breadth of features that make it a competitive CRM product. It is also noteworthy that Acumatica uses the same UI across all modules, so users can be easily trained on ERP and CRM capabilities. A key strength of the product is its consolidated view of customer records: users can see all customer interactions in a single database, from quotes to invoices to support cases.

From a development perspective, Acumatica's CRM development team is part of the broader platform group at Acumatica, ensuring enhancements in the platform are extended to CRM as well.

Acumatica CRM includes integrated marketing and service and support automation capabilities, a customer self-service portal, and integration with Microsoft Outlook. Key improvements advancing its positioning since the last Matrix include enhanced capabilities in marketing automation to enable users to more easily create custom lists and refine marketing based on specific attributes, the ability to create quotes and revised quotes within opportunities and retain quote revision history, and enhanced support for cross-module workflows (tracked from within CRM). In field service, Acumatica has made advances as well, with enhancements to visual scheduling and route optimization, real-time tracking of inventory, and multi-level warranty tracking.

HUBSPOT

HubSpot provides cloud-based sales, service, and marketing automation solutions. Historically it has been chosen primarily by small and medium-sized businesses (SMBs) although it has begun to gain traction up-market with larger enterprise customers. The platform includes applications for building and managing the sales pipeline from first touch to close – there are tools for social media and search engine optimization, Website content management, marketing automation, email, CRM, analytics, and reporting.

Recent announcements include:

- In December, HubSpot announced the launch of HubSpot Ventures, a \$30 million fund to support and grow customer-centric cloud-based startups that are beneficial to the HubSpot ecosystem.
- In February, HubSpot announced the pricing of an underwritten public offering of its shares of common stock, anticipating gross proceeds of approximately \$300 million.

HubSpot is positioned as a Facilitator in this Matrix; it will need considerable investment in functionality to advance to a Leader position.

INFOR CLOUDSUITE CRM

Infor announced general availability of Infor CloudSuite CRM in February 2019, a complete replatforming of Infor's CRM assets that leverage Infor's CloudSuite technologies such as the Infor Intelligent Open Network (ION) to provide ease of integration between CloudSuite CRM and other Infor CloudSuite solutions. The first release focuses on sales force automation (SFA), with customer service and marketing capabilities on the roadmap for later in 2019 (Infor markets and sells Adobe Marketo today as part of its marketing automation offering).

With key themes of visibility, efficiency, and engagement, CloudSuite CRM includes a native mobile application and a native mobile shell that can be configured by users using Infor Go

to provide a personalized view of CRM data. Embedded workflow capabilities and embedded analytics (from the Birst acquisition) enable administrators to build customized workflows and dashboards. Additionally, Infor's AppBuilder enables low-code or no-code customization. While this is the first release of the replatformed product, Nucleus expects that Infor will continue to invest in both vertical and horizontal capabilities within the solution, with manufacturing and industrial services-specific versions already shipping. Nucleus also expects Infor to further leverage its Coleman investments to provide users with predictive account management capabilities such as opportunity scoring in the near future.

IQVIA

IQVIA competes in CRM for the life sciences with its Orchestrated Customer Engagement (OCE) platform. It is a Salesforce partner and leverages the Salesforce platform as part of its "platform of platform" approach.

IQVIA Orchestrated Customer Engagement (OCE) empowers life sciences companies to implement a multi-channel brand strategy and transform customer engagement. OCE coordinates sales, marketing, medical and other customer-facing functions to operate as a team. OCE leverages IQVIA's intuitive, consumer-grade user experience, integrates seamlessly with other apps and data sources, and uses artificial intelligence to recommend next actions. OCE orchestrates all digital and direct touchpoints to harmonize interactions, foster trust by aligning with customer preferences, and optimize performance. According to IQVIA, more than 30 companies have selected OCE as their commercial solution in the 12 months since the groundbreaking technology first launched.

Announcements since the last publication of the Value Matrix include:

- In March, IQVIA announced the launch of its secondary public offering and repurchase of common stock. In the deal underwritten jointly by Goldman Sachs and Barclays, IQVIA is offering 5,000,000 shares of its common stock for repurchase from existing stockholders; it plans to repurchase 1,000,000 of these shares from the underwriters.
- The company has announced a number of new solutions including a multitenant cloud safety platform, next-gen site portal technology capabilities for clinical trial communications, RIM Smart, an end-to-end regulatory information management system, and E360 Genomics.

OCE is part of the IQVIA Technologies portfolio of solutions that integrate data, analytics and healthcare expertise.

KEAP INFUSIONSOFT

Keap Infusionsoft, offers a platform for CRM, marketing automation, e-commerce, payments, and analytics focused on SMB customers. It helps centralize business activities and customers' connections so that business operators have a single source of visibility to understand and drive their business. With the Infusionsoft company rebranding to Keap, the company also released a new self-titled client management solution for automated repeatable tasks related to sales and client outreach. In January, it released an updated platform with new focus on usability.

New features and updates include:

- A redesigned user interface that is built to be easier-to-use with more pre-built templates and over 1000 third-party integrations to unify data on the platform.
- More than 50 industry-specific templates and proven marketing strategies to deploy.
- A visual sales pipeline to create customizable sales processes.
- A redesigned mobile application built to be easier to use while on the go.
- Access to on-demand marketing coaches and 1500 Infusionsoft partners with specialized industry expertise.

Infusionsoft offers a powerful solution for SMBs to simplify their business application ecosystem though it does not appear in many up-market deals. It is possible that some companies may outgrow the solution as their businesses grow and processes become more complex; however, it is positioned as a Facilitator in the Matrix as a valuable option to centralize and automate business for SMB customers.

SUGAR CRM

SugarCRM offers a straightforward, simple-to-use CRM application supporting business operations across sales, service, and marketing. The company focuses on creating easy-to-use tools to help companies build and strengthen customer relationship to grow business. A key differentiator is its Hint relationship intelligence tool that can identify relationships and connections within businesses as well as surface actionable data-backed insights to guide decision making.

Recent company announcements include:

- On February 18, the company announced that Craig Charlton will take over as CEO while Larry Augustin (previously CEO) will now be chairman of the board of directors.
- On March 8, the company announced its acquisition of Collabspot's e-mail integration products. The tools integrate CRM systems with common e-mail

providers like Google and Microsoft to centralize information while eliminating manual data entry.

In February, the company announced its Winter '19 update package to the core CRM application. New features include:

- Comments Log, a place for employees to collaborate with business conversations within Sugar.
- With Business Insights, customers can download any report to a CSV file to leverage stored historical data in an easy-to-process format.
- Product Catalog Quick Picks dashlet shows users recent and frequently-used products to increase efficiency in the sales process.
- Improvements to SugarBPM which allows users to automatically create and update multiple related records.
- Hint Insights pushes insights to users over multiple channels to help users stay up-to-date with information from key accounts as well as the general industry.
- Momentum helps users track and benchmark sales progress to help formalize the process according to set time-frames.
- Mobile quoting is enabled where users can generate PDF documents and add attachments directly within the mobile app, even in offline mode.

With the appointment of a new CEO with a history of impressive growth at cloud software companies, the Collabspot acquisition, and the robust Winter '19 update, Sugar is growing, both organically and by expanding its portfolio. More specifically, marketing automation is one area with room for improvement; it remains a key area of focus and investment moving forward. It has shown significant improvements in both functionality and usability since the most recent Matrix and its position has improved accordingly.

SAP C/4HANA

The SAP C/4HANA suite includes SAP Marketing Cloud, SAP Commerce Cloud, SAP Service Cloud, SAP Customer Data Cloud, SAP Sales Cloud (which includes the CallidusCloud portfolio). It is natively integrated with SAP S/4HANA, its ERP suite, and allows customers to unify customer and financial data for a unique and centralized view of the organization. AI and other machine learning capabilities are enabled via SAP Leonardo.

SAP recently announced the Spring update to the HANA platforms which included the following improvements and additions:

- Data tiering and persistent memory to help with scalability and to increase the platform's overall data capacity.

- Data protection and privacy upgrades.
- Smart data access and Hadoop integration to enable real-time connection to any data source.
- Hexagon grid clustering for handling spatial data. Spatial performance enhancements and purpose-built algorithms for spatial data.
- Improvements to data science capabilities. SAP now has APIs for both R and Python to increase the overall usability (before could only analyze data in SQL) and enable more flexible analyses.

In September, SAP, Adobe, and Microsoft announced plans for the Open Data Initiative (ODI), and further details were announced in March. Although it is still early, the goal is to create a new approach for publishing, enriching and ingesting data from Adobe, Microsoft Dynamics 365 and SAP C/4HANA into a customer's data lake for AI and ML analysis.

In the latest round of updates, SAP is keeping pace with the market by investing in improving both product usability and functionality. With the integration of SAP S/4HANA and SAP C/4HANA, SAP is positioned as a one-stop-shop for enterprise software. However, deployments tend to be complex and it can be difficult to integrate with multi-vendor technology stacks.

ZOHO

Zoho continues to expand its product offering as it seeks to go upmarket (Nucleus Research *t25 – Zoho's growth strategy*, February 2019). In November, Zoho announced CRM Plus, its customer experience platform that provides cross-departmental visibility across sales, marketing, customer support, and operations. Key components of CRM Plus are Zoho's embedded business intelligence and reporting platform, and Zia, Zoho's AI-powered assistant, as well as enhancements to Zoho Desk, Zoho Social, and SalesIQ.

Zoho Analytics, also announced in November, includes capabilities for predictive forecasting, enhanced visualization, and Zia-enabled conversational queries, as well as connectors for business applications including Facebook, Twitter, Bing, and Facebook. In the fall Zoho also made new built-in migration tools available that automate much of the data mapping and configuration needed to move from another CRM to Zoho, accelerating the migration process to accelerate time to value.

Nucleus found that Zoho's focus on value and providing customers with a way to begin small and expand their footprint as they become more familiar with the solution enables customers to rapidly achieve value and sustain that value over time. Zoho's flexibility in allowing customers to try products and experiment with expansion without the burden of usage audits results in high customer satisfaction and value as well. As Zoho seeks to

expand upmarket, its ability to deliver (either through partners or organically) on industry capabilities will be important in advancing its functionality position in the Matrix.

CORE PROVIDERS

Core providers in the Value Matrix include Indegene, Maximizer Software, Sage CRM, and X2CRM.

INDEGENE

Indegene offers customer engagement solutions for customers across the healthcare industry. It entered a strategic partnership with Microsoft to bring its flagship product, Indegene Omnipresence, to market which leverages Microsoft technologies including Dynamics 365 CRM and Azure data and analytics. The company differentiates itself through healthcare-specific advanced analytics and cognitive capabilities. It supports bot-creation to automate repeated tasks such as commonly received customer queries and integrates with social platforms like LinkedIn.

Indegene appeared in the Value Matrix for the first time in the Fall. Since then, the company has continued to invest in functionality that leverages both its subject matter expertise and the strength of the Microsoft platform, including advanced Azure capabilities and Power BI. It has also invested in key areas such as marketing automation and expanded omnichannel capabilities with journey mapping features, event marketing and management, sophisticated consent management, and enhanced mobile and tablet support. What is called the “Deep Customer Graph” capability aims to automate mining of rich life sciences data sets to help personalize interactions in ways beyond just customers’ historical response to outreach. We expect further capabilities and features (particularly on the AI and voice recognition front) to further improve its position as it approaches its planned mid-year 2019 release.

Indegene is still a young vendor in a competitive CRM marketplace. The partnership with Microsoft is key to fueling growth as it opens both partners up to cross-selling opportunities and provides brand recognition. Other major industry-specific players in the healthcare sector are built in Salesforce, so Indegene has an opportunity to position itself as the leading non-Salesforce CRM for health sciences. As it gains customers and incorporates new functionality, it will likely advance from the Core Provider quadrant of the Value Matrix.

MAXIMIZER SOFTWARE

Maximizer CRM delivers industry-specific sales, marketing, and customer success capabilities to SMBs, including dedicated platforms for financial services and manufacturing. Maximizer offers complete CRM solutions at a lower cost and provides weekly live customer training Webinars. Since the last Matrix, Maximizer has released its 2019 version, which brings advanced lead management, custom view and mobile CRM capabilities to its All-In-One CRM platform. Maximizer's new, dedicated native mobile Sales app is available for iOS and Android. Maximizer's next release, scheduled for release this summer, will include more integrations and enhancements. The company's challenge given its limited resources is in keeping pace with the current levels of investment – and resulting usability and functionality advances – in the market.

SAGE CRM

Sage offers its CRM solution as a modular component of its Sage Business Management suite. It offers core CRM functionality for centralizing and unifying customer information out-of-the-box with options for customization. It is most commonly used by Sage ERP customers who see the value of merging CRM and ERP on the same platform and don't want to overcomplicate their application ecosystems with more vendors than necessary. To extend the functionality with more cutting-edge features like code-free development environments and advanced analytics, customers can leverage the Sage integration with Salesforce. There have been no significant announcements or product updates since the publication of the last Matrix. For delivering traditional CRM functionality in an easy-to-use solution at an attractive price point for SMB customers, Sage is positioned as a Core Provider in this year's Value Matrix.

X2CRM

X2Engine's X2CRM solution is designed to provide a cost-effective and easy-to-use platform that can be deployed in multiple environments including AWS and Google Cloud. Based on Open Source code, X2CRM includes more than 20 modules to support sales, marketing, order, support, and service interactions. Its three key software components are X2Marketing Automation that automates communications from any module, activity or data change; X2WorkFlow, a visual workflow automation engine; and X2Process, a process management system.