



## Product & Services Selection Guide

September 2001

### CRM Software Roundup

#### Zen And The Art Of CRM

Clearly, customer relationship management (CRM) is not a "thing"; it's a philosophical process, an idea. The term itself has been over-used, and misused, to sell everything from phone jacks to delivery vans. By lumping products and services into a nebulous, all-encompassing category, manufacturers did not have to define what it was their offerings really were. But we're all a lot smarter now, and recognize that the ultimate goals of this process are: providing a superior customer experience, building customer loyalty and value, and optimizing the way the first two goals are achieved.

CRM software tools are designed to interconnect customers -- both directly and indirectly -- with the people, processes, systems and knowledge within an organization and with the organization's external partners and suppliers. Sales, marketing and customer service are the Big Three of CRM. Whether you are looking for a complete suite of products or desire an application that delivers a point solution, appreciate how your present processes and systems will affect and will be affected by your automation decisions. Remember, too, that CRM solutions are also about providing customers with the interaction media and channels of their choice: seamless, fluid communications for both your customers and your organization provide the bedrock of successful, ongoing business relationships. Leveraging the Internet in this regard delivers benefits to customers, including self-help, self-service, Web chat and call, e-mail, collaboration and personalization, and your company (workflow optimization; per/call cost reduction; enterprisewide views of customers; better structured sales offers and marketing campaigns; etc.). Ultimately, the "best" CRM solution will bring your customers closer to you. For some practical advice, we recommend that you read Ernie Megazzini's article, "[Selecting And Buying CRM Software](#)", and "[Solving the Puzzle Of CRM Solutions](#)" by Rene White, both of which appeared in the March 2001 issue of Customer Inter@ction Solutions'.

CRM software products are components of an organo-inorganic compound: your company. Successful deployment of a CRM solution represents a synthesis of people and processes -- thinking, behaving and operating on a higher plane of (company) consciousness -- all attuned to the impact of customer relationships and the interrelationships that propel your organization forward to sustained success. The companies and products presented in the following compilation exemplify a complete range of technologies and attendant consultative services available toward that end.

<b>Software</b>	<b>A=Sales/Marketing</b>
<b>Categories:</b>	<b>B=Web/Contact Center Integration</b>
	<b>C=Customer Self-Service/Support</b>
	<b>D=Customer Analytics</b>
	<b>E=Multimedia Contact Management</b>
	<b>F=Customer Portals</b>

#### Alcatel eBusiness Networking Division

818-880-3500

[www.ind.alcatel.com](http://www.ind.alcatel.com)

E

#### Alorica, Inc.

630-775-1900

[www.alorica.com](http://www.alorica.com)

A, B, C, D, E, F

#### AltiGen Communications

510-252-9712

[www.altigen.com](http://www.altigen.com)

A, B, C, E

**Annuncio Software Inc.**

650-314-6000

[www.annuncio.com](http://www.annuncio.com)

A, D

**Apropos Technology, Inc.**

630-472-9600

[www.apropos.com](http://www.apropos.com)

A, C, E

**Artisoft, Inc.**

617-354-0600

[www.artisoft.com](http://www.artisoft.com)

E

**Athene Software Inc.**

303-786-7500

[www.athenesoft.com](http://www.athenesoft.com)

D

**Avaya Communication Inc.**

866-GO-AVAYA (866-462-8292)

[www.avaya.com](http://www.avaya.com)

B, E

**Beijing JIYA Telecommunication Engineering Co., Ltd.**

+86 (008610) 62045511, ext 135

[www.jytelecom.com](http://www.jytelecom.com)

B, C

**Brio Technology, Inc.**

877-289-2746

[www.brio.com](http://www.brio.com)

D

**Broad Daylight, Inc.**

408-551-4765

[www.broaddaylight.com](http://www.broaddaylight.com)

C

**Buzzpad Inc.**

781-416-2752

[www.buzzpad.com](http://www.buzzpad.com)

B

**Chordiant Software, Inc.**

408-517-6100

[www.chordiant.com](http://www.chordiant.com)

A, B, C

**Cicero Technologies**

919-380-5025

[www.level8.com/cicero](http://www.level8.com/cicero)

B

**Cintech Solutions**

800-833-3900

[www.cintechsolutions.com](http://www.cintechsolutions.com)

B, E

**Cisco Systems, Inc.**

800-553-6387

[www.cisco.com](http://www.cisco.com)

B

**Clarity Incentive Systems, Inc.**

212-563-4433

[www.clarityis.com](http://www.clarityis.com)

A

**Commence Corp.**

732-660-1010

[www.Commence.com](http://www.Commence.com)

A, B, C, D

**Convergys Corp.**

800-344-3000

[www.convergys.com](http://www.convergys.com)

A, B, C, D, E

**Database Systems Corp.**

602-265-5968

[www.databasesystems.com](http://www.databasesystems.com)

A, B, C, D, E, F

**deuxo**

303-382-1245

[www.deuxo.com](http://www.deuxo.com)

A

**digiMine, Inc.**

425-460-5000

[www.digimine.com](http://www.digimine.com)

D

**E.piphany, Inc.**

650-356-3800

[www.epiphany.com](http://www.epiphany.com)

A, B, C, D, F

**Edify Corp.**

408-982-2000

[www.edify.com](http://www.edify.com)

C

**Empirix Inc.**

781-993-8500

[www.empirix.com](http://www.empirix.com)

B

**Expertcity, Inc.**

800-549-8541

[www.expertcity.com](http://www.expertcity.com)

A, B, C, F

**Firepond, Inc.**

888-662-7722

[www.firepond.com](http://www.firepond.com)

A, C

**Fused Solutions**

877-754-2998

[www.fusedsolutions.com](http://www.fusedsolutions.com)

B, E

**Gemplus S.A.**

617-742-4102

[www.gemplus.com](http://www.gemplus.com)

A, D

**Global Management Technologies Corp. (GMT)**

770-416-6000

[www.gmtcorp.com](http://www.gmtcorp.com)

A

**GWI Software (Groupware Inc.)**

360-397-1000

[www.gwi.com](http://www.gwi.com)

C

**Hyperion Solutions**

408-744-9500

[www.hyperion.com](http://www.hyperion.com)

D

**iemagine Inc.**

312-596-7801

[www.iemagine.com](http://www.iemagine.com)

A, B, C, F

**IEX, a Tekelec Company**

800-433-7692

[www.iex.com](http://www.iex.com)

E

**Industri-Matematik International**

856-793-4488

[www.im.se](http://www.im.se)

A, B, F

**IntraNext Systems, Inc.**

888-638-6398

[www.nextsys.com](http://www.nextsys.com)

B

**Jeeves Solutions, (div. of Ask Jeeves, Inc.)**

510-985-7400

[www.jeevessolutions.com](http://www.jeevessolutions.com)

A, C, D, F

**KANA, Inc.**

650-614-8300

[www.kana.com](http://www.kana.com)

A, B, C, D, E, F

**Kanisa Inc.**

408-863-5800

[www.kanisa.com](http://www.kanisa.com)

C, D

**MarketSoft Corp.**

781-674-0000

[www.marketsoft.com](http://www.marketsoft.com)

A

**Marketswitch Corp.**

202-912-4464

[www.marketswitch.com](http://www.marketswitch.com)

A

**Mobius Management Systems**

914-921-7200

[www.mobius.com](http://www.mobius.com)

C

**Motive Communications, Inc.**

512-339-8335

[www.motive.com](http://www.motive.com)

C

**NewChannel Inc.**

650-261-9500

[www.newchannel.com](http://www.newchannel.com)

A

**noHold, Inc.**

408-946-9200

[www.nohold.com](http://www.nohold.com)

C

**Novosoft, Inc.**

+7-3832-39-63-58

[www.novosoft-us.com](http://www.novosoft-us.com)

A, B

**Oncontact Software Corp.**

262-375-6555

[www.oncontact.com](http://www.oncontact.com)

A, B, C, F

**Onyx Software Corp.**

425-519-4023

[www.onyx.com](http://www.onyx.com)

F

**Oracle Corp.**

800-ORACLE-1

[www.oracle.com/applications/crm](http://www.oracle.com/applications/crm)

A, B, E

**PeopleSoft, Inc.**

800-380-7638

[www.peoplesoft.com](http://www.peoplesoft.com)

A, B, C, D, F

**Pipelive.com, an Interworks Company**

631-424-9757

[www.pipelive.com](http://www.pipelive.com)

A, B, D

**Pivotal Corp.**

877-PIVOTAL

[www.pivotal.com](http://www.pivotal.com)

A, B, C, D, F

**Previo**

858-794-3789

[www.previo.com](http://www.previo.com)

C

**Precision Response Corp.**

888-CALL-PRC (888-225-5772)

[www.prcnet.com](http://www.prcnet.com)

A, B, C, D, E, F

**Protagona Worldwide**

312-382-8989

[www.protagona.com](http://www.protagona.com)

A

**Remedy Corp.**

650-903-5200

[www.remedy.com](http://www.remedy.com)

C

**Retek**

888-617-3735

[www.retek.com](http://www.retek.com)

A, C, D

**Rockwell Electronic Commerce**

630-227-8443

[www.ec.rockwell.com](http://www.ec.rockwell.com)

E

**SafeHarbor Technology Corp.**

206-922-5000

[www.safeharbor.com](http://www.safeharbor.com)

C

**Sellution Services Corp.**

512-847-8900

[www.sellution.com](http://www.sellution.com)

A

**Siemens Enterprise Networks**

800-765-6123

[www.icn.siemens.com](http://www.icn.siemens.com)

E

**SpartaCom Technologies, Inc.**

520-670-7100

[www.spartacom.com](http://www.spartacom.com)

A

**SPSS Inc.**

312-651-3000

[www.spss.com](http://www.spss.com)

A, B, D

**StayinFront, Inc.**

973-461-4800

[www.stayinfront.com](http://www.stayinfront.com)

A, B, C, D, E, F

**Support.com, Inc.**

877-493-2778

[www.support.com](http://www.support.com)

C

**Strenuus, LLC**

913-327-7200

[www.strenuus.com](http://www.strenuus.com)

C, D

**Swallow Information Systems, Inc.**

978-867-6000

[www.swallow.com](http://www.swallow.com)

E

**Synchrony Communications, Inc.**

877-796-2663

[www.synchrony.net](http://www.synchrony.net)

A, B, C, D, E, F

**Talkie, Inc.**

310-664-9600

[www.talkie.com](http://www.talkie.com)

C

**TechExcel, Inc.**

800-439-7782

[www.techexcel.com](http://www.techexcel.com)

A, B, C, D, F

**Telamon**

510-987-7700

[www.telamon.com](http://www.telamon.com)

B

**Teloquent Communications Corp.**

978-671-5339

[www.teloquent.com](http://www.teloquent.com)

B, C, E

**Telution, Inc.**

312-201-6600

[www.telution.com](http://www.telution.com)

B, C, D

**Teradata, a division of NCR**

919-858-0180

[www.ncr.com](http://www.ncr.com)

A, D

**ThinkDirectMarketing, Inc.**

877-288-DATA

[www.tmdigitaldata.com](http://www.tmdigitaldata.com)

A

**Tigerpaw Software Corp.**

800-704-9009

[www.tigerpawsoftware.com](http://www.tigerpawsoftware.com)

A, E

**TimeTrade Systems, Inc.**

877-884-9224

[www.timetrade.com](http://www.timetrade.com)

B, C

**Truis Corp.**

415-581-1068

[www.truis.com](http://www.truis.com)

A

**trustedanswer.com**

800-233-8489

[www.trustedanswer.com](http://www.trustedanswer.com)

C

**UniPress Software, Inc.**

800-222-0550

[www.unipress.com](http://www.unipress.com)

B, C, D

**Vivonet Canada Inc.**

604-408-4306

[www.vivonet.com](http://www.vivonet.com)

C

**VocalTec Communications Ltd.**

201-228-7000

[www.vocaltec.com](http://www.vocaltec.com)

B

**Vocalscape Communications Inc.**

604-437-VOIP

[www.vocalscape.com](http://www.vocalscape.com)

B, C

**Witness Systems, Inc.**

888-3-WITNES (888-394-8637)

[www.witness.com](http://www.witness.com)

B, D, E

**YellowBrick Solutions, Inc.**

877-806-8142





[www.ybsolutions.com](http://www.ybsolutions.com)

A, D, E









[\[ Return To The September 2001 Table Of Contents \]](#)**Headlines**

- Eternity Healthcare, Inc. and Shanghai Yin Jun Investment & Development, Inc. Establish a Joint Venture Operation for US\$3 Million Dollars
- Eternity Healthcare, Inc. and Shanghai Yin Jun Investment & Development, Inc. Establish a Joint Venture Operation for US\$3 Million Dollars
- Southern Illinois University to Get Rid of Spreadsheets and Manage IP Addresses With Efficient IPAM Solution
- Micron 16nm NAND Flash Memory Awarded TechInsights' Most Innovative Memory Device and Semiconductor of the Year
- Micron 16nm NAND Flash Memory Awarded TechInsights' Most Innovative Memory Device and Semiconductor of the Year





















[view more...](#)**Upcoming Events**

-  **ITEXPO West 2012**  
October 2- 5, 2012  
The Austin Convention Center  
Austin, Texas
-  **MSPWorld**  
The World's Premier Managed Services and Cloud Computing Event  
[Click for Dates and Locations](#)
-  **Mobility Tech Conference & Expo**  
October 3- 5, 2012  
The Austin Convention Center  
Austin, Texas
-  **Cloud Communications Summit**  
October 3- 5, 2012  
The Austin Convention Center  
Austin, Texas

[view more...](#)**Corporate News**

-  **M2M Evolution Conference and Expo Hosts Record Audience**
-  **TMC's CUSTOMER Magazine Announces the 2013 CRM Excellence Awards Call for Entries**
-  **M2M Evolution Announces Winners of Miami's Inaugural Battle of the Platforms**
-  **LatinComm Conference and Expo Speakers Address Burgeoning IP Communications Business Opportunities in Latin America**
-  **Cloud4SMB Sponsors Bring Experience, Tricks-of-the-Trade to Miami**
-  **Announcing the 2012 M2M Evolution Product of the Year Awards Call for Entries**
-  **Gurtam Competes for the Title of the Best M2M Platform for Service Providers**
-  **HP Joins M2M Evolution Conference & Expo as Platinum Sponsor**

[view more...](#)**Snapshots**

-  **Skype**
-  **Vonage**
-  **Linksys**
-  **Sprint North Supply**
-  **NICE Systems**
-  **IP Multimedia Subsystem**
-  **Siemens**
-  **Verizon**
-  **Hewlett-Packard**
-  **Nokia**
-  **Telefonos de Mexico**
-  **Avaya**
-  **Alcatel-Lucent**
-  **Microsoft**
-  **Google**
-  **Motorola**
-  **Comcast**
-  **FCC**
-  **Spatializer Audio Labs**
-  **AT&T**

[view more...](#)Subscribe **FREE** to all of TMC's monthly magazines. Click [here](#) now.





## The World's Largest Communications And Technology Community

**Technology Marketing Corporation,**

800 Connecticut Ave, 1st Floor East, Norwalk, CT 06854 USA

Ph: 800-243-6002, 203-852-6800; Fx: 203-866-3326

General comments: tmc@tmcnet.com. Comments about this site:

webmaster@tmcnet.com.

[» About](#) [» Contact](#) [» Advertise](#)

Technology Marketing Corp. 1997-2014 Copyright . [Privacy Policy](#)

[Sitemap](#)

- ☒ CHANNELS
- ☒ COMMUNITIES
- ☒ INDUSTRIES
- ☒ VERTICALS
- ☒ TMCNET SERVICES
- ☒ FREE ENEWSLETTERS
- ☒ NEWS ALERTS

- ☒ PUBLICATIONS
- ☒ CUSTOMER MAGAZINE
- ☒ IT MAGAZINE
- ☒ NGM MAGAZINE
- ☒ CLOUD COMPUTING MAGAZINE

- ☒ WHITE PAPER LIBRARY
- ☒ VIDEOS
- ☒ PODCAST
- ☒ WEBINARS
- ☒ EVENTS
- ☒ FORUMS
- ☒ CONTRIBUTORS