

# Sage CRM Gartner Magic Quadrant for Sales Force Automation 2014

Sage CRM Opinion Brief



The 2014 Gartner Magic Quadrant for Sales Force Automation (SFA) was published on July 15 2014, demonstrating positive movement up and across the quadrant for Sage CRM to the top of its segment.

Sage CRM has been included on the Gartner Magic Quadrant for SFA for 8 consecutive years which validates Sage CRM’s position in the CRM market and recognizes Sage as one of the key CRM vendors in the world today.

We are delighted that in the 2014 Gartner Magic Quadrant for SFA, Gartner has recognized Sage CRM as “a good economical solution for SMBs” with “strong SFA functionality, an intuitive user interface and affordable pricing”. Gartner also recognized Sage for its good customer service and the prebuilt integrations between Sage CRM and Sage ERP.

## Magic Quadrant

Figure 1. Magic Quadrant for Sales Force Automation



Gartner's comments in full are as follows:

## Sage

Sage is not as well-known as some of the other larger vendors in this Magic Quadrant. However, its Sage CRM offering has strong SFA functionality, an intuitive user interface and affordable pricing.

Sage CRM's leverage of Visual Studio and C# enables customers to tap into a wide pool of Microsoft developers worldwide.

## Strengths

- **Good Customer Service:** Customers state that Sage is responsive to resolving customer issues.
- **ERP Integration:** Sage ERP customers will find prebuilt integrations between Sage CRM and the vendor's ERP products.
- **Economical Solution:** Due to its price point, Sage's offering is a good economical solution for SMBs seeking an alternative to better-known CRM technology vendors.

## Cautions

- **Limited Market Visibility:** Sage continues to have limited market visibility, and few inquiries from Gartner clients creating SFA vendor shortlists. Geographic penetration has been greatest in EMEA, where the Sage brand is strongest, but the solution is available globally.
- **Report Creation and Management:** Customers have stated that SQL knowledge is needed to do custom reports of moderate complexity. For reports that don't require SQL knowledge, customers want more auditing and management capabilities to have visibility into the types and uses of reports being created.
- **Functional Sales Footprint:** The sales functional footprint supports only basic SFA. When users' needs go beyond SFA basics, the system must be configured or customized to meet the needs of the sales organization.

#### Q. What is Sage's position on the validity and relevance of the report?

Sage CRM has been included on the Gartner Magic Quadrant for SFA for 8 consecutive years which validates Sage CRM's position in the CRM market and recognizes Sage as one of the key CRM vendors in the world today.

However, as with all analyst ranking reports, it can be quite generalist by its very nature. The vendors that appear on the top right will generally be those with the broadest feature set and most often the highest price point, which may not suit our customer requirements. Sage CRM is designed with the needs of small and medium sized business in mind, with a feature set and price point to meet their requirements.

Additionally, Gartner's client base, who are the audience for this report, tend to be at the upper end of the enterprise market. The profile of Gartner clients is not reflective of Sage's target market which is small and medium sized companies.

#### Q. What does it mean to be a 'Niche Player'?

It is worth noting that 'Leaders' on the quadrant must, by Gartner's criteria have a significant number of large-scale customers "with multiple proof points above 500 users". This is not the core target market for Sage CRM and therefore, we would not expect to be called out in the segment where many of our more enterprise-focused competitors are featured.

According to Gartner, "**Niche Players can offer the best solutions to meet the needs of particular sales organizations, considering the price/value ratio for the solution.**" This is an important point that should be called out when explaining the Gartner Magic Quadrant for SFA to customers, partners or prospects.

We are pleased that Gartner has validated that the "**Sage CRM offering has strong SFA functionality**" and that "**Sage's offering is a good economical solution for SMBs seeking an alternative to better-known CRM technology vendors**".

## Q. What is our view on Gartner's cautions?

All vendors have a minimum of 3 cautions called out as well as 3 strengths. With regard to the Sage cautions, please note the following:

- Gartner state that Sage CRM has limited market visibility among their client base. This is not unexpected given that Gartner clients tend to be large enterprises. We are pleased that Gartner has validated that **“Sage's offering is a good economical solution for SMBs seeking an alternative to better-known CRM technology vendors”**.
- Gartner state that customers want more auditing and management capabilities to have visibility into the types and uses of reports being created. This can be customized if required by a Sage Business Partner and will be addressed in upcoming releases of Sage CRM.
- Gartner state that the system must be configured or customized to meet the needs of the sales organization when users' needs go beyond SFA basics. Sage CRM is a highly flexible product which many customers configure themselves to suit their unique business needs. Additionally, it can be easily configured or customized by Sage Business Partners to meet the requirements of our customers and to reflect the individual needs of their business.