

Sales Productivity Tools Close the CRM Gap, According to New AberdeenGroup Study

Complementary Tools Address Sales Lifecycle Challenges

BOSTON, MA – January 5, 2006 – Shortening sales cycle time by enabling sales teams to more effectively access customer intelligence, collaborate with prospects and colleagues, or create highly relevant presentations, proposals, and demonstrations is driving companies' investment in sales productivity tools, according to Aberdeen's new Enterprise Advisor Strategies report, "Sales Productivity Tools: Closing the CRM Gap."

In assessing the market landscape, Aberdeen utilized the following decision framework:

- ? Provide value to a sales or business development end-user by increasing the amount of time spent with clients versus time spent on sales administration
- ? Enhance rather than compete with most CRM systems
- ? Ease of use and integration with most CRM systems
- ? Capacity to increase sales productivity or shorten sales cycle time
- ? Leverage analytics, business intelligence, or dynamic content creation to drive sales effectiveness

Focused on providing a quick return on investment [ROI] by shortening long sales cycle times, six vendors identified by Aberdeen have developed solutions designed to increase end-users' productivity by either complementing or integrating with an organization's existing CRM system:

- ? Before the Call, Inc.
- ? Business Objects / Crystal Xcelsius
- ? ClairMail™
- ? Dovarri, Inc.
- ? Kubi Software™
- ? The SAVO Group™

"In assessing internal requirements for performance improvement in sales effectiveness and cycle-time reductions, organizations should consider which is most critical for their success—information access, sales intelligence, business activity management, best practice sales processes, dynamic content creation through analytics or visibility into

collaborative communications,” stated Leslie Ament, director of Aberdeen’s customer intelligence research practice

According to a recently released benchmark report, “*Customer Intelligence Management: Converting Data to Profits*,” survey respondents cited using customer intelligence for sales and business development activities most often.

Customer Intelligence Usage – Best in Class	% Selected
Sales and Business Development Activities	72%
Customer Service and Support	62%
Strategic Planning	52%
Plan Outbound Marketing Campaigns	29%

Source: AberdeenGroup, December 2005

About AberdeenGroup

Aberdeen (www.aberdeen.com) provides fact-based research and insights focused on the global, technology-driven value chain. Its benchmarking, market and solution assessments, sales acceleration programs, and conferences support Global 5000 value chain and technology executives and the solution providers who serve them.

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