

Demand For CRM Solutions Amongst SMB Market Picks Up, Finds IDC

The competitive landscape of the Customer Relationship Management (CRM) software market has changed a great deal since IDC's last research report on Australian CRM Solutions. In a new study released today titled, Australia CRM Competitive Analysis, IDC has provided a competitive landscape of the current state of the CRM software market in Australia by focusing on the select vendors' current CRM offerings, key vertical focus, competitive positioning, product strategies, channel strategies, product differentiation and the Australian market coverage.

As demand for CRM increases in the mid-market customer segment, it will remain challenging for vendors who have traditionally served the larger enterprise to offer the right solution. Most of the businesses in this segment will adopt a conservative modular approach rather than a big-bang approach possibly with a fixed pricing strategy.

Vendors need to understand the complexities surrounding typical SMB businesses and factor the changing needs and cultural restrictions when selling into this market space, said Bharati Poorabia, IDC's Senior Analyst, Enterprise Applications.

As early CRM adoption starts unfolding, it will lead to CRM vendors responding to competitive pricing pressures, enhanced usability, deployment and increased retention of best practice business process models into their product offerings, added Ms. Poorabia.

The focus in 2004 will remain on maximising the existing relationships, making use of the customer information in real-time using sophisticated CRM technologies, which will then help companies to expand their marketplaces. In Australia, the following factors will remain the key focus in driving sophisticated CRM implementations throughout all the vertical industries:

Selection of the vendor with exact industry vertical solution; Data integration with other back-end applications with good data quality; and Financial viability of the vendors (stringent evaluation process).

To purchase this study, please call the IDC sales team on (61 2) 9922-5300 or email Gary Clarke on email: gclarke@idc.com.

Click here to go to the press release: http://www.idc.com.au/resources/press/software/20031124_CRM.htm

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