



Financial News

[Symbol Lookup](#)

Press Release

Source: CRM magazine

CRM Magazine Announces Its 2005 CRM Leader Awards

Thursday September 22, 2:22 pm ET

SAN FRANCISCO--(BUSINESS WIRE)--Sept. 22, 2005--CRM magazine today unveils the winners of its 2005 CRM Leader Awards. The 2005 CRM Leader Awards honor the individuals and companies that stand above the rest in customer relationship management as a result of their significant influence, innovation, or accomplishments.

"CRM magazine is proud to present the 2005 CRM Leader Awards to the companies and individuals who are driving innovation and positive ROI in their customer relationship management strategies," said David Myron, Editor-in-Chief of CRM magazine. "Congratulations to this year's award recipients. Their hard work this past year has helped organizations streamline many of their business processes and significantly improve their customer relationship efforts."

The awards recognize success in three categories: individual achievements and influence, vendor accomplishments, and ROI excellence among customer companies. The CRM Influential Leader awards spotlight the executives in CRM who have left an indelible mark on either their industry or their company this past year. CRM Market Leader awards rank the top vendors in eight categories. The CRM Elite awards showcase the best recent results and ROI among CRM user companies.

The CRM Influential Leader award acknowledges industry luminaries whose innovative ideas, achievements, and strong leadership are influencing both customers and competitors to act. We include the Influential Leader: One to Watch award to recognize an individual's potential influence on the market due to recent management changes, product line restructuring, or a merger or acquisition. The winners of this year's Influential Leader awards in alphabetical order are:

Larry Ellison, CEO, Oracle
 Greg Gianforte, CEO and Founder, RightNow Technologies
 John Roberts, CEO and Cofounder, SugarCRM
 Ron Verni, President and CEO, Sage Software North America
 Brad Wilson, General Manager, Microsoft CRM
 George Shaheen, CEO, Siebel Systems (One to Watch)

The CRM Hall of Fame award recognizes those CRM champions who satisfy the same criteria for the Influential Leader award, but consistently influences employees, customers, partners, and competitors year after year. This year, one industry luminary is inducted into the CRM Hall of Fame:

Marc Benioff, Chairman and CEO, Salesforce.com

The CRM Elite award showcases companies in six categories that have seen impressive results from their CRM initiatives by meeting or exceeding their project goals. The winners for this year's CRM Elite award are:

Enterprise Suite CRM: Thermos
 Midmarket Suite CRM: SecureWorks
 SMB Suite CRM: Kansas City Audio-Video

Marketing Automation: Frontline Educational Products
Sales Force Automation: Churchill Downs
Analytics: Fubon Financial Holding Company

The CRM Market Leader award recognizes the top vendors in eight categories. Each category includes six CRM vendors (one winner, four leaders, and one company to watch), which are selected based on weighted criteria that include revenue, revenue growth, market share, reputation for customer satisfaction, depth of functionality, and company direction. Additionally, we examined how else these companies have excelled this past year within their specific categories. This year's leaders in alphabetical order within their respective categories are:

2005 Market Leaders: Enterprise CRM

WINNER: Amdocs
Oracle
PeopleSoft
SAP
Siebel Systems
One to Watch: Salesforce.com

2005 Market Leaders: Midmarket CRM

WINNER: Salesforce.com
PeopleSoft
RightNow Technologies
Sage Software
Siebel Systems
Ones to Watch: Microsoft and SAP

2005 Market Leaders: Small Business Suite CRM

WINNER: Salesforce.com
FrontRange Solutions
Maximizer Software
NetSuite
Sage Software
One to Watch: Microsoft

2005 Market Leaders: Sales Force Automation

WINNER: Sage Software
Entellium
FrontRange Solutions (GoldMine)
Maximizer Software
Salesnet
One to Watch: Interface Software

2005 Market Leaders: Marketing Automation

WINNER: Unica
Aprimo
SAP
SAS Institute
Siebel Systems
One to watch: Teradata

2005 Market Leaders: CRM Analytics

WINNER: SAS Institute
Business Objects
Cognos
SPSS
Teradata
One to Watch: Information Builders

2005 Market Leaders: Data Quality

WINNER: SAS Institute (DataFlux)
Firstlogic
(Harte-Hanks) Trillium Software
IBM (Ascential Software)
Pitney Bowes (Group 1 Software)
One to Watch: Innovative Systems

2005 Market Leaders: Consultancies
WINNER: Accenture
BearingPoint
Capgemini
Deloitte Consulting
IBM Business Consulting Services
One to Watch: Inforte

Read the full story in the October 2005 issue of CRM magazine.

Contact:

CRM magazine
David Myron, 212-251-0608, x12
dmyron@destinationCRM.com

Source: CRM magazine

Copyright © 2005 Yahoo! Inc. All rights reserved. [Privacy Policy](#) - [Terms of Service](#) - [Copyright Policy](#) - [Ad Feedback](#)
Copyright © 2005 [Business Wire](#). All rights reserved. All the news releases provided by Business Wire are copyrighted. Any forms of copying other than an individual user's personal reference without express written permission is prohibited. Further distribution of these materials by posting, archiving in a public web site or database, or redistribution in a computer network is strictly forbidden.