

2022 EDITION

TOP 15 CLOUD CRM SOFTWARE REPORT

Comparison of the Leading Cloud CRM Software Vendors

Overview of Cloud CRM Software Solutions

A customer relationship management (CRM) solution is an incredibly efficient way for a business to effectively expand its client base and cultivate a stronger relationship with repeat customers. Unfortunately, for many businesses the costs associated with purchasing, installing and implementing a CRM system can greatly overshadow the benefits. Cloud CRM is a low-cost alternative that allows users to access their data remotely, which is stored on an off-premise server and hosted by a third party. Alternatively referred to as online or SaaS CRM, a hosted customer relationship management tool tends to be ideal for smaller and midsize businesses that seek client and lead management capabilities in a simplified pay-as-you-go pricing model.

When evaluating your CRM options, look for a product that organizes client information, tracks data and analytics and automates regular interactions such as discount emails and marketing campaigns. Tools to manage your tasks, pipeline and calendar help ensure your team stays on task. The best modern cloud platforms also incorporate a social media component that allows employees to more easily initiate interactions and employ more effective branding techniques on social websites.

Browse our lineup of CRM systems at the forefront of the cloud delivery revolution in our [Top 15 Cloud CRM Software Comparison report](#).

Features & Deployment Key



Data importing



Mobile application



Analytics



Email integration



Email marketing



Multichannel support



SaaS platform



On-premise platform



SaaS and on-premise

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Top 15 Cloud CRM Software Comparison

| Salesforce Sales Cloud | NetSuite CRM+ | Nimble | bpm'online | Workbooks CRM |
|--|--|--|---|--|
|  |  |  |  |  |
| Ideal for: Businesses seeking a platform with analytics, forecasting and business data capabilities. | Ideal for: Companies that are looking for a platform with real-time sales forecasting and competitor tracking. | Ideal for: Any size company looking a platform with content management functionalities. | Ideal for: Corporate departments including sales, marketing, customer service and ITIL. | Ideal for: Small to midsize companies looking for a sales force and marketing automation platform. |
| Business size  | Business size  | Business size  | Business size  | Business size  |
|  |  |  |  |  |
| Key Features  | Key Features  | Key Features  | Key Features  | Key Features  |
| Additional Features <ul style="list-style-type: none"> Real-time updates on accounts and documents Consolidate account history Social media insight | Additional Features <ul style="list-style-type: none"> Opportunity management views Integrated order management Quote and order management | Additional Features <ul style="list-style-type: none"> Third-party integrations Aims to unify all the disparate data and communication methods Facilitates collaboration between team members and prospects | Additional Features <ul style="list-style-type: none"> Extended business process management Marketing, sales and service apps on one platform 360° customer view | Additional Features <ul style="list-style-type: none"> Sales order and supplier management Easy integrations and an open API ISO27001-certified UK datacenters |
| Select Customers NBCUniversal, Siemens, Dell, Kelly Services, Dr. Pepper Snapple | Select Customers Aeris.net, AMPRO, Oakland Athletics, Document Sciences | Select Customers Skyline Boston, Socialink, Viwo Inc | Select Customers Heinz, Bayer, Virgin Connect, Zeppeline, Ricoh | Select Customers Wild and Wolf, Soak.com, Russell Finex Ltd, Hit Training, Coeliac UK |
| Deployment    | Deployment    | Deployment    | Deployment    | Deployment    |

Interested in learning more? Please [click here](#) to request additional information.

Top 15 Cloud CRM Software Comparison

| Insightly | Zoho CRM | SalesNexus | ClaritySoft CRM | Microsoft Dynamics CRM |
|---|--|--|--|--|
|  |  |  |  |  |
| Ideal for: Any size company with API capability and social CRM functionality. | Ideal for: Businesses looking for a solution with an automated pipeline for lead generation. | Ideal for: Companies that are looking for a platform with a robust API. | Ideal for: Small to mid sized businesses looking to manage their accounts and contacts efficiently. | Ideal for: Companies looking for real-time analytics and knowledge management functionality. |
| Business size  | Business size  | Business size  | Business size  | Business size  |
|  |  |  |  |  |
| Key Features  | Key Features  | Key Features  | Key Features  | Key Features  |
| Additional Features <ul style="list-style-type: none"> • Task and calendar management • Contact management • Opportunity reports to manage key sales metrics | Additional Features <ul style="list-style-type: none"> • Custom web forms • Auto-assign leads with custom rules • Centralize accounts, related contacts, opportunities, etc. | Additional Features <ul style="list-style-type: none"> • Capture leads from your website • Marketing automation • Click-to-call using RingCentral or 3CX | Additional Features <ul style="list-style-type: none"> • Free lifetime support provided by ClaritySoft employees • Easy and intuitive navigation • Online and offline access to data | Additional Features <ul style="list-style-type: none"> • Build teams from multiple business units • Audit changes to business data with automatic notification • Role-based access and permissions |
| Select Customers NY State Assembly, Reddit, Centercode, YepRoc Records | Select Customers Affordable Housing Alliance, JetHub, MicroLOGIX, T3 Direct | Select Customers Better Business Bureau, Community Coffee, Loan-Depot | Select Customers Berkshire Hathaway, The City of Dublin, Ohio, Ovation Brands, Clareon | Select Customers Delta Air Lines, Hitachi Solutions America, ING Bank, Pandora |
| Deployment  | Deployment  | Deployment  | Deployment  | Deployment  |

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Top 15 Cloud CRM Software Comparison

| C2CRM | SugarCRM | PipelineDeals | Salesnet | Commence CRM |
|--|--|---|--|---|
|  |  |  |  |  |
| Ideal for: Companies looking for customer service trackers and sales management functionality. | Ideal for: Companies that are looking for a platform with lead and case management capabilities. | Ideal for: Businesses in need of a platform with a Microsoft Outlook plugin. | Ideal for: Small to mid sized companies that would benefit from deep email marketing integration. | Ideal for: Businesses that focus on multi-step marketing campaigns. |
| Business size  | Business size  | Business size  | Business size  | Business size  |
|  |  |  |  |  |
| Key Features  | Key Features  | Key Features  | Key Features  | Key Features  |
| Additional Features <ul style="list-style-type: none"> Sales management includes all areas under relationships Sales force automation Customer service tracks post-sales activities | Additional Features <ul style="list-style-type: none"> Opportunity management Contact management Account management | Additional Features <ul style="list-style-type: none"> Compiles sales databases from customer web forms Automates lead pipeline Designs, constructs and executes email marketing campaigns | Additional Features <ul style="list-style-type: none"> Sales Force Automation Accurate forecasting, with real-time pipeline tracking Marketing Automation | Additional Features <ul style="list-style-type: none"> Contact Management Organization Chart Activity Management |
| Select Customers Verizon Wireless, Dean Foods, CEMEX, Ward Trucking, Northern Tool | Select Customers BancVue, Hilco Global, Redglaze Group, Tenco-Internet, VetAdvisor | Select Customers The Shearwater Group Inc, Concentra, Cloops, Group ISO | Select Customers Innovative Cost Solutions, Liberty Enterprises, Siemens Energy | Select Customers Weight Watchers, NRA, Maryland General Assembly, Kenway Mack |
| Deployment  | Deployment  | Deployment  | Deployment  | Deployment  |

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