

Summary of Databases

Summary of business databases that will do data storage, email marketing and sales contact management.

Name	Price	pros	cons
Goldmine	GM server £395 plus VAT per seat with £79 annual maintenance upgrades and telephone support iGoldmine web version extra £179 per user, plus annual £46 plus extra to link to MS word	Documents can be stored in the database. Synchronises with Outlook. Remote users can use offline and synch. Good activities reminders & pipeline management	Un-subscribes are manually updated. Expensive as priced on pre-seat basis. You have to do back-ups and manage security.
Salesforce	Group Edition (up to 5 users) £408 + VAT (£816 normally) Professional £660 incl Campaigns per user per year.	Only web version Synchronises with Outlook. Good activities reminders & pipeline management. Lots of add-ons possible. Secure server plus back-up provided.	Only web version so offline use not possible. Annual fee. Hard to get data off if you change software. Requires email client for mass emails. Manual unsubscribe update.
Maximizer	Price £400 plus VAT with 20% upgrade agreement.	Very high functionality with pipeline, contact and task management. Email campaigns can be sent from inside package. Can be run from server, pc or web. Good value.	Manual unsubscribe update. May not use all of functionality. Requires expert installation.
Microsoft CRM	£700 per user plus implementation installation @ £900 per day	Outlook or web based. High functionality and designed for complex workflows.	If web hosted costs extra. Too complicated for our needs. Requires expert installation. Expensive.

ACT!	1-5 users workgroups 1 user £235 plus VAT, Installation half day £425	Good diary management, Outlook synchronisation. Server or Web based. Campaigns use Outlook to send email.	Manual unsubscribe update. No document store in database.
InTouch	Pay As You Go option (which has a price of either £100 or £250 per year) or the Pay Monthly option which were currently selling for a set up fee of £150 and £25 a month (Bronze)	Web or PC based. Automatic updates for unsubscribes. Sends emails and SMS campaigns (unique). Good customer support.	
Sugar CRM	Professional edition US\$ 480 per year (\$40 per month).	Has Outlook plug in. Web or PC based. Is designed with good functions pre-set up.	May not synch with Entourage.
Highrise	Written by 37 Signals. US\$288 per year \$24 per month, 5 users and 5000 records. Higher levels available	Integrates with Entourage / any email programme. Web based only.	

URLs for researching and demos

Goldmine http://www.beringer.net/GoldMine_Demo/default.htm

Salesforce <http://www.salesforce.com/uk/products/democenter-landing.jsp?d=7013000000CowU>

Maximizer <http://www.maximizer.com/solutions/maxcrm/online-demo.html>

Microsoft CRM

http://www.microsoft.com/BusinessSolutions/content/demos/MSCRMdemos/full_demo.htm

Act! <http://www.dmcsoftware.co.uk/saleslogix/onlinedemo/slxdemo.aspx>

InTouch <http://www.customersreallymatter.co.uk/intouch/intouch.asp>

Sugar CRM <http://www.sugarcrm.com/crm/demo/sugar-suite.html> [note you have to create a user name here first before demo will start]

Highrise <http://www.highrisehq.com/tour>