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Understanding the TCO of SaaS CRM and KM in the contact centre

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Abstracts

This report looks at the current trends in the hosted contact centre customer relationship management (CRM) and knowledge management (KM) markets, and the effects on enterprise balance sheets of software-as-a-service (SaaS) versus on-premises solutions. It also presents a matrix of the leading global CRM vendors, which offers a valuable insight into the strengths of various hosted vendors' CRM solutions.

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Social media is influencing CRM vendors and CRM interfaces are becoming akin to online services
Vendors are adding interactive features and providing users with the ability to add and rate information
CRM and knowledge management applications now incorporate information from social media
Customer impact
Cost transparency especially pertinent in the current economic climate
TCO encompasses use, maintenance, support and services over a solution’s lifetime
The associated costs vary for different deployment models
Financial statements are impacted differently depending on the deployment model
Expensing treats subscription fees as a period expense
The non-cost-related benefits to SaaS include faster deployment and reduced IT resources
Disadvantages of the hosted model
The key target for SaaS has been SMEs
Hosted CRM is not industry-specific
Technology industry customer focus: iRobot
Travel and tourism customer focus: NJ Transit
Retail customer focus: Zappos
KM is deployed to ensure accurate information is available to agents and customers
Gaming industry customer focus: Second Life
Retail industry customer focus: online auctioneer
Competitive landscape
CRM vendors are targeting a broader range of customers
The competitive landscape for hosted CRM is disjointed
Acquisitions and increased demand for web self-service help KM play a greater role within the CRM market
SaaS CRM vendors include NetSuite, RightNow, Salesforce.com and TeamSupport
NetSuite
NetSuite: strengths
RightNow
RightNow: strengths
Salesforce.com
Salesforce.com: strengths
TeamSupport
TeamSupport: strengths
There are a number of vendors offering both on-demand and on-premises CRM
Oracle

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Oracle E-Business Suite
Siebel CRM
Oracle: strengths
SAP
SAP: strengths
Microsoft
Microsoft: strengths
SugarCRM
SugarCRM: strengths
Proprietary on-premises vendors are gradually offering more flexible deployments
CDC Software
Ciboodle
Niche CSA and KM specialists remain mostly premises-based
KANA
KANA: strengths
KPS
KPS: strengths
InQuira
InQuira: strengths
nGenera
nGenera: strengths
Parature
Parature: strengths
Go-to-market approach
Hosted offerings require different go-to-market strategies and partners
Targeting the mid-market requires a diverse partner base including resellers and developers
As enterprises focus on business processes, services and integration become more important
Future trends
The on-premises market will remain strong despite continued growth in SaaS CRM
The Web enables changing consumer patterns, and the self-service trend will only increase
Mobile and video communications will become part of the knowledge base
Vendor acquisitions, partnerships and consolidation are likely
Recommendations
Provide cost transparency and flexible pricing for both on-demand and on-premises models
Map software capabilities to business processes

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