

52 CRM-Lösungen für den Mittelstand im Überblick

Anbieter aus Deutschland mit mindestens 20 Installationen, keine Module von ERP-Produkten

Hersteller	Software	Allgemeine Angaben					Zielgruppe: Firmengröße			Zielgruppe: Branche				
		Sitz des Unternehmens	Gründungsjahr	# Mitarbeiter	Erstinstallation	# Installationen	Kleinere Unternehmen	Mittlere Unternehmen	Größere Unternehmen	Verarbeitendes Gewerbe	Energie- & Wasserversorgung	Baugewerbe & Handwerk	Handel	Verkehr & Nachrichtenübermittlung
ADITO Software	ADITO online	D	1988	45	2004	650	●	●	●	Branchenunabhängig				
audius GmbH	sales.net	D	1991	200	1996	25	●	●	●	●	●	●	●	●
B&R DV GmbH	smartCRM	D	1992	30	1998	300	●	●	●	●	●	●	●	●
bpi solutions	Sales Performer	D	1982	30	1996	75	●	●	●	●	●	●	●	●
camos GmbH	camos.Selling	D	1986	56	1999	50	●	●	●	●	●	●	●	●
CAS Computer GmbH	CPWerx	D	1985	220	1999	200	●	●	●	●	●	●	●	●
CAS Software AG	CAS genesisWorld	D	1986	150	1998	1800	●	●	●	Branchenunabhängig				
cobra GmbH	cobra CRM PLUS	D	1985	35	1987	1000	●	●	●	Branchenunabhängig				
combit GmbH	combit Relationship Manager	D	1988	35	2004	k.A.	●	●	●	Branchenunabhängig				
CompAS GmbH	CompAS Consumer	D	1993	12	1993	460	●	●	●	●	●	●	●	●
CURSOR Software	CURSOR-CRM	D	1987	75	2004	35	●	●	●	Branchenunabhängig				
Dr. Glinz COVIS	COVIS	D	1988	49	1988	3500	●	●	●	Branchenunabhängig				
EMPRISE GmbH	MFplus	D	1994	30	1996	20	●	●	●	●	●	●	●	●
FlowFact AG	FlowFact	D	1985	70	1985	31800	●	●	●	Branchenunabhängig				
FrontRange Solutions	GoldMine Sales & Marketing	D	1989	490	1989	200000	●	●	●	●	●	●	●	●
GEDYS IntraWare	GEDYS IntraWare CRM	D	1989	72	1987	900	●	●	●	Branchenunabhängig				
GIS GmbH	GIS CRM	D	1995	55	1997	150	●	●	●	●	●	●	●	●
Grutzeck-Software	AG-VIP SQL	D	1979	10	2003	227	●	●	●	Branchenunabhängig				
Harmony Software	Harmony	D	1986	22	1986	20000	●	●	●	Branchenunabhängig				
Haus Weilgut GmbH	Weilgut CRM Suite	D	1985	25	1989	485	●	●	●	●	●	●	●	●
Infoman AG	Infoman CRM Branchenlösung	D	1992	60	2004	22	●	●	●	●	●	●	●	●
ISE DATA GmbH	Ascent CRM	D	1976	400	2001	300	●	●	●	k.A.				
IT Informatik GmbH	IT-CRM	D	1987	115	2000	795	●	●	●	●	●	●	●	●
ITML GmbH	ITML > CRM	D	1998	86	2001	30	●	●	●	Branchenunabhängig				
julitec GmbH	julitecCRM	D	1999	16	2002	375	●	●	●	Branchenunabhängig				
KUMATronik Software	DocHouse CRM für Lotus Notes	D	1992	26	1995	22000	●	●	●	●	●	●	●	●
merkarion GmbH	ProfitSystem	D	1985	65	1993	1070	●	●	●	●	●	●	●	●
Microsoft GmbH	Microsoft Dynamics CRM	D	1983	78565	2003	k.A.	●	●	●	Branchenunabhängig				
MobiWork AG	MobiWork/MobiMedia	D	1987	20	1987	85	●	●	●	●	●	●	●	●
MSP Systems	MX-Contact	D	1990	40	2000	500	●	●	●	Branchenunabhängig				
MSP Systems	SalesManager	D	1990	40	1990	800	●	●	●	Branchenunabhängig				
NEW VOICE GmbH	eCRM Dialog	D	2000	90	2000	40	●	●	●	●	●	●	●	●
oceans GmbH	Oceans CRM	D	2004	33	1991	1535	●	●	●	●	●	●	●	●
oPen Software	oPenCAS®, oPenCAS.NET®	D	1992	7	1998	43	●	●	●	●	●	●	●	●
ORACLE	Siebel CRM	D	1977	60000	1995	4250	●	●	●	Branchenunabhängig				
orgAnice Software	orgAnice CRM	D	1992	15	1992	20000	●	●	●	Branchenunabhängig				
PiSA sales GmbH	PiSA sales	D	1989	38	2003	28	●	●	●	●	●	●	●	●
PROTEAM GmbH	ORGASALES	D	1996	24	1996	2000	●	●	●	Branchenunabhängig				
Sage Software	Sage CRM, ACT!, Sales Logix	D	1983	15000	1985	2600000	●	●	●	●	●	●	●	●
salesforce.com	salesforce.com	D	1999	2300	1999	35300	●	●	●	Branchenunabhängig				
SAP Deutschland	SAP CRM	D	1972	42772	1999	k.A.	●	●	●	●	●	●	●	●
Saratoga Systems	Saratoga CRM™	D	1987	2600	2000	50	●	●	●	●	●	●	●	●
Selligent GmbH	Selligent X@	D	1987	80	1991	950	●	●	●	Branchenunabhängig				
SERVICEPORTALS	CRM spo.C	D	2005	11	2005	28	●	●	●	Branchenunabhängig				
SoftConDev Ltd.	ABS Allfinanzbestandssystem	D	1988	13	1988	120	●	●	●	●	●	●	●	●
SuperOffice	SuperOffice	D	1994	260	1994	15000	●	●	●	●	●	●	●	●
Team4 GmbH	Team4 CRM	D	1996	35	2003	100	●	●	●	Branchenunabhängig				
Tesla CRM Software	JTheseus	D	1987	21	2001	200	●	●	●	Branchenunabhängig				
UNIQUARE GmbH	UNIQUARE Business-Management	A	1988	150	1993	250	●	●	●	●	●	●	●	●
update software AG	CRM-Suite update.seven	A	1988	260	1988	1000	●	●	●	●	●	●	●	●
WICE GmbH	WICE CRM-Groupware	D	2001	7	2001	120	●	●	●	Branchenunabhängig				
YouAtNotes GmbH	YouAtNotes CRM	D	2000	13	2003	121	●	●	●	Branchenunabhängig				

Legende „CRM-Bereiche“

● Integrierte Lösung | ● Einbindung OEM-Lösung | ○ Anbindung Partnerprodukt

Legende „Web-Client“

● Umfassende Funktionalität | ● Eingeschränkte Funktionalität

					Unterstützte CRM-Bereiche (Auswahl)									(Web-)Technologie				
Kredit- & Versicherungsgewerbe	Professional Services	Öffentliche Verwaltung	Gesundheits-, Veterinär- & Sozialwesen	Sonstige Dienstleistungen	Integriertes CRM	Marketing-Automation	E-Commerce- bzw. Shop-System	Produkt-/Variantenkongfigurator	Kontaktmanagement	Analytisches CRM	Call-Center	Service & Kundendienst (SMS)	IT Service-Management	.net-Technologie	J2EE	NetWeaver	Websphere	Web-Client
				●	●	●	○	○	●	○	●	○	○		●			●
	●				●				●	○	●	●	●	●				●
					●					●								●
	●				●		●	●					●					●
					●			●	●	○		●		●				●
					●			●	●	●	○			●				●
					●							●						●
					●	●			●						●			●
	●	●	●	●	○		○		●	●	●			●	●	●		●
					●			○	●									○
	●			●	●		○	○	●	○	●		●		●			○
	●				●	●	●		●		●		●					○
					●			●	●									○
	●	●	●	●	●				●	●								○
					●													○
	●	●	●	●	●				●	●								○
					●	●			●	●	●							○
					●													○
	●	●	●	●	●		●		●	●								○
					●													○
	●	●	●	●	●				●	●								○
					●													○
	●	●	●	●	●		○	○	●	●	●				●			○
	●	●			●	●	●	●	●	●	●							○
					●	●			●	●	●							○
	●	●	●	●	●				●	●								○
					●													○
	●	●	●	●	●		●		●	●	●							○
					●													○
	●	●	●	●	●		●		●	●	●							○
					●													○
	●	●	●	●	●		●		●	●	●							○
					●													○
	●	●	●	●	●		●		●	●	●							○
					●													○
	●	●	●	●	●		●		●	●	●							○
					●													○
	●	●	●	●	●		●		●	●	●							○
					●													○
	●	●	●	●	●		●		●	●	●							○
					●													○
	●	●	●	●	●		●		●	●	●							○
					●													○
	●	●	●	●	●		●		●	●	●							○
					●													○
	●	●	●	●	●		●		●	●	●							○
					●													○
	●	●	●	●	●		●		●	●	●							○
					●													○
	●	●	●	●	●		●		●	●	●							○
					●													○
	●	●	●	●	●		●		●	●	●							○
					●													○
	●	●	●	●	●		●		●	●	●							○
					●													○
	●	●	●	●	●		●		●	●	●							○
					●													○
	●	●	●	●	●		●		●	●	●							○
					●													○
	●	●	●	●	●		●		●	●	●							○
					●													○
	●	●	●	●	●		●		●	●	●							○
					●													○
	●	●	●	●	●		●		●	●	●							○
					●													○
	●	●	●	●	●		●		●	●	●							○
					●													○
	●	●	●	●	●		●		●	●	●							○
					●													○
	●	●	●	●	●		●		●	●	●							○
					●													○
	●	●	●	●	●		●		●	●	●							○
					●													○
	●	●	●	●	●		●		●	●	●							○
					●													○
	●	●	●	●	●		●		●	●	●							○
					●													○
	●	●	●	●	●		●		●	●	●							○
					●													○
	●	●	●	●	●		●		●	●	●							○
					●													○
	●	●	●	●	●		●		●	●	●							○
					●													○
	●	●	●	●	●		●		●	●	●							○
					●													○
	●	●	●	●	●		●		●	●	●							○
					●													○
	●	●	●	●	●		●		●	●	●							○
					●													○
	●	●	●	●	●		●		●	●	●							○
					●													○
	●	●	●	●	●		●		●	●	●							○
					●													○
	●	●	●	●	●		●		●	●	●							○
					●													○
	●	●	●	●	●		●		●	●	●							○
					●													○
	●	●	●	●	●		●		●	●	●							○
					●													○
	●	●	●	●	●		●		●	●	●							○
					●													○
	●	●	●	●	●		●		●	●	●							○
					●													○
	●	●	●	●	●		●		●	●	●							○
					●													○
	●	●	●	●	●		●		●	●	●							○
					●													○
	●	●	●	●	●		●		●	●	●							○
					●													○
	●	●	●	●	●		●		●	●	●							○
					●													○
	●	●	●	●	●		●		●	●	●							○
					●													○
	●	●	●	●	●		●		●	●	●							○
					●													○
	●	●	●	●	●		●		●	●	●							○
					●													○
	●	●	●	●	●		●		●	●	●							○
					●													○
	●	●	●	●	●		●		●	●	●							○
					●													○
	●	●	●	●	●		●		●	●	●							○
					●													○
	●	●	●	●	●		●		●	●	●							○
					●													○
	●	●	●	●	●		●		●	●	●							○
					●													○
	●	●	●	●	●		●		●	●	●							○
					●													○
	●	●	●	●	●		●		●									