

Announcing...

Aberdeen's Sixth Annual CRM Market Research Report

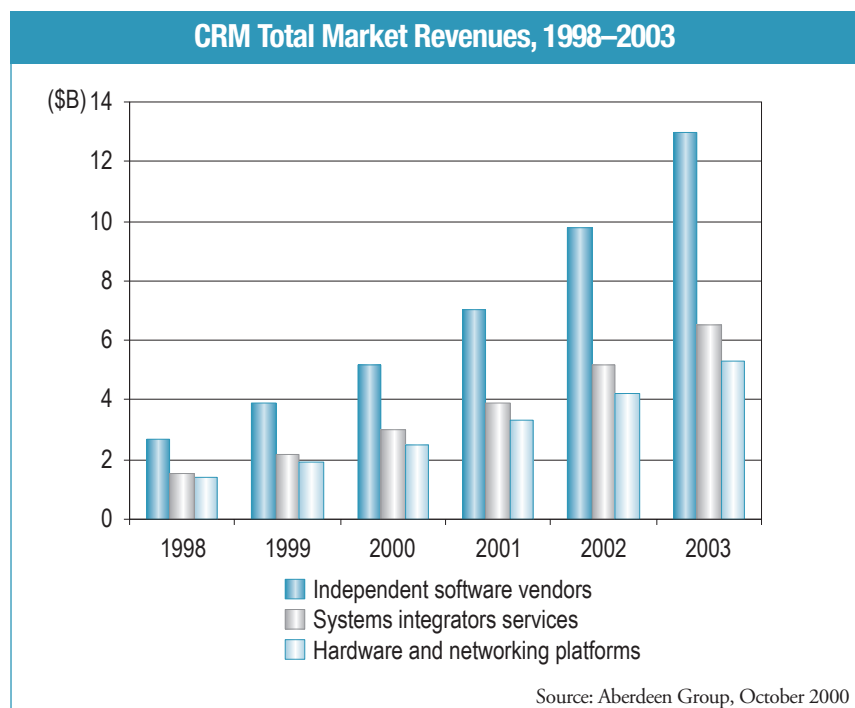
The State of the Customer Relationship Management Market

AS A THOUGHT LEADER in the Customer Relationship Management (CRM) market since 1994, Aberdeen Group has helped many leading CRM technology suppliers successfully market their products. Providing consulting and research in the CRM space, Aberdeen's global team covers every facet of CRM including integration with e-Business Personalization, Marketing Automation, and Customer Service Applications.

Published for the sixth consecutive year, Aberdeen's annual report on the CRM industry provides critical market data and supplier information. This year's report, *Customer Relationship Management: Year 2000 Edition*, profiles more than 50 established and emerging CRM suppliers, examining their value propositions, key products, and market positioning.

Customer Relationship Management: Year 2000 Edition contains:

- CRM market data, including market size, segmentation, expenditures, and growth forecasts through 2003;
- Market share analysis for each of the major suppliers in Sales Force Automation, Marketing Automation, Customer Support, Help Desk, and Field Service;
- An in-depth analysis of application service providers (ASPs) and the impact of this new delivery model for CRM applications and services;
- An evaluation of Marketing Automation, the fastest growing CRM segment, and its subsegments: campaign management, e-mail marketing, personalization and recommendation engines, and CRM-based data analysis;



- An examination of Partner Relationship Management (PRM) as it integrates CRM and electronic marketplaces — and supports indirect channels such as value-added resellers (VARs), distributors, and partners;
- An analysis of electronic customer service and support (e-Services), including traditional and Internet-based tools for customer service.

Deliverables

Buyers receive *Customer Relationship Management: Year 2000 Edition* in two formats: electronic (PDF) and print. The electronic version is available immediately for download via the Internet. The print version is shipped via overnight mail.

Buyers also receive reasonable telephone access to the report's author — to ask questions, seek clarification, or provide feedback directly to a member of the CRM team. For additional consulting, Aberdeen's analysts are available on an hourly or retainer basis.

For More Information

For more information, or to order *Customer Relationship Management: Year 2000 Edition*, call (800) 577-7891. Reports are also available online at www.aberdeen.com.