

## Small business eyed by large CRM vendors

SAP and Oracle have both announced small business strategies for CRM, while other traditionally large enterprise-focused CRM and ERP software and related services vendors are also beginning to focus on the extent of the untapped market following the announcement by Microsoft that they would be offering CRM solutions to the small- and mid-sized business market later this year. IT analysts estimate that only 20 percent of small-sized companies have implemented CRM solutions.

**Source:** [CRM Daily](#)

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