

Customer Relationship Management Emerging Providers Buyers Guide

Software Provider and Product Assessment

EXECUTIVE
SUMMARY

***ISG** Research



Key Takeaways

Customer Relationship Management (CRM) remains a foundational enterprise system for managing customer and prospect data across marketing, sales and service. While many organizations adopt globally scaled suites, emerging providers are gaining traction through differentiated innovation, industry specialization and composable architectures. Enterprises are evaluating these software providers to transform legacy environments, accelerate deployment and address targeted priorities without the cost and complexity of full-suite transformation.

Software Provider Summary

The ISG Buyers Guide™ for Customer Relationship Management Emerging Providers evaluates eight software providers offering products that support core data management, workflow automation, analytics, AI-enabled execution, integration maturity, scalability and governance controls. The research ranked the top three overall leaders as Creatio, SuperOffice and Pipedrive. Providers were classified using weighted performance in Product Experience and Customer Experience for ISG quadrant placement. Creatio, SuperOffice and Workbooks were rated Exemplary, with Pipedrive rated Innovative. Nutshell was rated as Assurance, and EngageBay, Insightly and Maximizer were rated as Merit.

Product Experience

Product Experience, representing 80% of the evaluation, focuses on Capability (40%) and Platform (40%), which includes adaptability, manageability, reliability and usability. Creatio, SuperOffice and Pipedrive achieved the highest performance as Leaders in this category, supported by configurable workflow automation, streamlined lifecycle management capabilities and flexible platform foundations designed for integration and usability. Leaders demonstrated enterprise-grade platform capabilities across varied roles and contexts.

Customer Experience

Customer Experience, representing 20% of the evaluation, focuses on validation and TCO/ROI. Workbooks, SuperOffice and Creatio were the Leaders in this category, demonstrating strong customer advocacy and a clear investment in successful outcomes. Providers with lower performance often lacked publicly available customer validation or failed to demonstrate structured ROI measurement and proactive lifecycle engagement.

Strategic Recommendations

Enterprises should assess emerging CRM providers against long-term architectural strategy, integration requirements and scalability expectations. Evaluations must balance focused innovation and rapid deployment against ecosystem maturity, governance depth and roadmap clarity. Executive alignment and disciplined data management are essential to preventing fragmentation while pursuing transformation.



The Findings

The software providers and products evaluated in this research offer product and customer experiences, but not every feature is equally valuable to every enterprise or is needed to support the relevant business processes and use cases. Moreover, having too many product capabilities may be a negative factor for an enterprise if it introduces unnecessary complexity. Nonetheless, you may decide that a more comprehensive set of capabilities is important and meets your enterprise's requirements.

An effective customer relationship with a software provider is vital to the success of any investment. The overall customer experience and the full lifecycle of engagement play a key role in ensuring satisfaction and long-term success. Providers with dedicated customer leadership, such as chief customer officers, tend to invest more deeply in these relationships and prioritize customer outcomes in line with TCO and ROI expectations. It is equally important that this commitment to customer success is evident throughout the provider's website, the buying process and the customer journey.

Overall Scoring of Software Providers Across Categories

The research finds Creatio atop the list, followed by SuperOffice and Pipedrive. Providers that place in the top three of a category earn the designation of Leader. Creatio has done so in five categories, Pipedrive and SuperOffice in four and Insightly and Workbooks in one category.

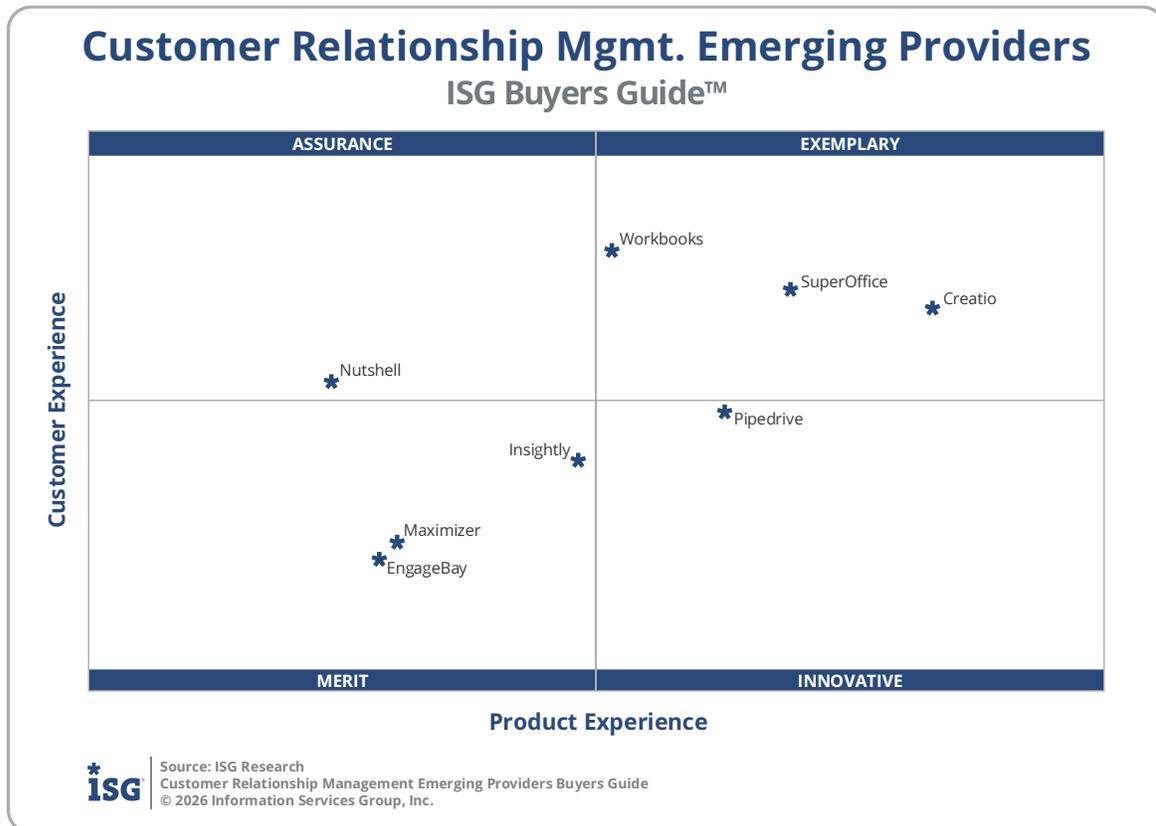
The quadrant chart below presents ratings for Product Experience and Customer Experience on the x- and y-axes, respectively, to visually classify software providers. Those providers whose Product Experience has above-median weighted performance on the axis, in aggregate across the two product categories, place farther to the right. The performance and weighting for the Customer Experience category determine placement on the vertical axis. In short, software providers that place closer to the upper-right on this chart performed better than those closer to the lower-left.

Customer Relationship Mgmt. Emerging Provider
Overall

Providers	Grade	Performance
Creatio	B	Leader 64.7%
SuperOffice	B-	Leader 59.5%
Pipedrive	C++	Leader 55.2%
Workbooks	C++	52.7%
Insightly	C+	48.1%
Maximizer	C	41.0%
Nutshell	C	40.6%
EngageBay	C	40.2%

ISG | Source: ISG Research
Customer Relationship Mgmt. Emerging Providers Buyers Guide
© 2026 Information Services Group, Inc.

The research categorizes and rates software providers into one of four categories: Assurance, Exemplary, Merit or Innovative. Placement represents the software providers' weighted performance in meeting the requirements of product and customer experience.



Exemplary: This rating (upper right) applies to those providers that performed above the median on Product and Customer Experience requirements. The providers rated Exemplary are: Creatio, SuperOffice and Workbooks.

Innovative: This rating (lower right) applies to those that performed above median in Product Experience but not in Customer Experience. The provider rated Innovative is: Pipedrive.

Assurance: This rating (upper left) applies to those that performed above median in Customer Experience but not in Product Experience. The provider rated Assurance is: Nutshell.

Merit: This rating (lower left) applies to those that did not surpass the median in Customer or Product Experience. The providers rated Merit are: EngageBay, Insightly and Maximizer.

We advise enterprises to use this research as a supplement to their own evaluations, recognizing that ratings or rankings do not solely represent a provider's value nor indicate universal suitability of a set of products.



About ISG Research

ISG Research provides subscription research, advisory, consulting and executive event services focused on market trends and disruptive technologies. ISG Research delivers guidance that helps businesses accelerate growth and create more value. For further information about ISG Research subscriptions, please visit research.isg-one.com.

About ISG

[ISG](#) (Nasdaq: [III](#)) is a global AI-centered technology research and advisory firm. A trusted partner to more than 900 clients, including 75 of the world's top 100 enterprises, ISG is a long-time leader in technology and business services that is now at the forefront of leveraging AI to help organizations achieve operational excellence and faster growth. The firm, founded in 2006, is known for its proprietary market data and research, in-depth knowledge and governance of provider ecosystems, and the expertise of its 1,500 professionals worldwide working together to help clients maximize the value of their technology investments.