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Zendesk has been appointed leader of Gartner's Magic Quadrant for 2020 for the CRM Customer Engagement Center. Every year, Gartner conducts an in-depth analysis of service providers in the customer service and support application space. We believe the Gartner Magic Quadrant for CRM Customer Engagement Center report provides valuable information for business leaders looking for technological solutions to interact and engage with their customers. Zendesk can be found again in the Leader Quadrant of the 2020 Report, which we see as a reflection of the global success of our 160,000 customers. At Zendesk, we recognize that the past year has been difficult and has brought with it many unique challenges, including supporting and engaging with your customers in new and unfamiliar ways. This is why agility and time to assess has always been the core of our DNA, because we understand the importance of being able to employ your customers at the moment and when they need you most. As the market continues to evolve, we focus on releasing updates that immediately impact, including improvements to our expanded support scene that now provides an improved multichannel agent experience for engaging customers across traditional and new social channels. We've also made it easier to expand your customer data across systems with extensions to our flexible, open CRM platform, Sunshine, to help you get a full, context-based view of your customers across your organization. Gartner's 2020 Magic Quadrant for CRM Customer Engagement Center is available for free download for a limited time. From our perspective, the full PDF report includes: How Gartner sees the current ecosystem of CEC Technologies as considerations for businesses looking to implement CRM and CEC provider capabilities to address the needs of today's executives how Gartner analysts positioning Zendesk and other Gartner service provider technologies does not support any provider, product or service described in its research publications and does not advise technology users to select only the highest rated suppliers or other designations. Gartner's research publications are composed of the opinions of Gartner's research organization, and nothing should be construed as statements of fact. Gartner disclaims any liability, judgment or implied, in relation to this research, including any liability for the margins or suitability for a particular purpose. This graphic was published by Gartner, Inc. as part of a larger research document and should be evaluated in the context of the entire document. The Gartner document is available on request from Zendesk. Gartner has just released their latest magic quadrant research on customer service and contact centre applications, and identified Freshworks as a 'visionary' for our cloud-based multichannel customer service. We believe this confirms our ability to help businesses drive customer loyalty with our unique people plus bot strategy. Our customer service platform with local customer and agent AI capabilities has helped us expand our mid-market and enterprise presence. We also believe that our ability to offer rich multichannel support, a 360° view of the customer, and powerful collaboration tools have made us constant in the Magic Quadrant. Why you should read this Gartner Magic Quadrant 2020 report for the CRM Customer Engagement Center (CEC) report examines the global market for customer service and support applications. It helps business leaders identify the latest customer service priorities and evaluate a wide range of customer service applications to get the right choice. This Gartner report specifically answers the following questions: How does Gartner view the current CEC ecosystem? How well are current suppliers equipped to meet the demanding needs of today's CEO? What are the key considerations for businesses looking to implement CRM and CEC technologies? How do Gartner analysts evaluate and place Freshworks and other technologies and service providers? Gartner does not endorse any supplier, product or service described in its research publications, nor does it advise technology users to select only the highest-rated suppliers or other designation. Gartner's research publications are composed of the opinions of Gartner's research organization and should not be construed as statements of fact. 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We believe that only ServiceNow Customer Service Management solves customer issues by consolidating front, middle, and back offices, proactively addressing problems, and immediately handling common requests. Read the full, free report for: Full Vendors Review Of CRM Customer Engagement Center Market Overview Details on why ServiceNow is leading in the 2020 Magic Quadrant Gartner Magic Quadrant for CRM Customer Engagement Center, 04 June 2020, Brian Manusama, Nadine Gartner does not endorse any supplier, product or service described in its research publications, nor does it advise technology users to select only the highest-rated suppliers or other designation. Gartner's research publications are composed of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims any warranties, express or implied, with respect to this research, including any liability for the margins or suitability for a particular purpose. Analyst At Home Gartner, Inc. recently released its 2020 version of The Magic Quadrant for LEAD Management CRM. Gartner defines lead management as a cross-team process of capturing leads, tracking their activity and behavior, certification, nurturing them to make them ready sales, and then transferring them to the sales team. Lead management products include capabilities that span B2B's marketing and sales sectors, and cannot be purchased as a stand-in or as part of a larger CRM suite. Over the past 12 months, Gartner has watched a variety of new trends develop within the market. This includes more CRM suites with lead management functionality, more embedded lead scoring AI/analysis, increased account-based marketing demand, an increased custom B2B experience through web-based data, increased interest in sales acceleration solutions and renewed interest in scalable data/storage ingestion. In this magic quadrant, Gartner evaluates the strengths and weaknesses of 15 vendors she considers most significant on the market and provides readers with a graph outlining the suppliers based on their ability to perform and the integrity of their vision. The graph is divided into four quarters: niche players, contenders, visionaries and leaders. In a solutions review, we read the report, available here, and pull out the key takeaway. Gartner adjusts its evaluation and inclusion criteria for Magic Quadrant as markets evolve. As a result, Pershwarks, Microsoft and Resulticks were added to this year's report. Akia (Mautic), Impertner and X2Engine were omitted. Adobe chairs this year's Leaders' Quadrant. Its powerful platform offers a complete lead management solution with a variety of functional options for each stage of your campaign. Marketo Engage customers will benefit from Adobe's global footprint and direct selling capabilities. Oracle owns this quadrant, with the Eloqua platform offering powerful compatibility with B2B enterprise customers. Eloqua also provides one of the best lead cleaning, deduplication and enrichment cleaning capabilities on the market. Salesforce's Pardot product focuses on aligning sales and marketing teams with custom multichannel guidance and engagement management. Predictive models by Fredo Einstein stand out from the audience, providing real-time engagement and behavioral scoring and powerful lead. Creatio offers marketers prebuilt, out-of-the-box reports and the ability to create custom reports and dashboards through a codeless interface. This provider has also significantly improved its ABM capabilities since last year's report. HubSpot is the only supplier in this year's Challenger Quadrant. Its ease of use remains a strong differentiating feature, making it a good choice for smaller marketing teams. This provider also demonstrates a clear understanding of the market with its strong marketing performance and a clear roadmap that aligns with the core audience of small and small B2B enterprises. In addition, HubSpot's freemium pricing model provides stakeholders with very low entry costs. Acoustic sits at the head of the Visionary Quadrant, almost on the Leader border. Its product focuses on multichannel lead management capabilities and is mainly used by large B2C enterprises. Creating the Acoustic workflow includes standard triggers to use, as well as creating an unlimited client trigger. Pegga maintains its visionary position with lead data and consolidated customers through its Customer Decision Center and Customer Engagement Center. This provider provides strong support to health insurance organizations with strong and competent AI technologies. SAP Marketing Cloud enables users to view customer profiles at each stage of interaction, as well as all of its various SAP CRM products. It also allows multiple lead scoring programs to run simultaneously, resulting in greater customization and individual

channels. Zoho is on the border between Visionary and Niche Player, offering CRM products that are broadly focused on lead management with a unified data model to enable sales and marketing collaboration. It has a particularly robust exit-to-market strategy, a robust ecosystem of implementation partners and a comprehensive roadmap for 2020. Between a quadrant of niche players and the Challenger Quadrant, this provider supports small marketing teams to quickly adapt to the platform and begin campaigning and operations management. Microsoft sits near the edge of the Challenger Quadrant. Its access to connected data, which enables the consolidation of customers in enterprise functions, aligns with the core objectives of B2B resellers. SugarCRM combines predictive and traditional scoring for predictive lead scoring and opportunity, allowing users to drill down to predictive scoring. CRMNEXT is known for its ability to handle large and complex lead management tasks at large financial institutions, including supporting some of the largest branch networks and banking processes around the world. On the other hand, SMBs and medium-sized enterprises with a direct and/or indirect global presence will find Freshworks attractive. Her international presence. Resulticks rCloud features a clear, easy-to-use user interface that can allow marketers to easily build and modify complex lead journeys. The platform also provides AI-driven journey flow and content recommendations based on select audience features. Looking for more? Download our free customer relationship management guide to compare the top products available on the market with full-page vendor profiles, key capabilities, CRM software market overview, our bottom line analysis, and questions for potential buyers. And don't forget to follow us on Twitter, Facebook and LinkedIn for all the latest updates in the CRM space! Tagged

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