SUGAR.CRM

Commercial Open Source
Customer Relationship Management

Clint Oram
Open Source Project Director

- ## What is CRM?

- ## Who is SugarCRM?

- ## Why CRM and Open Source?

What is CRM?

Sales

(Sales Force Automation)

- Contact Tracking
- Opportunity Mgmt
- Quotas & Forecasting

Customer Relationship Mgmt

- **Business Process Automation**
- **Customer Insight**
- **360^0 View of the Customer**

Customer Service

- Case Tracking
- Self-Service
- Knowledge Base
- Email Response

Marketing

- Campaign Mgmt
- List Mgmt
- Email Marketing

History of CRM

- **1970 – 1995: Customer Service was CRM**
  - Airline call centers and the green screen
- **1992: Along Comes SFA**
  - The road warrior armed with a laptop
  - Client-Server takes off
- **1997: Marketing Automation Debuts**
  - Spam is no longer just a breakfast food
  - Data warehouses and data marts get packaged
- **1999: Sales, Service and Marketing**
  - The new CRM
  - Web-based interfaces
- **2001: CRM and ASP's Find Each Other**
  - Failed multi-million $ implementations
  - The business does an end-run around IT

Open Source Revolution

- **2004: Open Source Redefines CRM**
  - **No more vendor lock-in**
  - **Dramatic reduction in risk**
  - **Successful on-premise deployments at lower costs**
  - **IT Departments are re-empowered**

SUGAR.CRM launched!

SUGAR.CRM Founders

John Roberts   **Clint Oram**   **Jacob Taylor**

Closed Source Innovation

End Users

Business Analysts

IT   Partners

Field

New Customers

⇩

PM

⇩

Eng.

⇩

Traditional Closed Source

- **One Development Org**

- **One Release, Limited Visibility**

- **Equals Limited Innovation**

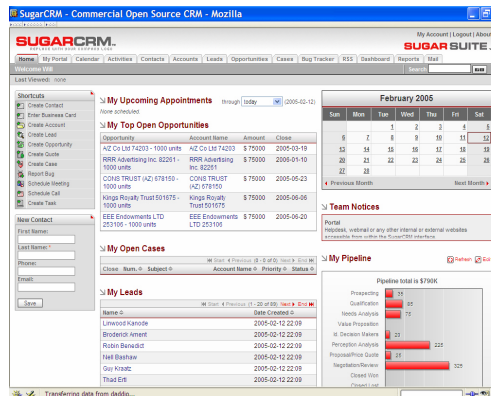# Open Source Innovation
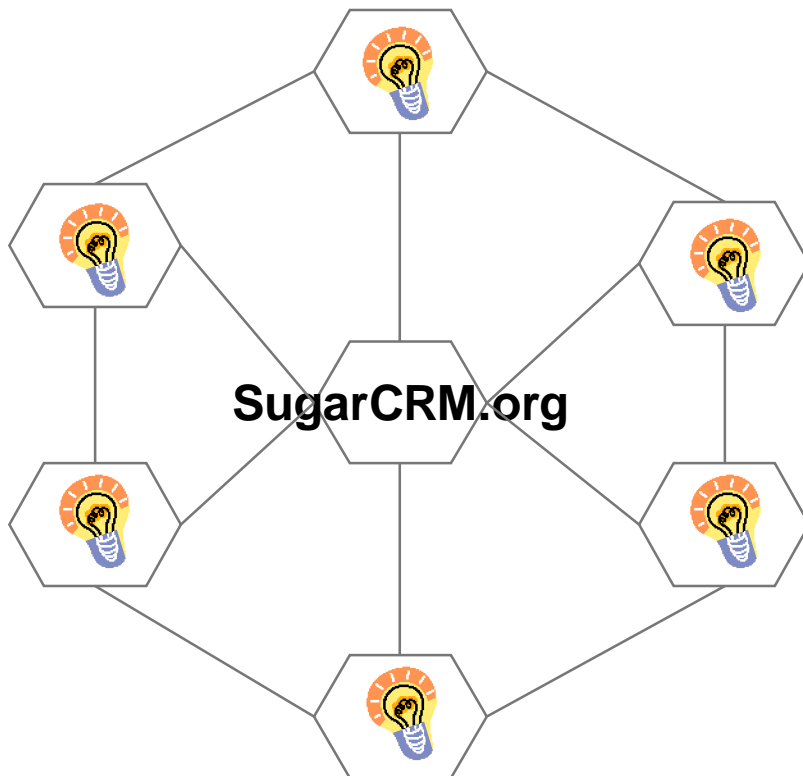
SugarCRM Open Source

- **Worldwide Shared Development**
- **One Core Release, Open Visibility**
- **Open Code Repository**
- **Equals Unlimited Innovation**

Sugar.Suite Value Proposition

User Adoption
UI-Templates
UI Speed

SUGAR.SUITE

Deployment Options
On Premise

Appliance

Hosted

Cost of Ownership
15% of Proprietary
Solutions

Architecture
Linux, Apache, PHP, MySQL

Source Code Provided

Distributed Development
Ecosystem

The Real Cost of Traditional CRM Systems

Customers pay for licenses whether the solution adds value or not

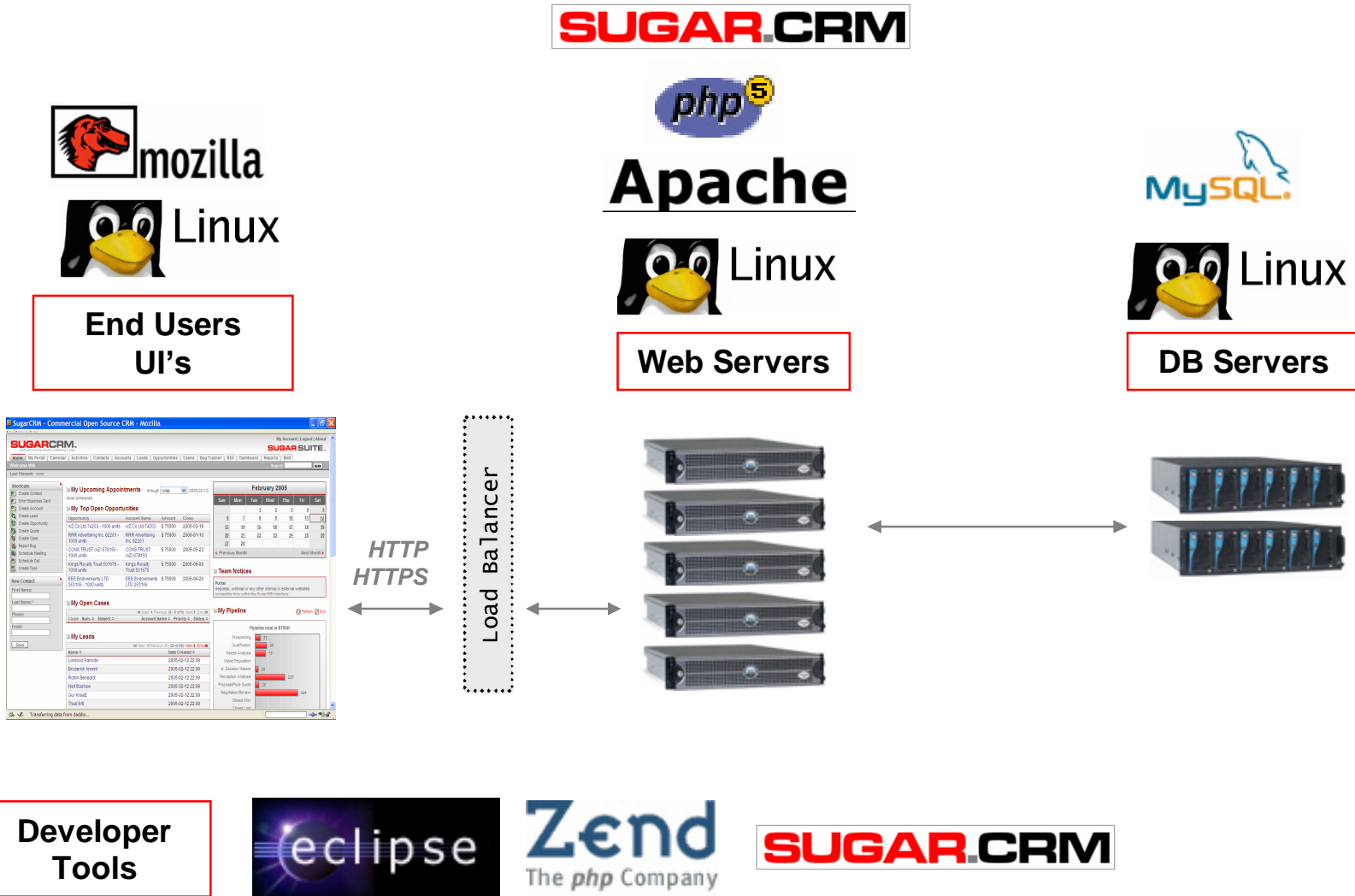**End Users UI's**

Web Servers

App Servers / Server OS

DB Servers

HTTP HTTPS

Load Balancer

Web Services

Load Balancer

JDBC
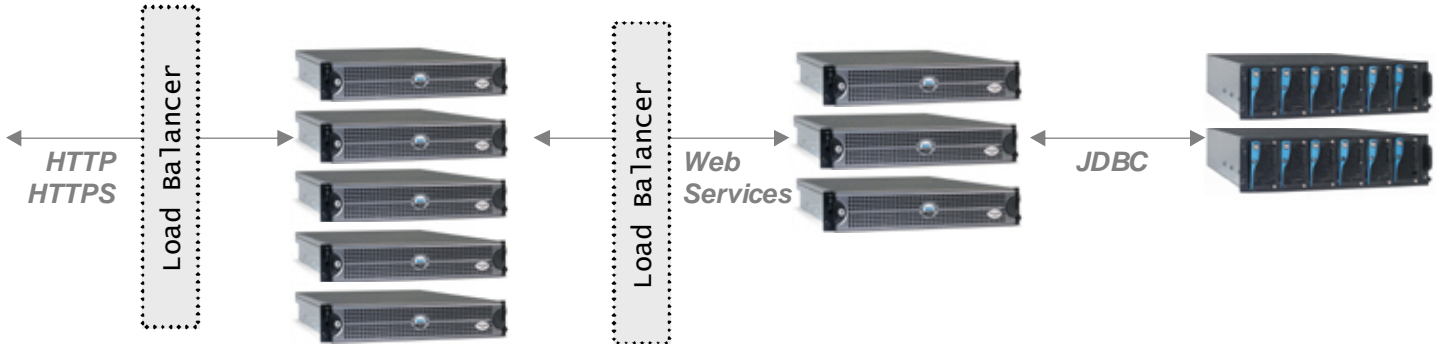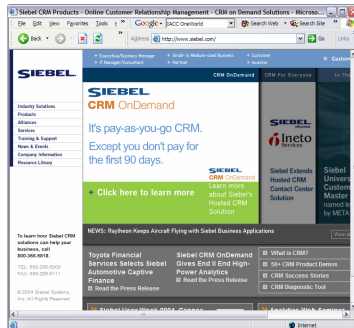
Developer Tools

The Real Cost of **SUGAR**.CRM

Customers only pay for software that adds value

Get Involved

Become a Sugar Recognized Developer!

- **www.sugarcrm.com**
    - **Test drive the demo**
    - **Download the software**
    - **Dev Zone launches this week**

- **dev@sugarcrm.com**
    - **Contact the dev team**

SUGARCRM

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