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?

Customer Relationship Mgmt
- Business Process Automation
- Customer Insight
- 360° View of the Customer

Sales (Sales Force Automation)
- Contact Tracking
- Opportunity Mgmt
- Quotas & Forecasting

Marketing
- Campaign Mgmt
- List Mgmt
- Email Marketing

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

Architecture
Linux, Apache, PHP, MySQL

Source Code Provided
Distributed Development Ecosystem

Cost of Ownership
15% of Proprietary Solutions
The Real Cost of Traditional CRM Systems

Customers pay for licenses whether the solution adds value or not
The Real Cost of SUGAR.CRM

Customers only pay for software that adds value
Get Involved

Become a Sugar Recognized Developer!

- [www.sugarcrm.com](http://www.sugarcrm.com)
  - Test drive the demo
  - Download the software
  - Dev Zone launches this week

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

SUGARCRM

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