

WHY CUSTOMERS CHOOSE **SUGARCRM** OVER SALESFORCE.COM

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More and more customers are choosing SugarCRM over Salesforce.com every day. Why? That's because SugarCRM invests more in our customers' success by providing the most innovative CRM solutions and the most value in the market.

Here are a few major reasons more customers are choosing Sugar over Salesforce.com.

 **SUGARCRM**



salesforce.com®

FOCUS ON INNOVATION FOR THE INDIVIDUAL

When it comes to CRM, Sugar offers the most modern and innovative user experience, hands down. With Sugar UX™, users get a ubiquitous experience across all devices, designed for the individual. This means the system is powerful, yet easy to use – anytime, anywhere. The innovative nature of the Sugar platform means no other provider can top the level of usability offered in Sugar UX.

What's more, SugarCRM offers innovation in terms of your entire CRM deployment. Only Sugar offers customers the ability to deploy the same features and platform any way they choose. This means users get the same features and functionality, choice and control regardless of deployment model. This is especially important in regulated industries and geographies where data privacy and ownership is an issue. SugarCRM simply offers the most choice in deployment, including on-demand SaaS, private cloud, public cloud and partner-hosted options.

Recommended Action:

Take a look at the Sugar 7 user interface compared to the core Salesforce.com Sales Cloud UI. Compare the modern look and feel and ease-of-use of Sugar versus the outdated nature of Sales Cloud.

“We looked at Salesforce.com in our evaluation process and realized that to support our dynamic and ever-changing business over time, Sugar was our best choice.”

BancVue



Sugar UX™

UNPARALLELED VALUE

Every day, our customers tell us that only Sugar allowed them to make their CRM initiative a strategic differentiator at a cost that worked for them. Customers cite the simplicity of Sugar’s pricing and the ease of doing business with SugarCRM as a reason they see us as a strategic partner in their success. Simply put, no one provides the level of functionality, reliability and support as Sugar at such a low total cost of ownership.

Listen to what some of our customers who either migrated to or chose Sugar over Salesforce.com have to say:

“We concluded that Sugar was a better value. Salesforce was more expensive and didn’t provide any additional benefits.” –KingWorldwide

“Our cost is about one third of what we spent on Salesforce.com. Our data is better and we use more CRM functionality with Sugar for significantly less money. Don’t be afraid to migrate.” –RealConnections

“Once I had used the trial version, I could see no benefit in staying with Salesforce. And Sugar worked out to be about a third of the price. It was a bit of a no brainer, really.” -GForces

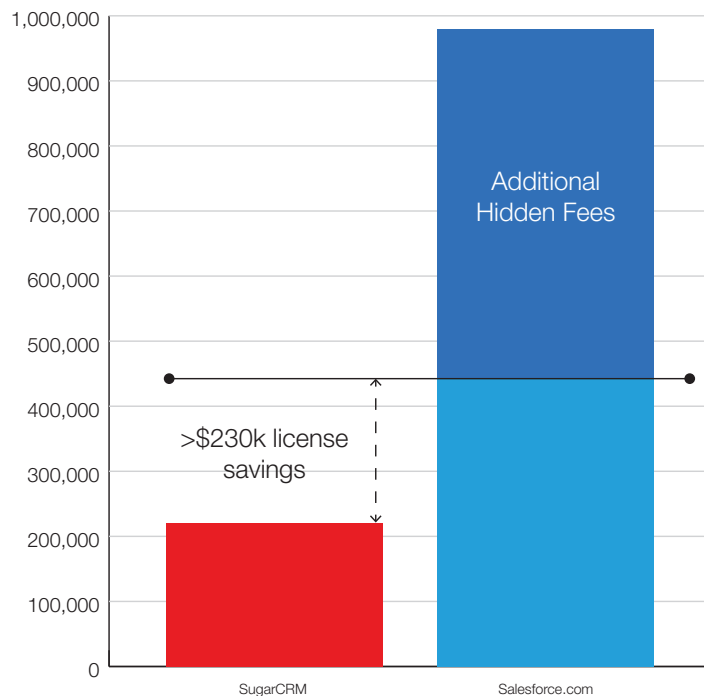
Recommended Action:

Take a look at this cost of ownership analysis and also consider the types of hidden and additional fees Salesforce.com may charge when calculating your annual CRM spend – on items like API and data overages, mobile access, and mobile application customization fees. Ask Salesforce.com to share with you their 40+ page document that outlines the myriad ways your total costs can increase based on system usage.

“Once I had used the trial version, I could see no benefit in staying with Salesforce. And Sugar worked out to be about a third of the price. It was a bit of a no brainer, really.”

GForces

3 Year TCO Including Hidden fees: Sugar vs. Salesforce*



* Based on Sugar Enterprise Edition compared to Salesforce Enterprise Edition for 100 users.

DEPLOY AND MANAGE CRM ON YOUR TERMS

No two CRM deployments are alike, and your business processes and the language you use with customers is unique as well. You need a system that will allow you to make your system your own – without a lot of needless complexity or effort. Only Sugar offers a truly open, standards-based platform based on open technologies like PHP, Linux, REST and Java to make it faster, easier and more cost effective to do CRM your way.

Companies like Salesforce.com choose to build their platform in a closed format that is expensive and unfriendly to customers and developers. There is zero choice in how users deploy and manage the system. Also, to build on the Salesforce.com platforms (of which there are many) – you either need to learn complex, proprietary languages, or pay exorbitant fees to “experts” to do it for you. And since Salesforce.com holds all the cards – there is no guarantee your customizations and integrations will work forever. But with SugarCRM – your CRM investments are “future proof” because we only use open, industry standard languages and APIs.

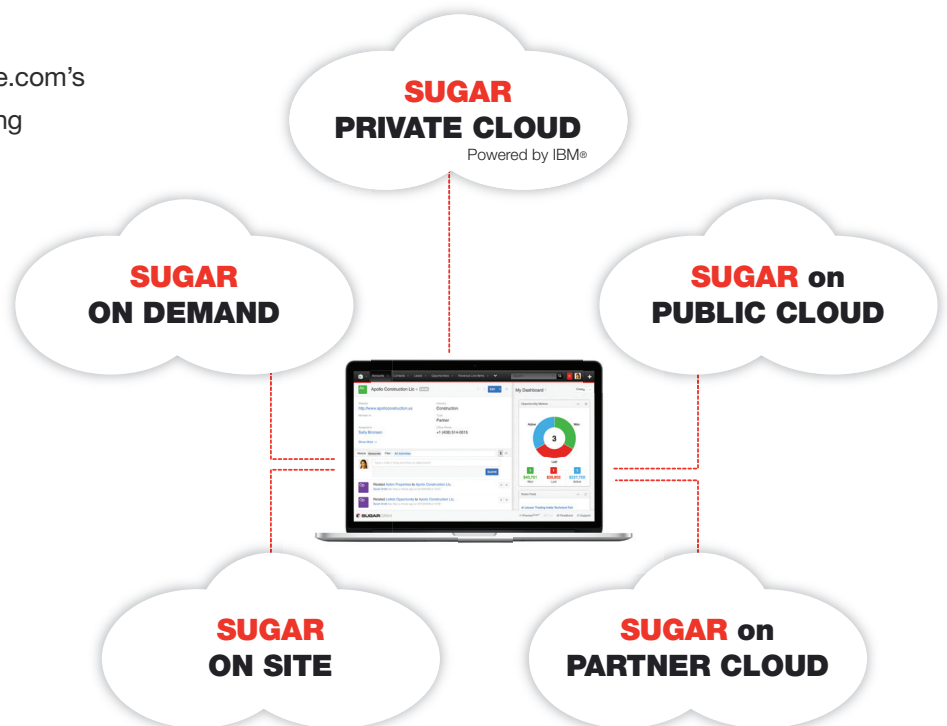
Recommended Action:

Look at the requirements for utilizing Salesforce.com’s many platforms, and the level of skill and training needed as well as costs, versus the open, industry-standards tools offered by Sugar.

php

JavaScript

Linux



A PARTNER ECOSYSTEM DEDICATED TO SUCCESS

No single CRM provider understands all the intricacies of every market, and every industry. Therefore, it is important to have a partner on hand to ensure success every step of the way. SugarCRM works in close partnership with hundreds of local, skilled CRM experts to provide every customer with the level of service they need to make their CRM initiative exceed expectations. In addition, SugarCRM partners with hundreds of technology providers to offer simple yet powerful connections to leading business applications and tools. With SugarCRM, you get the benefit of a vast network of technology and deployment partners equally dedicated to ensuring your CRM success.

Recommended Action:

Ask Salesforce.com how they plan to offer focused, local talent to make sure your CRM initiative stays on track, and on budget.

“With SugarCRM, you receive a select network of partners to help you succeed.”

LASER-FOCUSED ON YOUR CRM SUCCESS

At SugarCRM, we focus all of our efforts on one thing: CRM. There is no dilution of focus, which means our customers can rest assured that their CRM initiatives are aligned with our strategy. Salesforce has spent billions of dollars on acquisitions like Buddy Media, Heroku, Radian6 and several other firms, none of which resulted in upgrades to their core Sales Cloud or Service Cloud CRM offerings and taking their focus away from aiding your CRM success. At Sugar, all we do is help you grow your business with your CRM implementation.

Recommended Action:

Ask Salesforce.com what percentage of their budget goes into core CRM research and development, and not mergers, acquisitions and other technology areas. At SugarCRM – 100% of development is in CRM – which means more emphasis is placed on building the best CRM possible for our customers.

When it comes to CRM, there are lots of providers. But those organizations who want innovative, cost-effective solutions that give them more choice, power and control choose SugarCRM over the competition.

For more information on why customers choose Sugar over Salesforce.com – contact your SugarCRM account rep.

“At Sugar, all we do is help you grow your business with your CRM implementation.”

SugarCRM

SugarCRM's market-leading Customer Relationship Management (CRM) platform delivers an indispensable tool for every individual who engages with customers. SugarCRM provides enhanced intelligence around every user, helping employees make better decisions and create extraordinary customer relationships.

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04-14-07-LR

