

WHY CUSTOMERS CHOOSE **SUGARCRM** OVER MICROSOFT DYNAMICS CRM

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SugarCRM is being deployed by more and more organizations over Microsoft Dynamics CRM every day. While the two products seem to offer similar core functionality, SugarCRM and the Sugar product offer key additional benefits companies are not finding when they look closely at Dynamics.

Here are a few reasons why companies who want to create extraordinary customer relationships choose Sugar over Dynamics.



INNOVATION IN LINE WITH TODAY'S IT CHALLENGES

Microsoft is a large company, and sells lots of different technology components: databases, servers, desktop software, business applications, etc. While Microsoft has done a fair job of building a CRM tool in MS Dynamics that works well with its own stack of technology – the simple fact is that many IT organizations are not “100% Microsoft.”

For example, Microsoft had 95% market share of internet-connected computers in 2004, which dropped to only 20% in 2012*. The emergence of cloud computing, and the popularity of non-Microsoft mobile devices means business need innovative, user-friendly tools that run on ANY technology device and in any IT environment.

SugarCRM offers flexible, “future proof” CRM that runs in virtually any IT environment, with the flexibility to change as rapidly as your business changes. Built on open, industry standards – Sugar is guaranteed to meet your CRM needs today and in the future. And, SugarCRM's unique Sugar UX™ user experience offers greater usability and a more modern UI than Microsoft Dynamics. In fact, Sugar has a stronger track record of innovation: with seven major revisions to the core Sugar product versus Microsoft's four in the past decade.

Sugar UX™



Only Sugar UX™ offers users the most modern, innovative CRM user experience on the market today

UNPARALLELED VALUE FOR YOUR CRM INVESTMENT

In every business, every dollar counts. SugarCRM understands that a CRM investment involves more than just buying software licenses. A great CRM deployment involves smart planning, people and processes to make every customer interaction extraordinary.

So, SugarCRM has always offered clear, simple pricing of its three editions – priced at an affordable rate to meet the needs of every business. Microsoft, however, offers different pricing models for its various deployment models, and includes a lot of add-on costs for additional tools like Mobile access that SugarCRM includes for free. Simply put, no other provider but SugarCRM allows its customers to be as strategic with their CRM vision for such a low total cost of ownership.

3 Year TCO (100 users by vendor)



CONSISTENCY ACROSS DEPLOYMENT MODEL

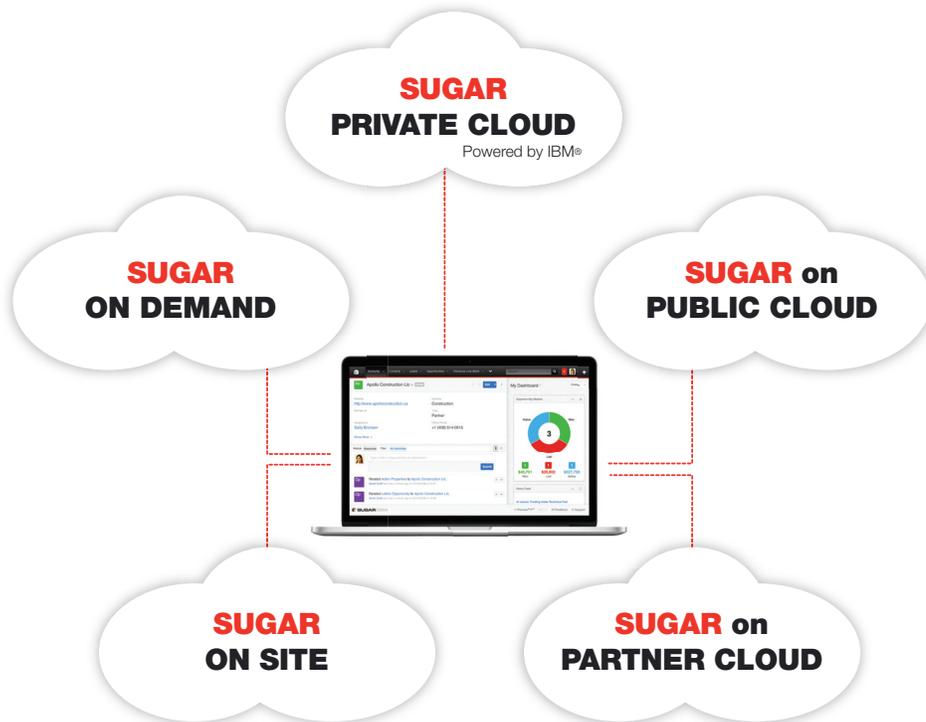
All of Sugar's editions are based on a single, tightly unified code base. And, the Sugar product is the same code base regardless of how it is deployed: as an OnDemand SaaS deployment, on your own servers, or in the cloud. Microsoft's cloud and premise-based products are two different products. This means that depending on your choice in deployment – some critical features or functionality may be missing from your CRM system.

Also, should your needs change in the future, Microsoft requires that your organization undergo an entirely new software rollout to migrate from cloud to on-premise, or vice versa. This means significant additional spend, as well as another lengthy product installation process. This heavily reduces the overall return on your CRM investment.

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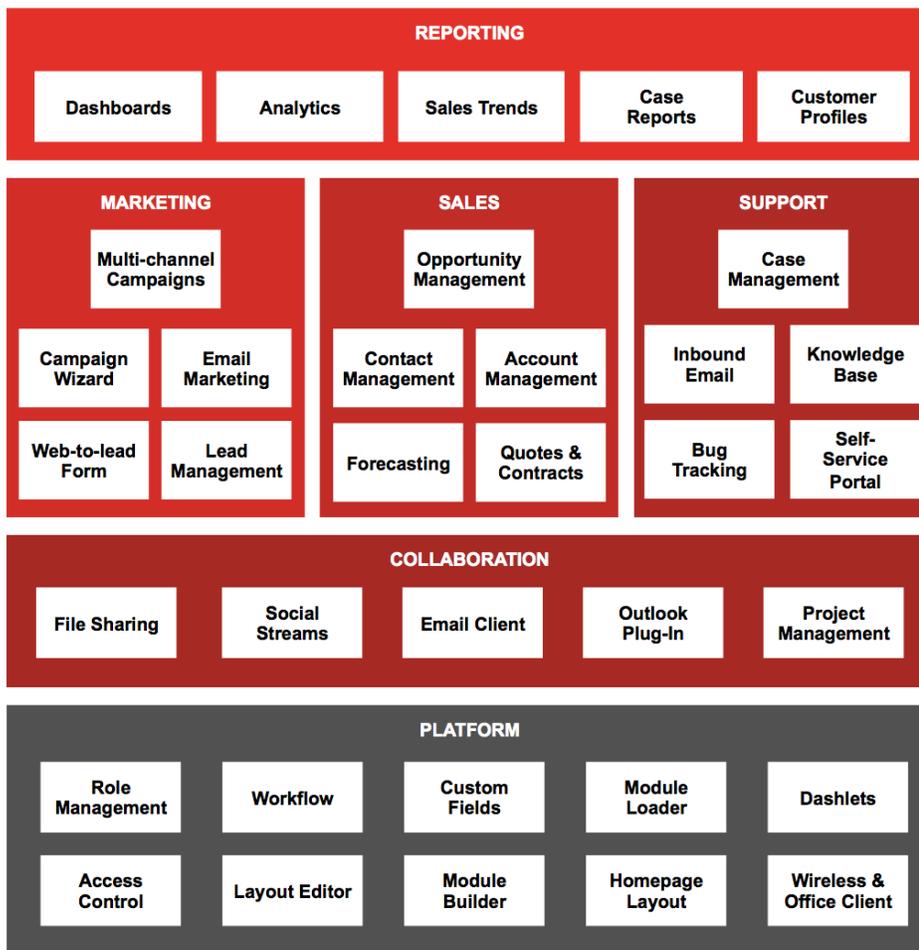
Linux



A TRULY EXTENDABLE PLATFORM

When deciding on a CRM system, it is important to think beyond the features you need today. Your CRM should be a platform at heart; providing out of the box features but also the ability to deeply customize and extend the system. Sugar is a true, cloud enabled platform – where Microsoft Dynamics is only a set of rigid applications.

Many customer-facing processes span multiple departments. Only Sugar allows you to create unified, highly streamlined custom process automations that break through departmental data silos and result in more consistent, positive customer experiences. CRM systems built from multiple point applications and data models lack the native ability to create such seamless automations. In short, Sugar provides organizations with a true platform for growth, not just a few features out of the box.



Only Sugar offers a complete set of applications covering sales, marketing and customer service on top of a completely extendable and customizable platform.

A COMMITMENT TO YOUR CRM SUCCESS

At the end of the day, all SugarCRM does is CRM. As CRM experts, SugarCRM is invested in every customer's success. Our employees and our partners work hand-in hand with customers to insure that every step of their CRM journey is properly planned and executed. This insures a smooth, predictable CRM rollout, which saves time, money and starts your CRM journey off on the right path.



“Sugar has increased our ability to be more effective overall. it empowered us to scale and support our sales team as we grew from a small to a medium-sized company.”

Tyler Masters, Director of Application Development
ViaWest

ViaWest chose Sugar over Microsoft Dynamics due to its innovative user experience and its attractive total cost of ownership.

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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