Countdown to

Baker's Dozen Reasons To Choose

SUGARCRM over *salesforce* SOFTWARE

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Reason 13: Deploy Anywhere

- **salesforce.com**
  - salesforce cloud

- **SugarCRM**
  - Sugar On-site
  - Sugar On-demand
  - Sugar Private Cloud
  - Partner cloud
  - Public cloud

- **This matters to you because**
  - Choice always matters
  - Control

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Reason 12: Customizations and Integrations

- salesforce.com
  - Proprietary language; force.com
  - Arbitrary limitations & hidden fees

- SugarCRM
  - Common language; PHP
  - No limitations or hidden fees
  - SugarLogic

- This matters to you because
  - Greater flexibility
  - Bigger options
  - More control

Reason 11: Open

- salesforce.com
  - Closed environment
  - Stuck on salesforce island

- SugarCRM
  - Open environment
  - Code level access
  - Open source
  - Audit capabilities
  - CE has over 7M downloads

- This matters to you because
  - Control over your destiny
  - More value

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Reason 10: More Value

|	SugarCRM		Salesforce Sales Cloud 2				
	BEST VALUE*					BEST VALUE*	
	Sugar Professional	Sugar Enterprise	Contact Manager	Salesforce Group	Salesforce Professional	Salesforce Enterprise	Salesforce Unlimited
Price / user / month	$30	$50	$5	$25	$65	$125	$250
Price / user / year	$360	$600	$60	$300	$780	$1,500	$3,000
User limits	no limit	no limit	5 user max	5 user max	no limit	no limit	no limit
SALES							
Accounts	✓	✓	✓	✓	✓	✓	✓
Activity tracking & history	✓	✓	✓	✓	✓	✓	✓
Approvals						✓	✓
Competitor tracking	St	St		✓	✓	✓	✓
Contacts	✓	✓	✓	✓	✓	✓	✓
Contract management	✓	✓			✓	✓	✓
Customizable sales process	✓	✓		✓	✓	✓	✓
Document and integrated content library	✓	✓	✓	✓	✓	✓	✓
Lead capture	✓	✓		✓	✓	✓	✓
Lead scoring, routing, & assignment	✓	✓		✓	✓	✓	✓
Opportunity genius						✓	✓
Opportunity tracking	✓	✓		✓	✓	✓	✓
Product catalog & tracking	✓	✓			✓	✓	✓
Quote management	✓	✓			✓	✓	✓
Sales forecasting	✓	✓			✓	✓	✓
Sales teams	✓	✓				✓	✓
Territory management						✓	✓
Third-party sales methodologies	St / E	St / E			E	E	E
MARKETING							
Campaign dashboards	✓	✓			✓	✓	✓
Campaigns	✓	✓			✓	✓	✓
Email marketing	✓	✓			✓	✓	✓
Google AdWords				✓	✓	✓	✓
Marketing campaigns	✓	✓			✓	✓	✓
Marketing reports	✓	✓			✓	✓	✓
Mass email	✓	✓			✓	✓	✓
Mass email limits (emails per day)	no limit	no limit			500	500	500
Newsletter management	✓	✓			✓	✓	✓
Web to lead capture	✓	✓		✓	✓	✓	✓
Web to lead capture limits (leads per day)	no limit	no limit		500	500	500	500
CUSTOMER SUPPORT							
Advanced case escalation and notification	✓	✓			✓	✓	✓
Bug tracking	✓	✓			✓	✓	✓
Call center	✓	✓			✓	✓	✓
Case escalation and queuing	St	St			✓	✓	✓
Case management	✓	✓		✓	✓	✓	✓
Customer self-service portal		✓				$	$
Customer support email management	✓	✓			✓	✓	✓
Knowledge base	✓	✓			✓	✓	✓

SUGAR® vs SALESFORCE.COM

- salesforce.com
  - 5 editions (levels)
  - Upgrade to the next level to unlock more features and value

- SugarCRM
  - Integrated Marketing engine
  - Sugar Mobile is more flexible
  - Sugar Professional has more features than level 1, 2 or 3

- This matters to you because
  - You deserve to be treated as a customer, not a number

Reason 9: No Penalty for Success

- salesforce.com
  - Penalizes your CRM success
  - Arbitrary limits

- SugarCRM
  - Sugar grows with you
  - No penalty for greater value
  - Sugar Professional is equivalent to salesforce Enterprise

- This matters to you because
  - Customer success should never equate to an upsell opportunity

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Reason 8: Flexible

I'm not mental, I'm flexible
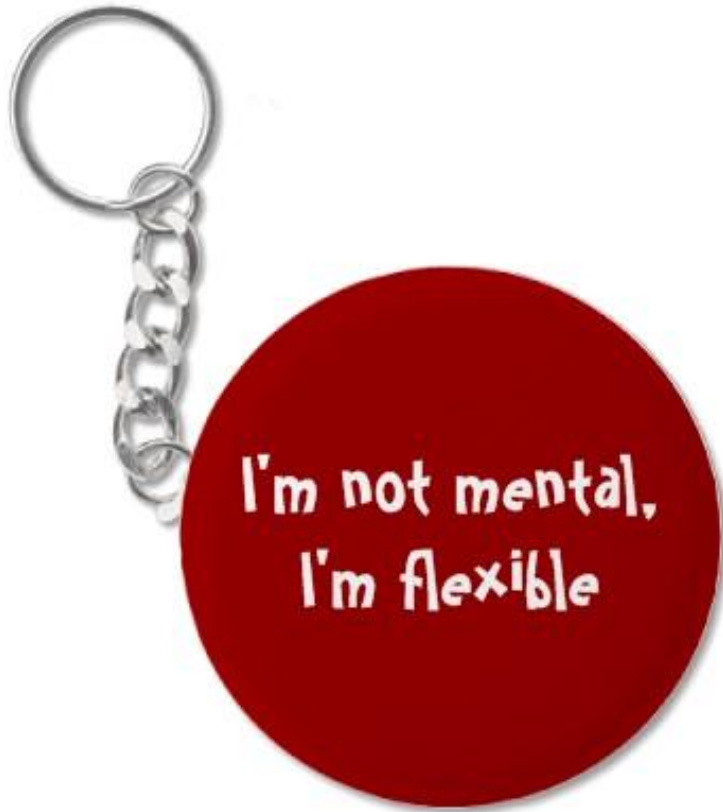
- salesforce.com
  - "flexible" on their terms
  - Notoriously difficult to work with
  - Integrations are controlled through the AppExchange

- SugarCRM
  - Works the way YOU work
  - Customers love Sugar
  - Integrations are open and available to all customers and partners

- This matters to you because
  - Options are key
 - No vendor lock in

Reason 7: Your Data is Yours

- salesforce.com
  - .csv backup is not usable format
  - No ODBC support
  - Weekly backups are $$$

- SugarCRM
  - Full relational database backup
  - ODBC support
  - Weekly backups are free

- This matters to you because
  - Your data is yours
  - You should have control, anytime, all the time

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Reason 6: Configurations

- salesforce.com
  - Configurations by admin
  - Configuration limitations

- SugarCRM
  - Configurations by end user
  - No configuration limitations
  - Easy SocialCRM configuration

- This matters to you because
  - More flexibility
  - Greater control

Reason 5: Intuitive
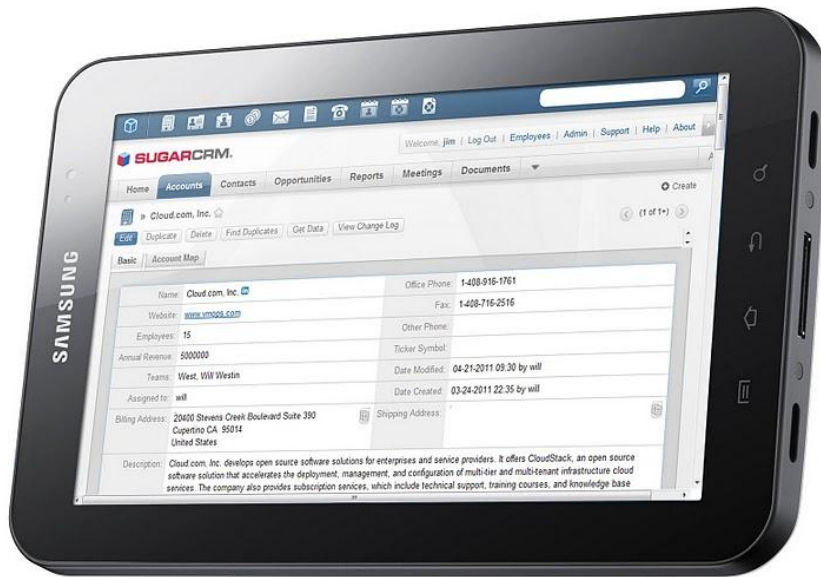
- **salesforce.com**
  - 10 year old design
  - Focus on chatter not on sales
  - Unnecessarily complex

- **SugarCRM**
  - The best user experience
  - Common web 2.0 UI
  - End users customization

- **This matters to you because**
  - Your people can focus on your customers, not on data entry
  - Better end user adoption

Reason 4: Social CRM

- **salesforce.com**
  - Social CRM is about customers
  - Chatter will be opened for customers Spring 2012 release
  - Radian6 is not Social CRM but monitoring of social media

- **SugarCRM**
  - Activity streams
  - LinkedIn, Twitter & Facebook
  - Customer and social collaboration
    - Box.net, GoToMeeting, Google Docs, LotusLive, Qontext and WebEx

- **This matters to you because**
  - It's all about customers…

Reason 3: Sales Intelligence

- salesforce.com
  - Jigsaw only
  - Premium service

- SugarCRM
  - InsideView, Jigsaw, Hoovers
  - Included in the subscription

- This matters to you because
  - Better informed sales staff = greater revenue opportunities

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Reason 2: Mobile CRM

- **salesforce.com**
  - BlackBerry, iPhone, Windows
  - Chatter has other clients
  - Need to Learn Development
  - full mobile solution is expensive

- **SugarCRM**
  - Android, BlackBerry, iPad & iPhone
  - Much better PIM integration
  - No learning mobile development
  - Included in the subscriptions

- **This matters to you because**
 - Mobile CRM is critical to most customers

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Reason 1: Affordable

- salesforce.com
  - Upsell to Enterprise edition
    - $125/user/month
  - Customers in EU, AUS, Japan pay a 45% premium (~$180)
    - €135/user/month
    - AU$180/user/month
    - ¥15,000/user/month

- SugarCRM
  - More value for your money
  - $30/user/month

- This matters to you because
  - Cost always matters

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SugarCRM –
More Flexibility, Greater Control, Better Price
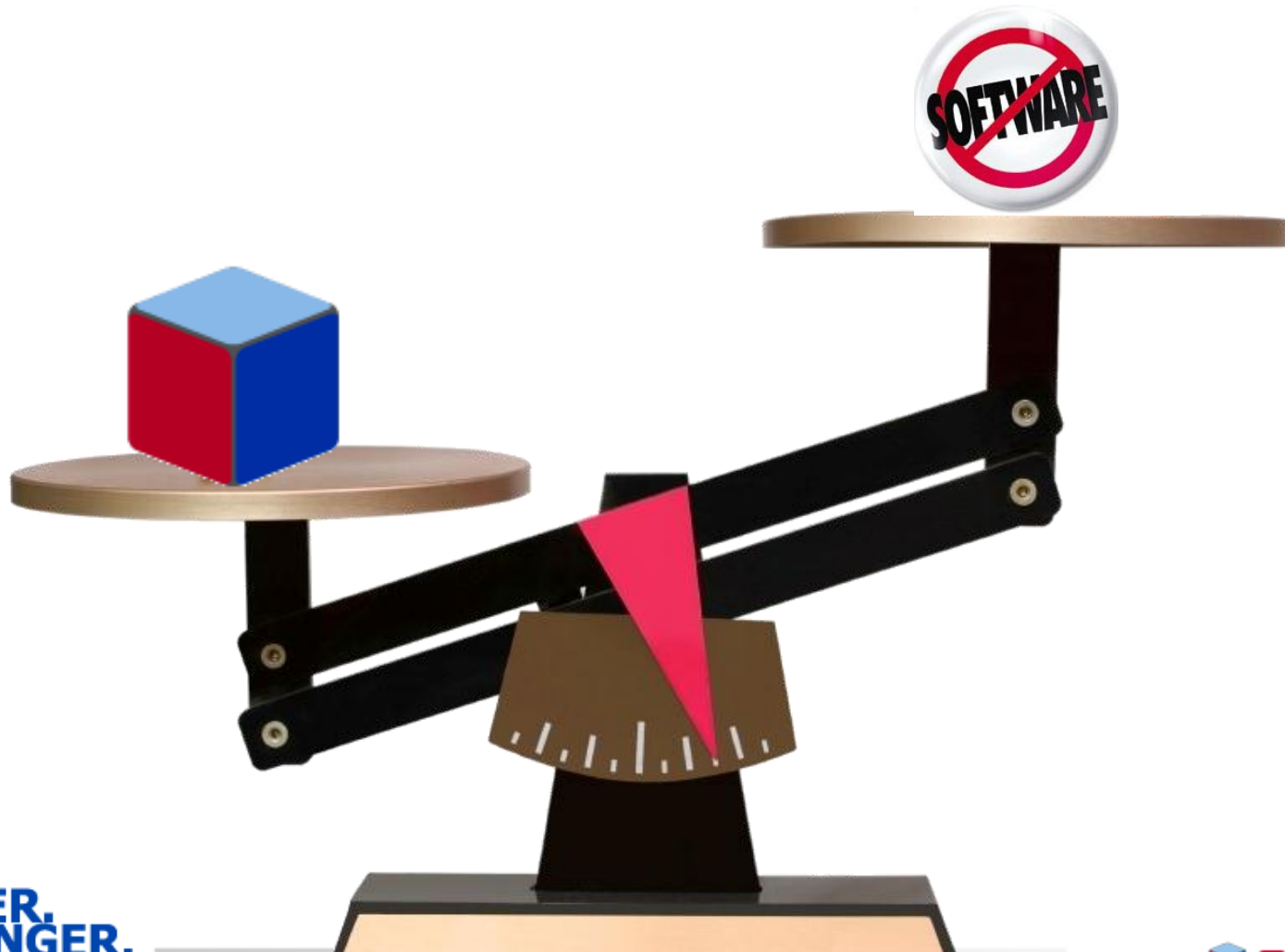
Salesforce.com is Not Cloud

- Salesforce.com does not run on
  - Amazon EC2
  - IBM SmartCloud Enterprise
  - Google App Engine
  - Microsoft Windows Azure
  - Rackspace cloud
- As Amazon gets better, faster and cheaper how does that benefit Salesforce.com?
- Cloud means flexibility and portability. It means that the customer gets the benefit as IBM, Microsoft, Google, Amazon, Rackspace, etc. get better/faster/cheaper.
- Salesforce.com brings none of that.