Building An Application On The SugarCRM Platform

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Who Am I?

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    - Twitter: @sugarcrmdev
My books

http://t.co/UFRHNSO

http://amzn.to/enioPV
What is CRM?

Why is SugarCRM different?

What is the future of CRM?

Why build on SugarCRM?
What is CRM?

Customer Relationship Management
CRM is about Customers
CRM is about Growing and Retaining Customers
SugarCRM: The World’s Fastest Growing CRM Company

- Business
  - Leading provider of Open Source CRM Software
  - Founded April 2004 in Cupertino, California
  - Europe Head Office in Munich, Germany
  - IBM Global Alliance Partner

- Market Traction
  - Award winning products
  - 3rd largest global CRM Provider
  - 1M users, 80,000+ organizations
  - 400+ partners on five continents

- Fastest Growing
  - 118%+ billings growth Q1 2012 over Q1 2011
  - > 11 Million downloads
  - 2,500+ New customers in 80 countries

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Sugar Editions

Sugar Community Edition
Sugar Professional
Sugar Corporate
Sugar Enterprise
Sugar Ultimate
What makes Sugar different?
We Believe in Putting the User First
We Believe in an Open Cloud

SUGAR PRIVATE CLOUD

SUGAR ON-DEMAND

SUGAR on PUBLIC CLOUD

SUGAR ON-SITE

SUGAR on PARTNER CLOUD

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We Believe in an Open Ecosystem

Mobile

Integrations

SugarCRM
Open Ecosystem

Cloud

Social
OW2 Ecosystem

bonitasoft

eXo

talend*

ushareSoft
What does the future of CRM look like?
Where is CRM going?

x Anything

R Relationship

M Management
Where is CRM going?

xRM is about Connections
Where is CRM going?

xRM is about Building and Fostering Connections
Why not just use one of the million existing web frameworks?
Evolution of Web Development

- CGI Scripts
- HTML Preprocessing
- Component Libraries
- General Purpose Frameworks
- Application Platforms
The future is open standards for interoperability

OpenSocial

OW2

W3C Community and Business Groups
So what does SugarCRM give you?
Modular Design

MVC Framework
Metadata Driven Views
## User Authentication and Access Control

### Teams

<table>
<thead>
<tr>
<th>Team Name</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Administrator</td>
<td>Private team for admin</td>
</tr>
<tr>
<td>Chris</td>
<td>Private team for chris</td>
</tr>
<tr>
<td>East</td>
<td>This is the team for the East</td>
</tr>
<tr>
<td>Global</td>
<td>Globally Visible</td>
</tr>
<tr>
<td>Jane</td>
<td>Private team for Jane</td>
</tr>
<tr>
<td>Jason</td>
<td>Private team for jason</td>
</tr>
<tr>
<td>Jim</td>
<td>Private team for jim</td>
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</table>

### Privileges

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<tr>
<th>Product/Feature</th>
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</table>

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External Services Integration

My Twitter Activity Stream

Suzan D.H. The Social Business Continuum | Flickr - Photo Sharing! http://dvr.it/T0J05
31 Seconds ago

Guy Kawasaki Check out the content curation session at Blogworld. #SWENY Wish I could be there too.
31 Seconds ago

31 Seconds ago

31 Seconds ago

Marketo Rev Your Revenue Engine: An Exclusive Executive Event http://goo.gl/fb/nW1la
0 Hours 1 Minute ago

InsideView now comes preinstalled in SugarCRM.

Get relevant company information, contacts, news, and social media CRM. The InsideView connector is a FREE service that automatically accounts, contacts and opportunities.
Web Services API
Ease of Administration

Source: http://www.flickr.com/photos/44124284912@N01/428051636
Easy to use developer tools
Upgrade safeness

Source: http://www.flickr.com/photos/christianacare/5124005356
Resources

http://t.co/UFRHNSO

http://www.sugarforge.org

http://amzn.to/enioPV
Questions?