

SugarCRM vs Salesforce

Salesforce was founded in 1999 and SugarCRM in 2004. Both are based out of the San Francisco Bay area. Salesforce always comes into the picture when there are sales or marketing software involved. Through persistent innovation and development, Salesforce has been on top of the CRM market. Its customer service has fairly contributed to upscaling its brand recognition.

We know that Salesforce is not the only CRM software in the market. Based on price and extensibility, one of its major competitors is SugarCRM. Since early 2000, these two tools have been competing to rule the CRM market. Despite entering 5 years later than Salesforce, SugarCRM has been a formidable force in the CRM market.

Every business considers the customer as their most valuable asset. This makes customer relationship management an indispensable part of the marketing strategies of various businesses. The significance of customer relationship management has made CRM as one of the most crucial software in the business industry. However, it's difficult to make a choice considering that there are several CRM softwares out there.

In the search of a CRM system for a business, Salesforce has been a major player and is the leader in the CRM Market. Competitive players have also emerged in the digital market. Therefore, Salesforce has kept on adding more and more features. Like any other competitor, SugarCRM offers almost all the features of Salesforce but comes with a new look and feel. There's a growing demand for SugarCRM since customers are finding great value in it.

We will look at certain parameters to compare Salesforce and SugarCRM.

Exclusive Features

SugarCRM is distinct from others as it's available as an open-source. As long as there are developers to customize it, SugarCRM has permitted companies to use their product free of charge.

Right from the beginning, Salesforce has spent a lot in building up its brand. In terms of revenue, Salesforce stands on top. On the other hand, SugarCRM has spent more on product improvement and usability.

Salesforce offers a fully-mobile and cloud-based app which allows its user to access information from anywhere. Its innovative Einstein AI is the major selling

point for Salesforce. While Salesforce doesn't fill in data for your existing contacts, Einstein takes the data and processes within Salesforce, and identifies trends and patterns, thus allowing faster workflows and sales opportunities.

SugarCRM is believed to be a one-stop-solution to the sales, marketing, and customer service teams. Therefore, it has a bunch of various complementary sections for a marketing team, small businesses, and enterprises that have a union of sales, marketing, and support.

Salesforce also has different types of platforms that all work in unison like sales, service, marketing B2C and B2B, communications, e-commerce, and PaaS for apps.

Deployment

The deployment methods of Salesforce and SugarCRM are quite different. The deployment method of Salesforce is in a single-tenant structure. This means that everyone gets only one URL. In comparison with Salesforce, SugarCRM has a multi-tenant structure, that is, everyone gets their own URL. Therefore, it can be deployed individually.

With SugarCRM, there are drag and drop modules. One can customize them and resize the available columns. With Salesforce, not all users have access to the modules as they are controlled by the admin panel.

SugarCRM is open-source; therefore, developers can write integrations using PHP. Salesforce, on the other hand, is not open-source and is written using a language known as APEX. Only APEX developers can customize and modify Salesforce. Within the boundaries of the coding language APEX, one can create APIs in Salesforce.

Integration and Mobile CRM

Salesforce 1 is Salesforce's mobile platform and it's quite simple to configure the mobile apps using it. SugarCRM has its own software development kit. Therefore, developers can use this kit to customize apps for mobile.

SugarCRM works within Microsoft Outlook and has a mobile app so the whole team is in sync with customer interactions from anywhere. Use search functions within all the tools and use tags to organize customer information.

On top of that, if there's something unavailable, SugarCRM has an API and an SDK for app builders who want to extend the service.

Salesforce AppExchange includes several types of app one might need, and a lot of software companies like Quip and Heroku have been roped in by Salesforce to be better aligned. Within the AppExchange there are free apps that extend the usability of Salesforce. Also, there are specialized integrations that perform specific Salesforce functions, and ones that bring lots of other data right into the Salesforce.

Both SugarCRM and Salesforce have provisions to build a flexible and latest mobile app for their CRM. Available for both Android and iPhone, the modules and fields that need to be visible on the mobile UI can be controlled from the Admin area. SugarCRM has improved its application and made it responsive by using the new client-side MVC framework.

That way, it renders neatly on the mobile browser if you do not want to download the mobile app. For Enterprise Editions of both SugarCRM and Salesforce, the mobile application works offline too.

Salesforce offers features like account management, lead management, opportunity management, and activities management. SugarCRM offers all of Salesforce features and an additional quote management too.

Pricing

Both software contracts are annual; SugarCRM has established a minimum requirement of 10 users. As of now, the limit of minimum users has not been imposed by Salesforce.

SugarCRM is available for a lower price and it is still the most common CRM software compared to Salesforce. By industry standards, Salesforce continues to reign and is a solid, trusted product. However, the platforms are not so different in terms of capability.

Although SugarCRM offers almost every feature the Salesforce has, the cost of SugarCRM is comparatively less than Salesforce. Salesforce pricing comes with options and choices. It might be a one-stop solution for an organization, but it might confuse the small and medium businesses. Whereas SugarCRM comes with plain pricing policy and follows 'one price for one product' approach, that is, you pay for one product and you get all the features.

Both of them have Professional Edition and Enterprise Edition and both have almost the same features. SugarCRM is available at 60% cheaper price than Salesforce for the same set of features.

Extensibility

Salesforce is a SaaS-based application, it has an admin area and specific language to customize the system and add business logic. The same approach is followed by SugarCRM. Salesforce and SugarCRM both have provisions for web services API that help to integrate the system with other systems. There may be in-built limits that control the usage of these APIs though.

Apart from the admin area from which the system can be customized, SugarCRM on the virtue of it being open-source, offers the flexibility to perform a lot of code enhancements efficiently using JavaScript related technologies and PHP.

User Interface

SugarCRM UI is easy to learn and simple. Salesforce has a complex UI. SugarCRM has a white interface. There's a dashboard that shows several sales and marketing information. On the home screen, you can find updates and messages right in the activity stream. One can update contacts from pop up; therefore, the current work doesn't have to be abandoned. Moreover, there are multiple sections on the screen having their own information set.

In 2016, Salesforce followed SugarCRM by completely revamping its UI / UX and called it Lightning. Additionally, SugarCRM continued making changes to UI /UX. The user interface of Salesforce was stagnant for an extended period starting from 1999 to 2016. The possibility of new UI changes seems bleak due to its multi-tenant architecture. The interface of Salesforce Lightning (as compared to SugarCRM) is much friendlier to the eyes. It has an extensible feature, that is, Einstein AI and it comes at a small fee.

On the other hand, SugarCRM takes continuous feedback from customers and partners and improves its UI. SugarCRM upgraded in 2013 to shift its user experience as well as allow the development platform to suit the new mobile technology revolution. This new version has a highly flexible UI and also uses an MVC framework (Client-Side) to make it much faster than other CRMs.

Both SugarCRM and Salesforce have adopted new UI frameworks and considered improving the basic navigation of the system. SugarCRM has accentuated its top navigation and Salesforce have incorporated the Tab/Twitter Bootstrap navigation ecosystem.

Salesforce is developed using a closed-source platform, meaning that the flexibility to customize is minimal. Sugar's code is open source and offers more room for creativity and customization. It is better equipped to be more responsive to the actual needs of different businesses.

Sales

Salesforce comes with an enterprise-level sales team. They offer enterprise-level presentations in the presence of their team during meetings with prospective customers. After a sale is made by their sales team, it's handed over to the implementing partner for implementation. Sometimes for large implementation, Salesforce itself takes charge of the implementation.

SugarCRM sells through its partners. Their partners may be small or large enterprises. The sales experience and sales process of SugarCRM will be much different than Salesforce. Salesforce has its own sales team; it sells through them and implements it with the partner team. In SugarCRM, the partner does both the sale and implementation except for pretty large deals where SugarCRM will be directly involved.

The Pros and Cons of Salesforce

Pros

- Salesforce is ideal for small to mid-sized businesses and large enterprises
- Complete and comprehensive CRM
- Features can be included or excluded to meet specific requirements
- Finding individuals who already know how to use the software is easy due to Salesforce being one of the most popular CRM solutions

Cons

- Configuration and setup can be arduous and time-consuming
- The interface is cluttered and can be hard to navigate
- Need to purchase add-ons to get the maximum out of the software

The Pros and Cons of SugarCRM

Pros

- SugarCRM is ideal for freelancers, small to mid-sized businesses, large enterprises, non-profit organizations, and public administrations
- Ability to quickly scale to suit any sized business
- Ability to self-host and keep data on your own servers
- Ability to customize the platform to suit any business

Cons

- Limited functionality of reporting dashboard makes creating custom reports time consuming
- Minimum 1-year commitment required
- Customizing it to suit your needs can be time-consuming and expensive

In a final summary, here are some quick points:

We can say that the battle between Salesforce and SugarCRM is pretty tough. It's difficult to decide a clear winner. On one hand, we have the market leader Salesforce which has been around for quite some time. It holds the upper hand when it comes to large enterprises that are aware of their CRM needs. SugarCRM, on the other hand, is an open-source platform. The developer team can modify and integrate new solutions that cater to their CRM requirements.

SugarCRM and Salesforce both have their own pricing plan, costs, features, demo offers, and integrations. SugarCRM has both private and public clouds. Salesforce has no public cloud.

SugarCRM is a good solution for small businesses that are looking for a CRM option, but know that it is just as complex as Salesforce. SugarCRM does not have some of the advanced features of Salesforce nor can it match apps that integrate with Salesforce.

If the pricing is the main factor then, SugarCRM is available at a cheaper price compared to Salesforce, but if you add in the hosting and customization, you are not paying that much less. They are both outstanding platforms. One has to discover which platform fits their needs.

The product is very moderate thus the organization that utilizes it won't need to spend in additional things. As per a few measurements, a large number of individuals are making utilization of SugarCRM to drive business development.

SugarCRM and Salesforce both are formidable. However, statistics show that people tend to prefer SugarCRM over Salesforce. This is because it is quite flexible in terms of customization. In Salesforce, setup and configuration can be a little bit time consuming but SugarCRM can quickly scale to suit any sized business. The interface of Salesforce is quite hard to navigate, but in SugarCRM it is flexible.