Rapport d’analyse

atechor

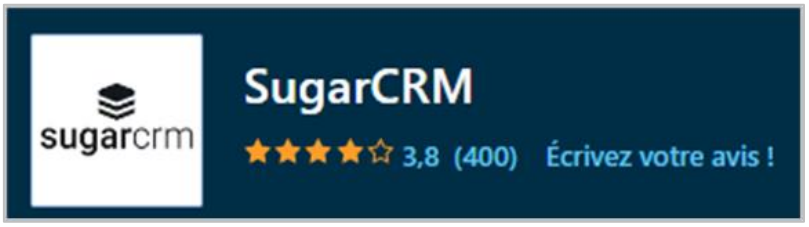
Sugar CRM

Dernière mise à jour : 19/02/2024

contact@atechor.com

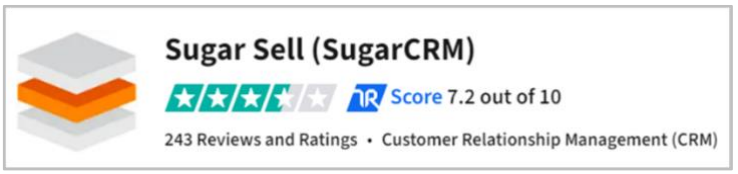
Avis des utilisateurs : 7/10

Calcul avis	Notes	Avis
Gartner	4,2 / 5	243
Capterra	3,8 / 5	400
Trustradius	3,6 / 5	243
Peerspot	4,1 / 5	6
G2	3,8 / 5	693
Moyenne	**3,83**	



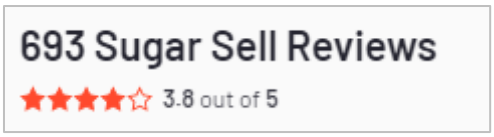
(Capterra.fr)

(Gartner)



(Trustradius)

(Peerspot)



(G2)

Récompenses : 10/10

Trusted - CRM Software 2023

Gold 2023 Stevie® Winner for Sales and Customer Service

Best CRM Platform, 2nd Year Running CX Awards, 2023

Nucleus Research Hot Company to Watch in 2023

Constellation Shortlist in Sales Force Automation, 2023

Recognized in the Voice of the Customer (VoC) Document for Sales Force Automation, 2023

Ventana Research Exemplary Value Index on CX Management, 2023

Software Reviews Champion 2023

Sugar Sell is a Leader for Overall CRM

Sugar Sell is a Leader in Enterprise CRM

Sugar Sell is a Leader for the Mid-Market CRM

High Satisfaction Scores From Sugar Market and Sugar Sell Customers

Sugar Market is a High Performer for Enterprise Marketing Automation

Sugar Sell is a Leader for the Europe CRM

Excellent Rating, PC Mag, 2022

Winner in the Prestigious CRM Watchlist, 2022

Leader in CRM Technology and Marketing Automation Value Matrices, 2022

"Best Overall CRM Company" in 2022 MarTech Breakthrough Awards Program

2022-2023 Great Place to Work Certified

Gold Stevie Award Winner

Best CRM Software and Solution in 21st Annual CRM Leaders Award Program, 2022

2021 Sales and Marketing Technology Award

TMC CRM Excellence Award

SugarCRM just won CRM Watchlist batch from OMR

High Satisfaction Scores From Sugar Market and Sugar Sell Customers

Top Vendor in Constellation ShortList

2021 Great Place to Work Certification

Best Overall CRM Solution

Hot Companies to Watch

Emotional Footprint - Software Reviews 2019 Champion

Top 20 - Fastest Growing Software - September 2019

Top 20 - Most Popular Software - September 2019

Top 20 - Most Searched Software - September 2019

PC Magazine Business Choice Winner 2018

PC Magazine Business Choice Winner 2017

CRN Five Star Partner Program 2017

CRN Channel Chief 2017

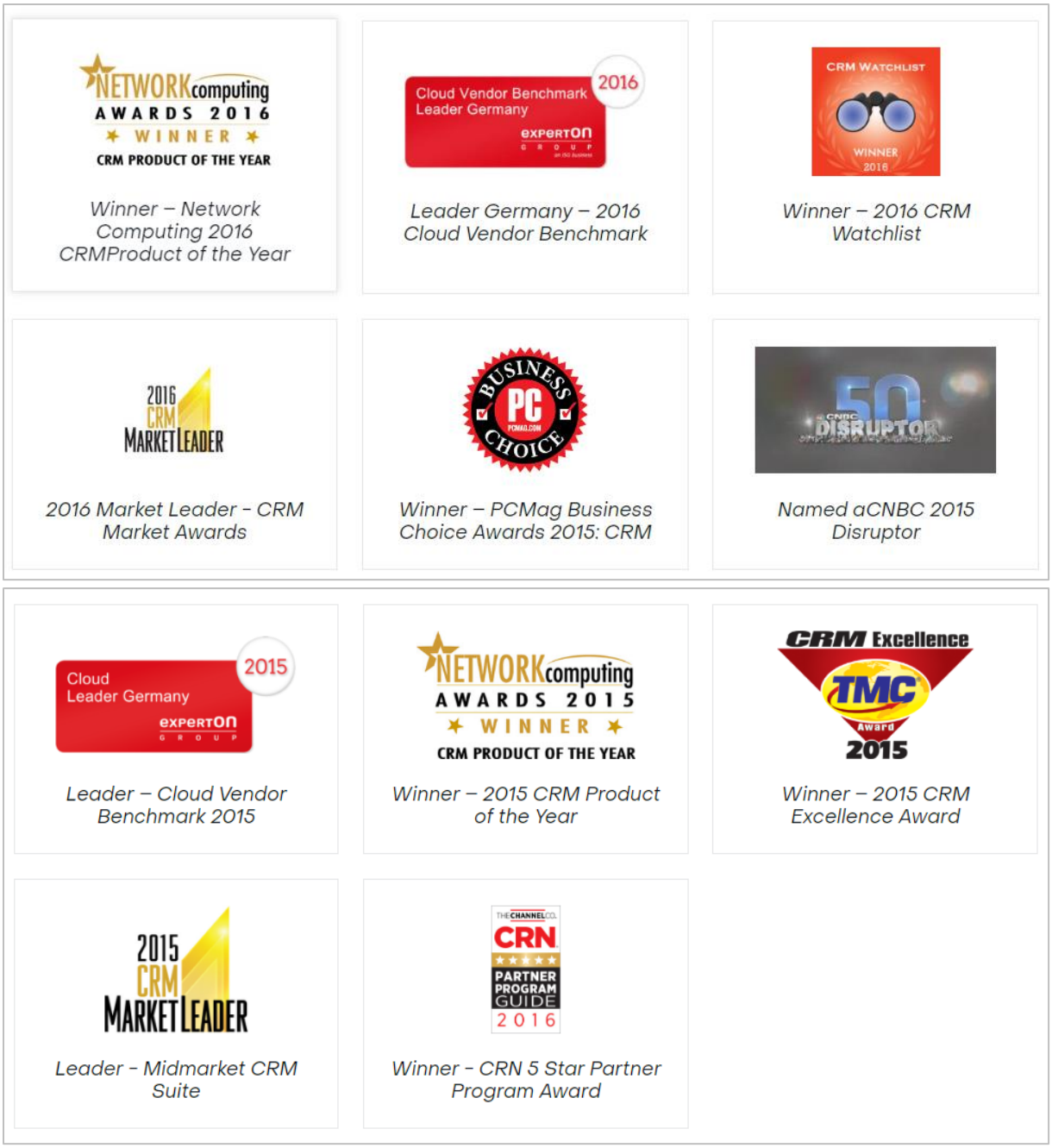
G2 Crowd Mid-Market Leader

One to Watch – Sales Force Automation

Named to Forbes Cloud 100 List

Winner – CUSTOMER 2016 Product of the Year

SugarCRM's Clint Oram Named a CRN 2016 Channel Chief



(SugarCRM.com)

SugarCRM Named a Finalist in the 2023 Content Marketing Awards

The CRM Leader is Honored for Creativity and Technical Execution in the 'Visual Storytelling – Best Use of Interactive Content' Category

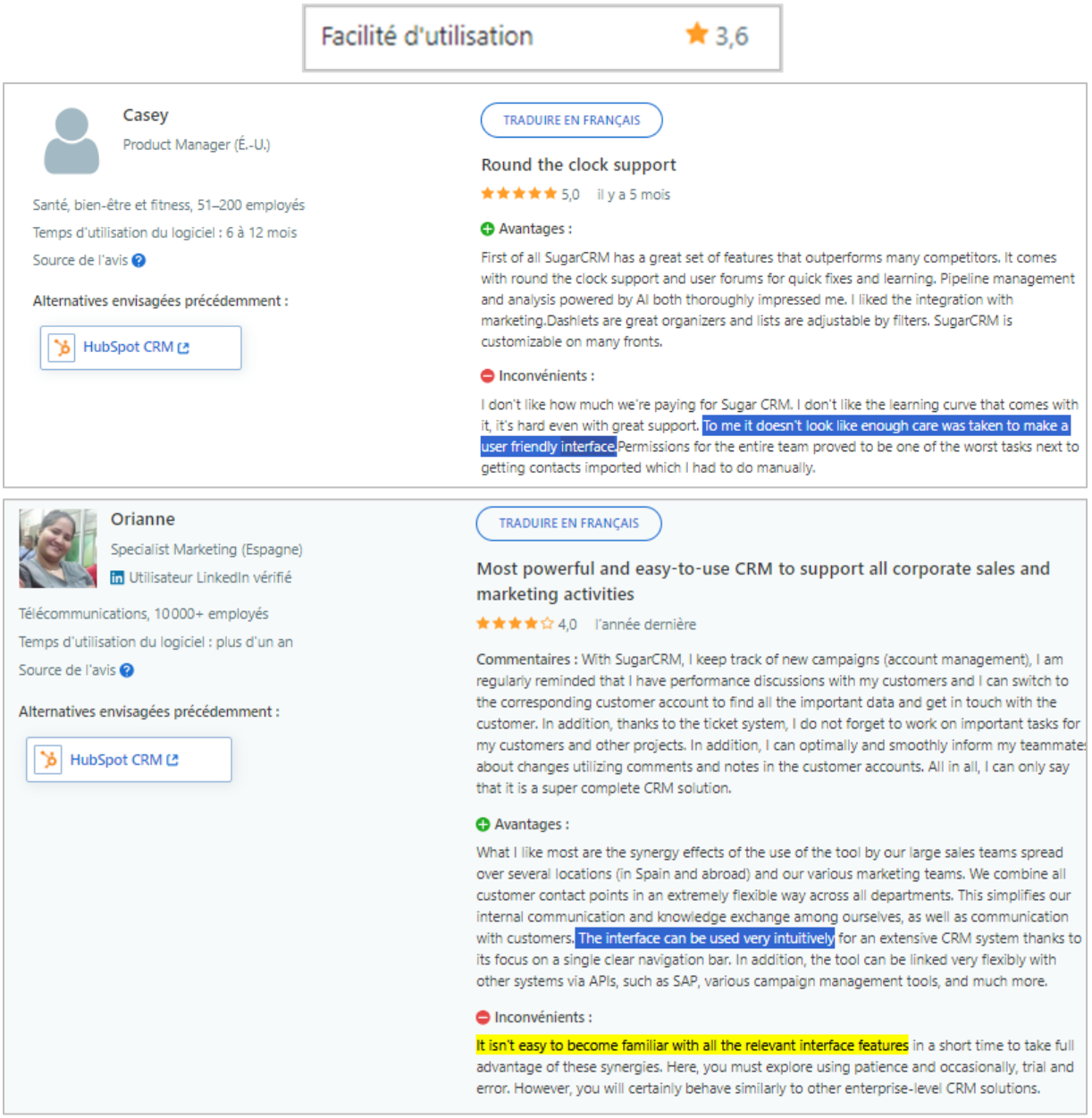
(Businesswire.com)

SugarCRM Named 'Best Overall CRM Company' in 2023 MarTech Breakthrough Awards Program for the Third Year Running

(Morningstar.com)

Interface et expérience utilisateur : 7/10

Retours des utilisateurs sur l'interface :



Facilité d'utilisation ★ 3,6

Casey
Product Manager (É.-U.)

Santé, bien-être et fitness, 51–200 employés
Temps d'utilisation du logiciel : 6 à 12 mois
Source de l'avis

Alternatives envisagées précédemment :
HubSpot CRM

TRADUIRE EN FRANÇAIS

Round the clock support
★★★★★ 5,0 il y a 5 mois

Avantages :
First of all SugarCRM has a great set of features that outperforms many competitors. It comes with round the clock support and user forums for quick fixes and learning. Pipeline management and analysis powered by AI both thoroughly impressed me. I liked the integration with marketing.Dashlets are great organizers and lists are adjustable by filters. SugarCRM is customizable on many fronts.

Inconvénients :
I don't like how much we're paying for Sugar CRM. I don't like the learning curve that comes with it, it's hard even with great support. To me it doesn't look like enough care was taken to make a user friendly interface.Permissions for the entire team proved to be one of the worst tasks next to getting contacts imported which I had to do manually.

Orianne
Specialist Marketing (Espagne)
Utilisateur LinkedIn vérifié

Télécommunications, 10000+ employés
Temps d'utilisation du logiciel : plus d'un an
Source de l'avis

Alternatives envisagées précédemment :
HubSpot CRM

TRADUIRE EN FRANÇAIS

Most powerful and easy-to-use CRM to support all corporate sales and marketing activities
★★★★☆ 4,0 l'année dernière

Commentaires : With SugarCRM, I keep track of new campaigns (account management), I am regularly reminded that I have performance discussions with my customers and I can switch to the corresponding customer account to find all the important data and get in touch with the customer. In addition, thanks to the ticket system, I do not forget to work on important tasks for my customers and other projects. In addition, I can optimally and smoothly inform my teammates about changes utilizing comments and notes in the customer accounts. All in all, I can only say that it is a super complete CRM solution.

Avantages :
What I like most are the synergy effects of the use of the tool by our large sales teams spread over several locations (in Spain and abroad) and our various marketing teams. We combine all customer contact points in an extremely flexible way across all departments. This simplifies our internal communication and knowledge exchange among ourselves, as well as communication with customers. The interface can be used very intuitively for an extensive CRM system thanks to its focus on a single clear navigation bar. In addition, the tool can be linked very flexibly with other systems via APIs, such as SAP, various campaign management tools, and much more.

Inconvénients :
It isn't easy to become familiar with all the relevant interface features in a short time to take full advantage of these synergies. Here, you must explore using patience and occasionally, trial and error. However, you will certainly behave similarly to other enterprise-level CRM solutions.

Chris
CEO (É.-U.)

Réseaux informatiques, 2–10 employés
Temps d'utilisation du logiciel : plus de deux ans
Source de l'avis

TRADUIRE EN FRANÇAIS

Bargain paid open source CRM with lots of power

★★★★☆ 4,0 il y a 7 ans

Commentaires : In my opinion, one of the top two open source CRM apps. A responsive web interface which works the same on all smartphones tablets laptops and desktop computers, no app required. The CRM of choice used by many upstart aggressive disruptive companies of all sizes. Highly cost effective, and expandable with tons of third party PHP modules available from the SugarOutfitters app store, such as connectors to your phone system, document system, marketing automation, reports, social media, etc. A complete bargain when compared with the usual salesforce which runs inside a restricted environment. Way more customizable because you have the wide ranging freedom of adding the latest innovations of PHP code to strengthen and automate your CRM.

Avantages :

Open source roots. Benefits from the rising tide of PHP innovations which let you keep up to date by adding new modules for a very affordable prices. There is a massive community of PHP developers available to help build custom modules for you for cheap prices, if you don't have PHP programming skills.

Inconvénients :

It can take some time to get used to how to use it. Also, it's too bad the free SugarCRM CE (Community Edition) version 6.5.25 is somewhat outdated, and updated only to fix security bugs. Although, it's about 75% the same features as the paid current version of SugarCRM Pro 7.8.

LINDA
Sales Marketing Manager (Japon)
Utilisateur LinkedIn vérifié

Automobile, 10000+ employés
Temps d'utilisation du logiciel : plus d'un an
Source de l'avis

TRADUIRE EN FRANÇAIS

Very versatile user interface and report generation features are wonderful

★★★★★ 5,0 il y a 2 ans

Commentaires : It is quite simple to get started. The search engine is fantastic. It allows us to easily manage a large amount of information. The database system may quickly copy the data to some other servers. It is connected with email and is particularly useful for receiving email updates. Several third-party technologies, like Act-On, can be integrated.

Avantages :

Dashboard collaboration now makes business-critical data accessible to those who require it. The total features ensured that the common perception of a CRM will now shift from a pragmatic, reviewable database to an operational, process-driven platform which will save time, generate benefits, and, as the motto states, "Do the job for you."

Inconvénients :

The user interface is not very inviting. The customer experience is mediocre. It does not allow for multiple device logins. As a result, it might be difficult to use occasionally. The smartphone app should be improved, since it does not feel up to all the same grade and appears to be a mistake. Keep in mind that many customers are out in the workplace and may not always be seated beside a pc.

Utilisateur vérifié
Utilisateur LinkedIn vérifié

Automobile, 11–50 employés
Temps d'utilisation du logiciel : plus de deux ans
Source de l'avis
Source : GetApp

TRADUIRE EN FRANÇAIS

SugarCRM is a usefull CRM tool

★★★★☆ 4,0 il y a 5 ans

Avantages :

Since the latest updates it became very user friendly compared to previous interfaces it has several modules you can purchase and also customize to your own needs, given that these are designed correctly. The latest version of the App is really good and saves a lot of time in you are on the road.

Inconvénients :

It was not the simplest thing to connect it to a Dashboard service and also to setup reports, but once you set it up runs pretty smoothly. It might have been an issue with my company's server but it ran incredibly slow when outside company's internet, being very frustrating to use on the go. The Outlook Add-on never worked properly and made my outlook crash all the time, finally removed it.

Eric R
Chief Product Officer (É.-U.)
Utilisateur LinkedIn vérifié
Eau/gaz/électricité, 11–50 employés
Temps d'utilisation du logiciel : plus d'un an
Source de l'avis
Alternatives envisagées précédemment :
Zoho CRM
Dynamics 365
1 - 2

TRADUIRE EN FRANÇAIS

Sugar CRM is inexpensive, functional and quite dated

3,0 il y a 2 ans

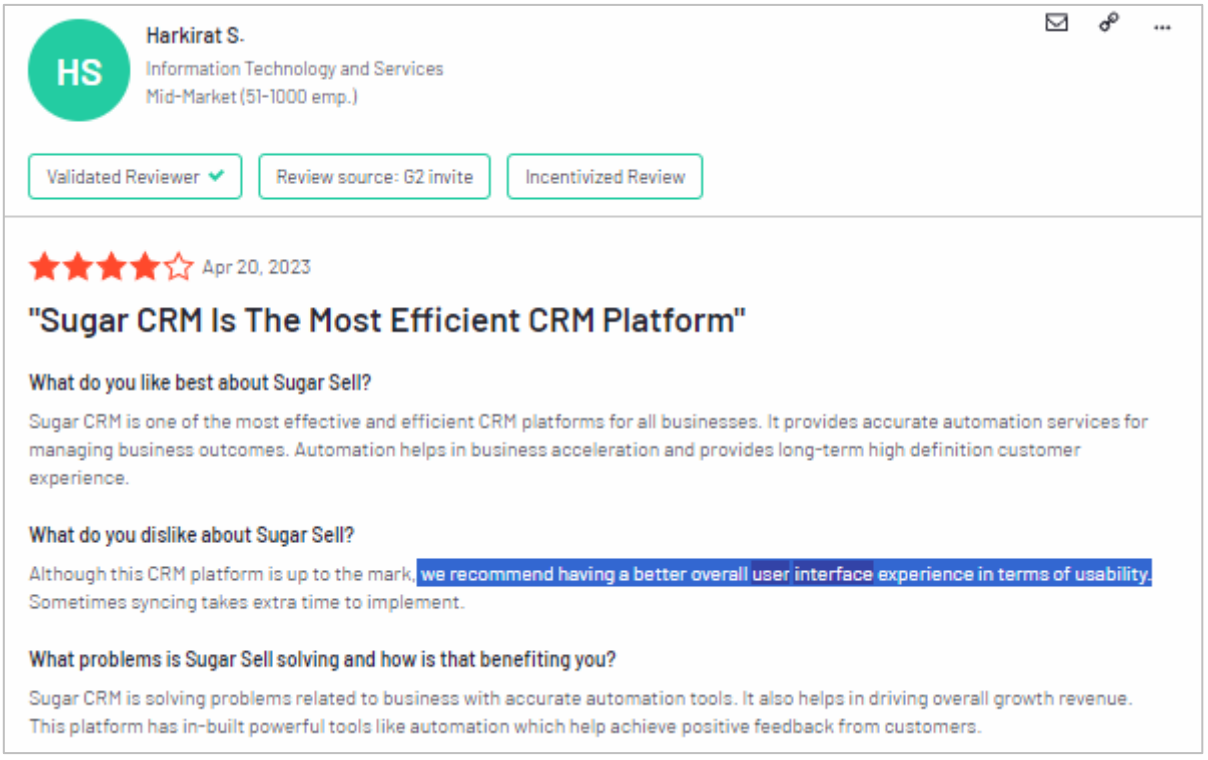
Avantages :

Sugar CRM is a functional CRM that works reasonably well for tech-minded folks who don't mind getting used to its unappealing interface. It has the basic tools and functionality one would expect from a CRM and some of the integrations are solid (for data imports primarily).

Inconvénients :

The interface feels old and doesn't give the user much power to reconfigure it to work in a way that will help the user's specific needs. The marketing automation integrations are clunky, too.

(Capterra.fr)



HS
Harkirat S.
Information Technology and Services
Mid-Market (51-1000 emp.)

Validated Reviewer
Review source: G2 invite
Incentivized Review

Apr 20, 2023

"Sugar CRM Is The Most Efficient CRM Platform"

What do you like best about Sugar Sell?

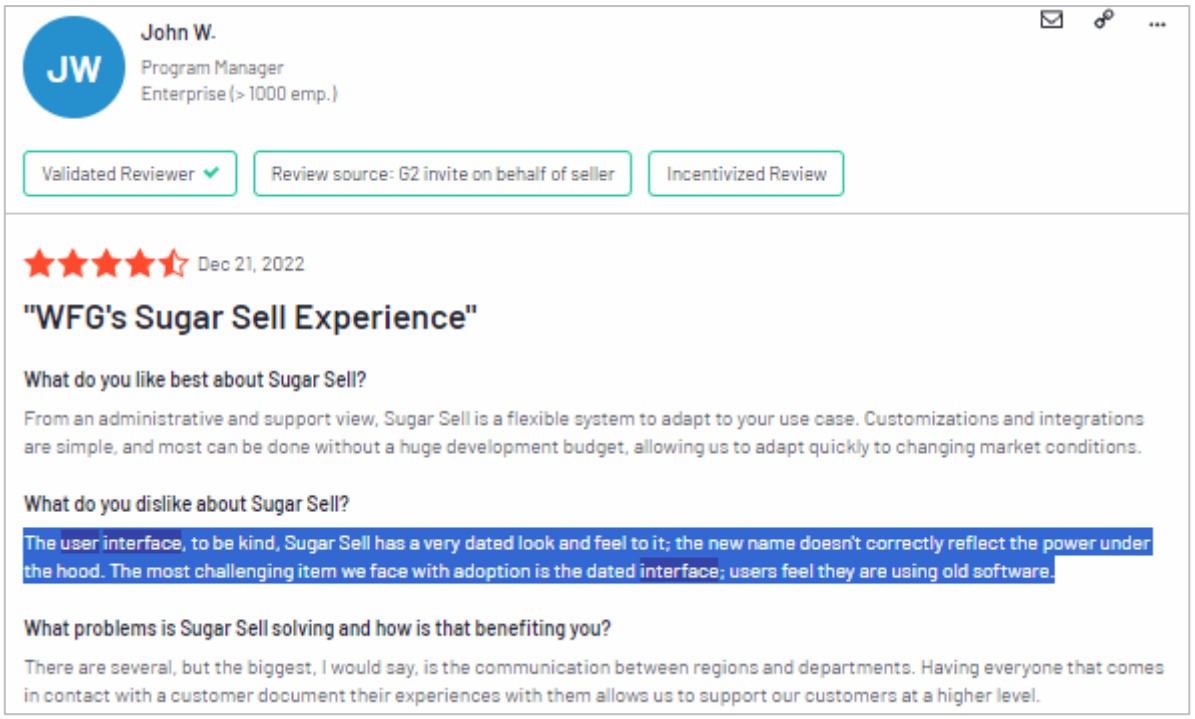
Sugar CRM is one of the most effective and efficient CRM platforms for all businesses. It provides accurate automation services for managing business outcomes. Automation helps in business acceleration and provides long-term high definition customer experience.

What do you dislike about Sugar Sell?

Although this CRM platform is up to the mark, we recommend having a better overall user interface experience in terms of usability. Sometimes syncing takes extra time to implement.

What problems is Sugar Sell solving and how is that benefiting you?

Sugar CRM is solving problems related to business with accurate automation tools. It also helps in driving overall growth revenue. This platform has in-built powerful tools like automation which help achieve positive feedback from customers.



JW

John W.
Program Manager
Enterprise (> 1000 emp.)

Validated Reviewer | Review source: G2 invite on behalf of seller | Incentivized Review

Dec 21, 2022

"WFG's Sugar Sell Experience"

What do you like best about Sugar Sell?

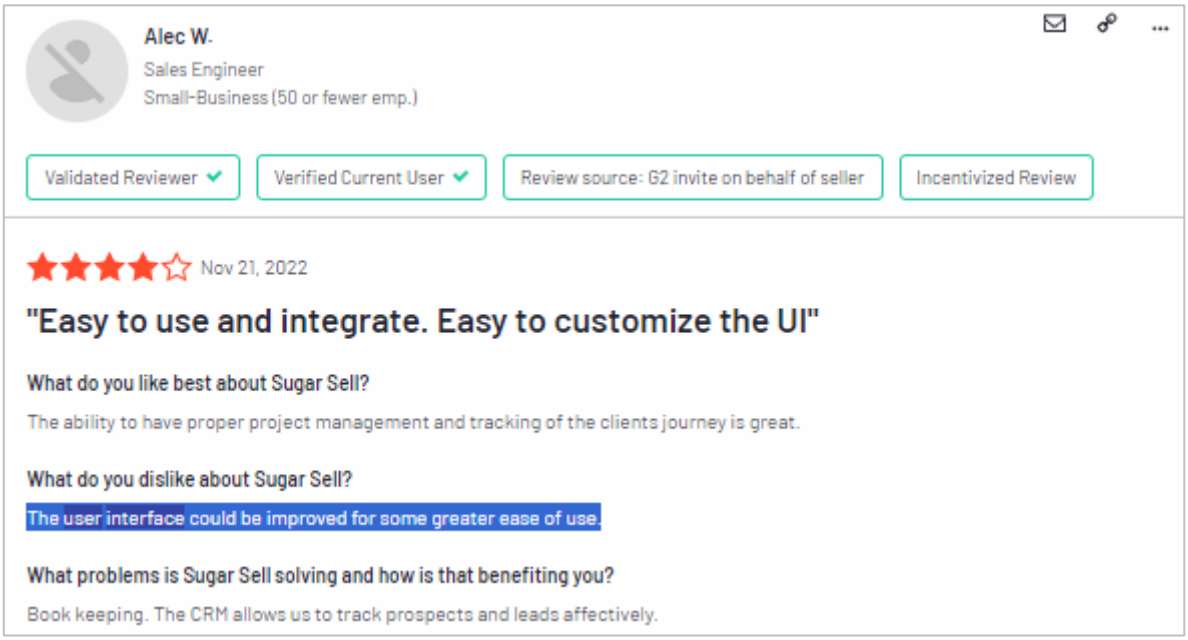
From an administrative and support view, Sugar Sell is a flexible system to adapt to your use case. Customizations and integrations are simple, and most can be done without a huge development budget, allowing us to adapt quickly to changing market conditions.

What do you dislike about Sugar Sell?

The user interface, to be kind, Sugar Sell has a very dated look and feel to it; the new name doesn't correctly reflect the power under the hood. The most challenging item we face with adoption is the dated interface; users feel they are using old software.

What problems is Sugar Sell solving and how is that benefiting you?

There are several, but the biggest, I would say, is the communication between regions and departments. Having everyone that comes in contact with a customer document their experiences with them allows us to support our customers at a higher level.



Alec W.
Sales Engineer
Small-Business (50 or fewer emp.)

Validated Reviewer | Verified Current User | Review source: G2 invite on behalf of seller | Incentivized Review

Nov 21, 2022

"Easy to use and integrate. Easy to customize the UI"

What do you like best about Sugar Sell?

The ability to have proper project management and tracking of the clients journey is great.

What do you dislike about Sugar Sell?

The user interface could be improved for some greater ease of use.

What problems is Sugar Sell solving and how is that benefiting you?

Book keeping. The CRM allows us to track prospects and leads affectively.

Yulia K.
Product Sales and Marketing Specialist
Small-Business (50 or fewer emp.)

Validated Reviewer ✔ | Verified Current User ✔ | Review source: G2 invite on behalf of seller | Incentivized Review

★★★½☆ Nov 17, 2022

"Main User of the CRM"

What do you like best about Sugar Sell?

customization and ability to easily adjust modules

What do you dislike about Sugar Sell?

I don't like User Interface and lack of training

What problems is Sugar Sell solving and how is that benefiting you?

new leads information storage and reporting

Eduardo M.
Phone Executive
Mid-Market (51-1000 emp.)

Validated Reviewer ✔ | Review source: G2 invite | Incentivized Review

★★★★☆ Aug 18, 2022

"Good, could be better"

What do you like best about Sugar Sell?

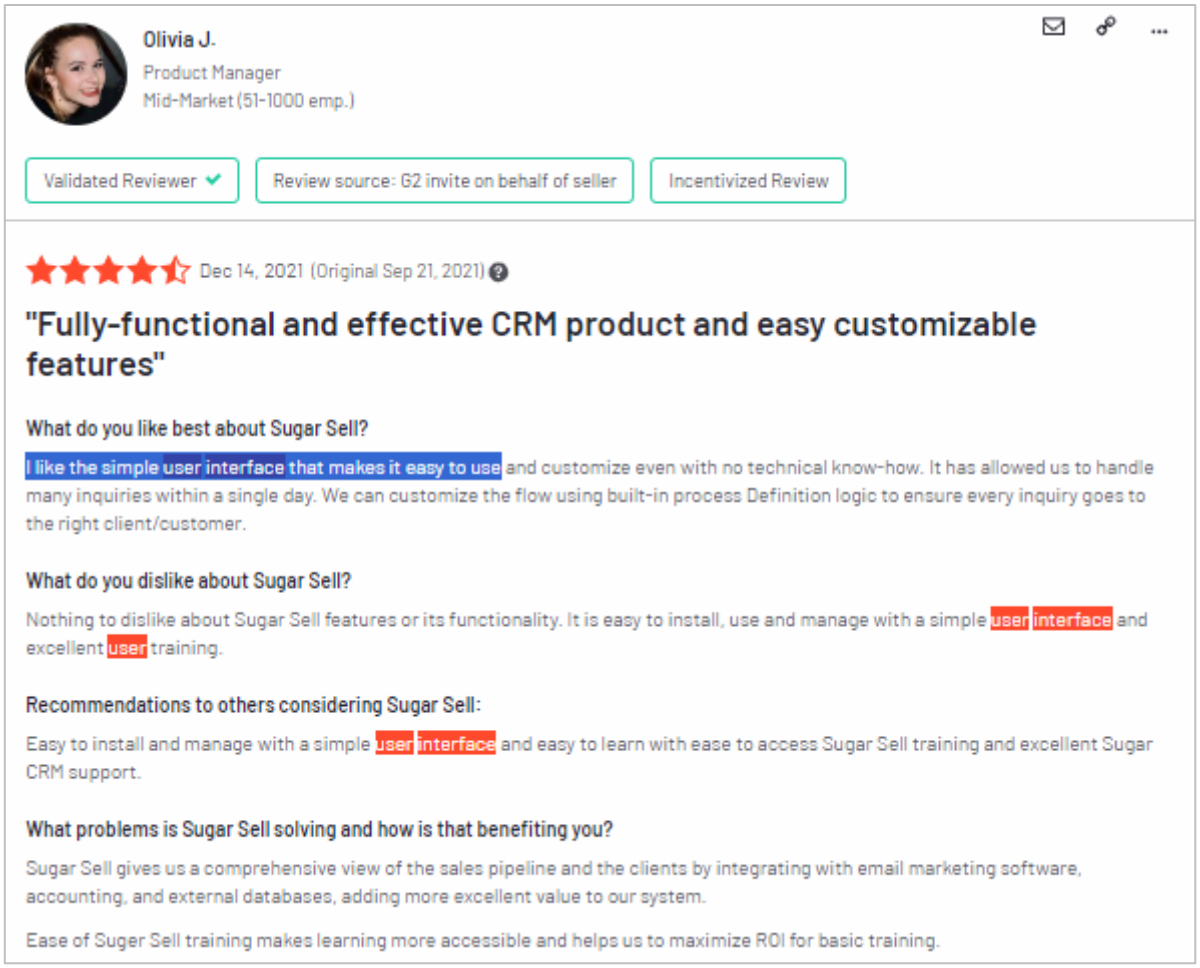
It provides our company with trustworthy CRM software that has served us for year.

What do you dislike about Sugar Sell?

The user interface could be improved, the SMS tool is not very convenient and needs improvement, the search function only gets you one client at a time if you type multiple client id's and it's missing real-time updates throughout the whole of the functionalities

What problems is Sugar Sell solving and how is that benefiting you?

It's the basis of our day to-day, it allows us to have a complete and thorough file for our clients, it allows us to implement tools to keep track of our clients



Olivia J.
Product Manager
Mid-Market (51-1000 emp.)

Validated Reviewer | Review source: G2 invite on behalf of seller | Incentivized Review

Dec 14, 2021 (Original Sep 21, 2021)

"Fully-functional and effective CRM product and easy customizable features"

What do you like best about Sugar Sell?

I like the simple user interface that makes it easy to use and customize even with no technical know-how. It has allowed us to handle many inquiries within a single day. We can customize the flow using built-in process Definition logic to ensure every inquiry goes to the right client/customer.

What do you dislike about Sugar Sell?

Nothing to dislike about Sugar Sell features or its functionality. It is easy to install, use and manage with a simple user interface and excellent user training.

Recommendations to others considering Sugar Sell:

Easy to install and manage with a simple user interface and easy to learn with ease to access Sugar Sell training and excellent Sugar CRM support.

What problems is Sugar Sell solving and how is that benefiting you?

Sugar Sell gives us a comprehensive view of the sales pipeline and the clients by integrating with email marketing software, accounting, and external databases, adding more excellent value to our system.

Ease of Suger Sell training makes learning more accessible and helps us to maximize ROI for basic training.

(G2)

DECEMBER 17, 2019

Share Save

Sugar Cell Review

Verified User

Administrator in Other

Information Technology and Services Company, 201-500 employees

Score 7 out of 10 Vetted Review Verified User Incentivized

Use Cases and Deployment Scope

My consulting company has implemented SugarCRM as a resource in multiple client organizations. It is used by numerous departments including sales, vendor management, and others. It is used as a tool to consolidate and clearly view information on clients and their needs within the company. It addresses the need to have client information (business details, point of contact, location) located in a simple, easy interface.

Pros and Cons

- ⊕ Great user-interface and visualization.
- ⊕ Easy set-up for SSO which aligns with IT policy.

- ⊖ Less features than other CRM products.
- ⊖ Mobile application can be cumbersome.

Likelihood to Recommend

SugarCRM is well suited for medium-sized businesses with semi-integrated departments to keep everyone on the same page and allow integration with other applications to streamline the process of managing customer relationships. I feel that SugarCRM would be less suited for multinational companies that need stronger visualization and customization, with good support, for their businesses.

JUNE 06, 2018

Share Save

Sugar is a great, customizable solution - just make sure you have a good tech team behind it

Emma McCarthy

Enrollment and Eligibility Program Manager

MetrixIQ (Information Technology and Services, 11-50 employees)

Score 9 out of 10 Vetted Review Verified User Incentivized

Use Cases and Deployment Scope

We use SugarCRM as our primary tool in tracking applications, determining eligibility, and managing payments for children in publicly funded preschool programs. Although it was primarily designed as a sales tool, we use it less as for sales (given that we are not a sales organization) and more as a relationship management and accounting tool. We have a very small team (10 people total), but we all use Sugar on a daily basis.

Pros and Cons

- Extremely flexible. Sugar is open source, and so you're able to build customized modules to fit your needs readily and easily.
- Robust reporting capabilities. I appreciate how it's quick and easy to pull the data that my clients need.
- Easy to use. Sugar has a fairly straight user interface, and so is usable even by those who are not particularly tech savvy.

- More approachable user interface. At its core, it's a complex database, and it's not always intuitive.

DECEMBER 12, 2017

Share Save

Sugar CRM Is Pretty Sweet

Zeke Becerra
Territory Manager - Southeast US and LATAM
Dbvisit (Computer Software, 11-50 employees)

Score 9 out of 10 Vetted Review Verified User Incentivized

Use Cases and Deployment Scope

We use Sugar across the organization in many ways: to manage marketing automation, customer journey, and our quotes. My use of Sugar is completely sales-related. I use it to manage my customers and prospects in the way a CRM is traditionally used--logging communication and activities with them in the CRM. I also create and manage quotes in Sugar and that makes managing my forecast/pipeline easy to do.

Pros and Cons

- ⊕ Quote Management
- ⊕ Activity Logging
- ⊕ Marketing Automation

- ⊖ I'd like to see the reporting interface become a little more modern. Too much menu-diving required.

Likelihood to Recommend

SugarCRM is great for keeping track of your interactions with your customers and prospects, both from the standpoint of logging activity manually (calls, emails, etc.) and linking it with a marketing automation tool. I think for someone who is not a Sugar admin, reporting can be time-consuming. As a Territory Manager, I want creating a new report to be easy, fast, and accurate. SugarCRM provides accurate reports, but I haven't found creating them to be easy or fast.

MARCH 18, 2016

Share Save

Most customizable cloud solution

Verified User

Consultant in Information Technology

Newspapers Company, 51-200 employees

Score 10 out of 10 Vetted Review Reseller Incentivized

Use Cases and Deployment Scope

SugarCRM is being used as the main engine to support Sales, it starts with adding Leads, upon further analysis and contact with the leads, those leads get converted into Opportunities, SugarCRM is very flexible and efficient at handling this process due to the workflow integration where approvals and notifications can be set. Opportunities then can be closely tracked, upon further client management, the goal is to transform, those Opportunities into actual accounts, that is signing contracts and again execute and keep track of all the workflows within SugarCRM, that involves the interaction with several other departmewnts in the company that are connected through SugarCRM to produce documentation, notifications and Approvals to bring in new accounts into our sales system in SugarCRM.

Pros and Cons

- ⊕ Excellent on supporting customized processes
- ⊕ Workflows can be easily created and existing workflows can be easily modified
- ⊕ Notifications and approval processes are easily created

- ⊖ The back-end programming (logical hooks) for advanced customizations could benefit from a more user-friendly interface
- ⊖ General layout could be improved by the addition of modern templates to customize the standard look and feel
- ⊖ Support communities could be further improved with the addition of videos on how to do specific configuration, modules.

MARCH 09, 2016

Share Save

One cool CRM out there.

Chin Uba (MBA, MSc, MCITP, MCSE)

IT Division Manager

Melbourne IT Solutions (Information Technology and Services, 11-50 employees)

Score 9 out of 10 Vetted Review Verified User Incentivized

Use Cases and Deployment Scope

SUCRM as we call it, is used across the whole organization and I have deployed it for a few clients. We have used it primarily as a CRM and for client follow up.

Pros and Cons

- ⊕ Excellent database system. Can be copied to other servers.
- ⊕ Custom fields.
- ⊕ Ability to link CRM data to deals.
- ⊕ Good user interface.

- ⊖ Provide portable versions.
- ⊖ Probably provide platform independent CRM system.

Likelihood to Recommend

It is a very stable CRM and that is what it is! However, I will recommend it more for businesses in healthcare, manufacturing, IT, accounting and logistics. In fact any business where there is a need to keep customer records in a pliable way and be ready for retrieval is where SugarCRM plays well.

(Trustradius)

MS

Michalis Skoutaris

IT support officer at IT flow

REAL USER TOP 20

★★★★

May 15, 2022

Useful exports, stable, and overall functions well

Pros and Cons

"The most valuable features of Sugar Enterprise are the exports of graphics, statuses, complaints, and tasks."

"Sugar Enterprise could improve by removing bugs and glitches. For example, a comment was made but in the comment section, it was never displayed. However, the problems we faced might not be the fault of the solution."

What is our primary use case?

I was using Sugar Enterprise in a communication company to allow users to lock the calls and the comments.

What is most valuable?

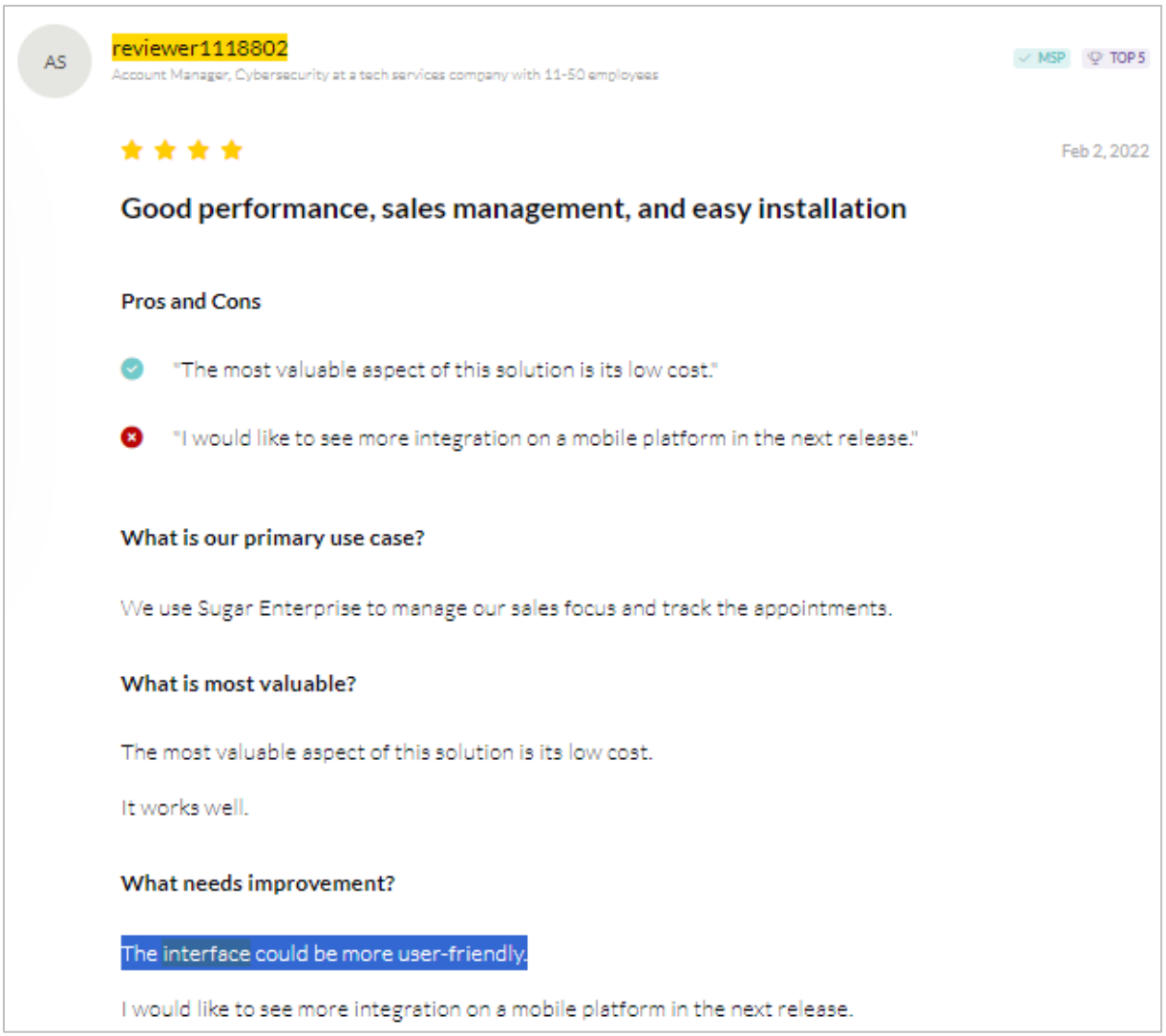
The most valuable features of Sugar Enterprise are the exports of graphics, statuses, complaints, and tasks.

What needs improvement?

Sugar Enterprise could improve by removing bugs and glitches. For example, a comment was made but in the comment section, it was never displayed. However, the problems we faced might not be the fault of the solution.

In order to export graphics or add tasks, it could at times be more difficult than other functionality.

In the next release, the color scheme of the interface could be better. I found it bland and it could be better.



AS

reviewer1118802

Account Manager, Cybersecurity at a tech services company with 11-50 employees

MSP TOP 5

★ ★ ★ ★

Feb 2, 2022

Good performance, sales management, and easy installation

Pros and Cons

"The most valuable aspect of this solution is its low cost."

"I would like to see more integration on a mobile platform in the next release."

What is our primary use case?

We use Sugar Enterprise to manage our sales focus and track the appointments.

What is most valuable?

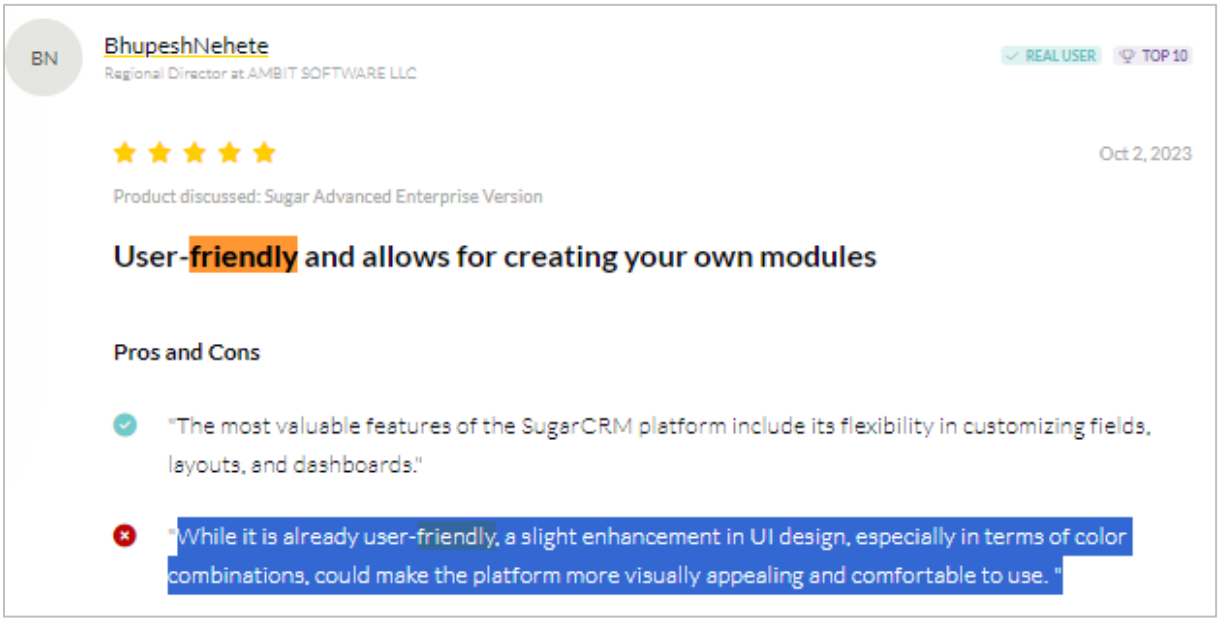
The most valuable aspect of this solution is its low cost.

It works well.

What needs improvement?

The interface could be more user-friendly.

I would like to see more integration on a mobile platform in the next release.



BN

BhupeshNehete

Regional Director at AMBIT SOFTWARE LLC

REAL USER TOP 10

★ ★ ★ ★ ★

Oct 2, 2023

Product discussed: Sugar Advanced Enterprise Version

User-friendly and allows for creating your own modules

Pros and Cons

"The most valuable features of the SugarCRM platform include its flexibility in customizing fields, layouts, and dashboards."

"While it is already user-friendly, a slight enhancement in UI design, especially in terms of color combinations, could make the platform more visually appealing and comfortable to use."

(Peerspot)

"A Perfect CRM For Business"

Submitted Aug 26, 2020

4.0 ★★★★☆ Overall User Rating

Product(s): Sugar Serve

Overall Comment:"My experience using Sugar Serve is great. I work on this CRM daily from the past three years and I can say that it is really effective and productive platform when it comes to managing accounts and contacts. I like the user interface of Sugar Serve, it is very easy to use and looks perfect to me. Managing accounts, contacts, opportunity, and customers are now very easy and I can see the whole customer journey starting from prospection to closer. So I can say that my overall experience is great."

"Unmatched Complete, And Perfect CRM Customer Engagement Center"

Submitted Feb 3, 2022

4.0 ★★★★☆ Overall User Rating

Product(s): Sugar Serve

Overall Comment:"My experience with Sugar Serve has been excellent. I've been using this CRM on a daily basis for many years and can state that it's a really effective and productive system for managing accounts and relationships. Sugar Serve's user interface appeals to me since it is simple to use and seems to be of high quality. Managing accounts, contacts, opportunities, and clients has never been easier, and I can immediately view the whole customer experience from prospect to a closer view. Sugar CRM is good because it has a good information system. This program is in charge of giving us ways to get data that is most important to our company. This shows that the methods they use to get this data are the most accurate, which are the main management tools of this program."

(Gartner)

La nouvelle version 12 du logiciel SugarCRM est sortie.

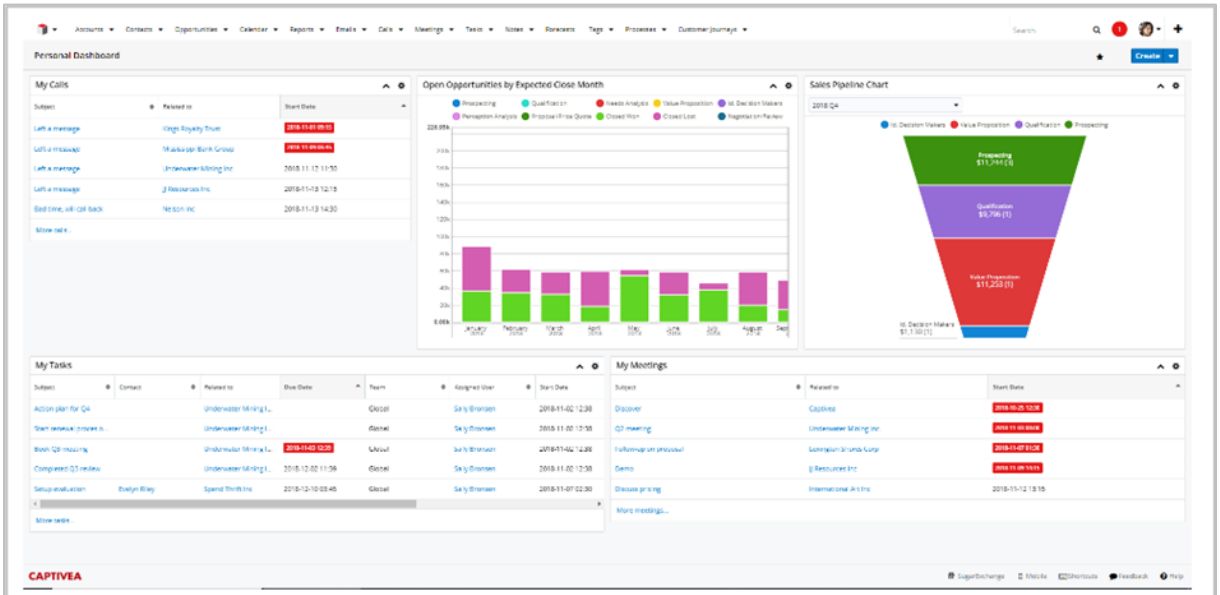
Cette nouvelle version de la solution SugarCRM comprend une nouvelle amélioration de l'interface utilisateur, l'évolution des module documents et calendriers et de nombreuses autres améliorations et nouveautés.

La nouvelle version 12 de SugarCRM comprend notamment les évolution suivantes

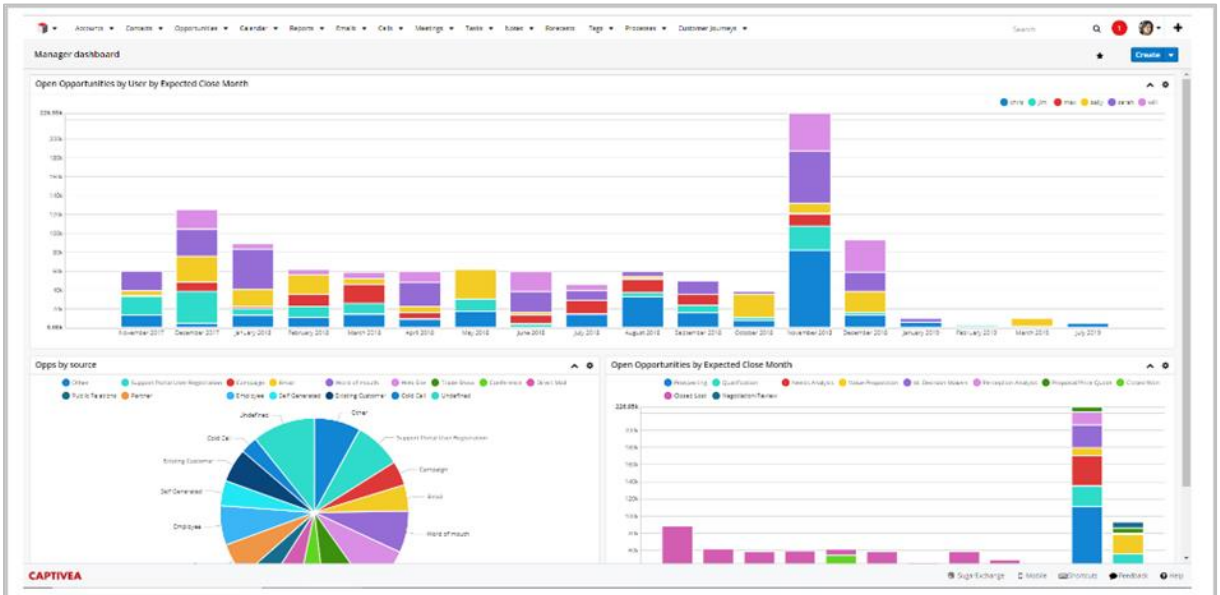
- Une évolution importante de l'interface utilisateur avec :
  - un nouveau thème plus moderne.
  - L'évolution des listes avec un nouveau système de pagination./a
  - Une nouvelle interface pour le calendrier.
- Un nouveau module documents plus ergonomique.

(Bluenote-systems.com)

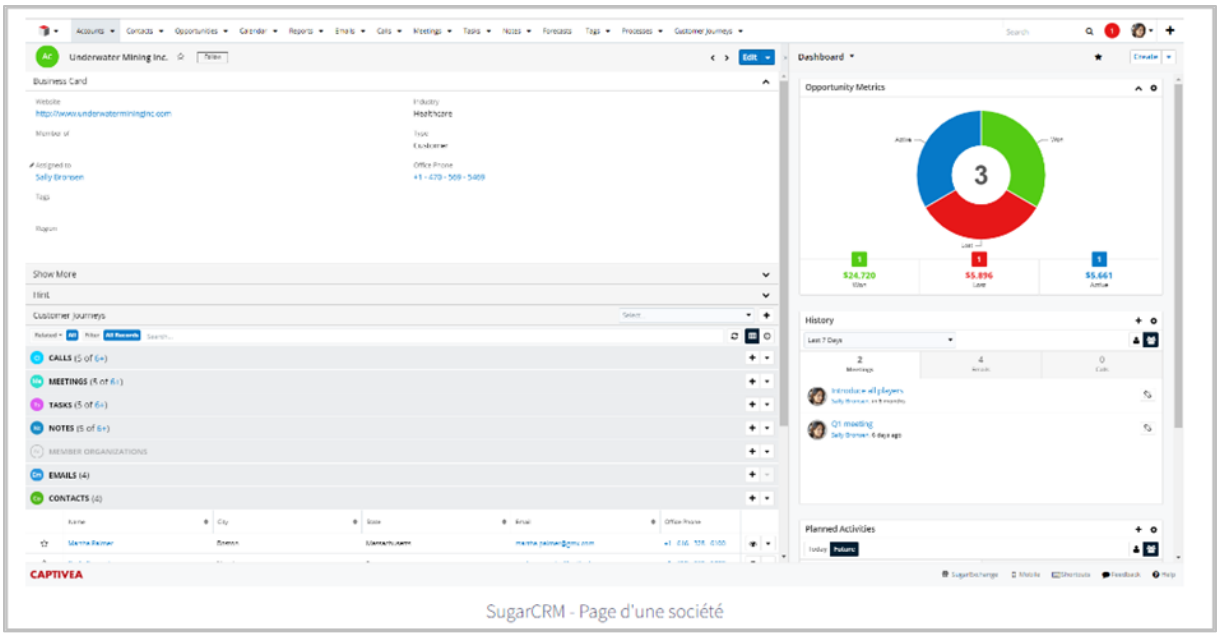
Interface en image:



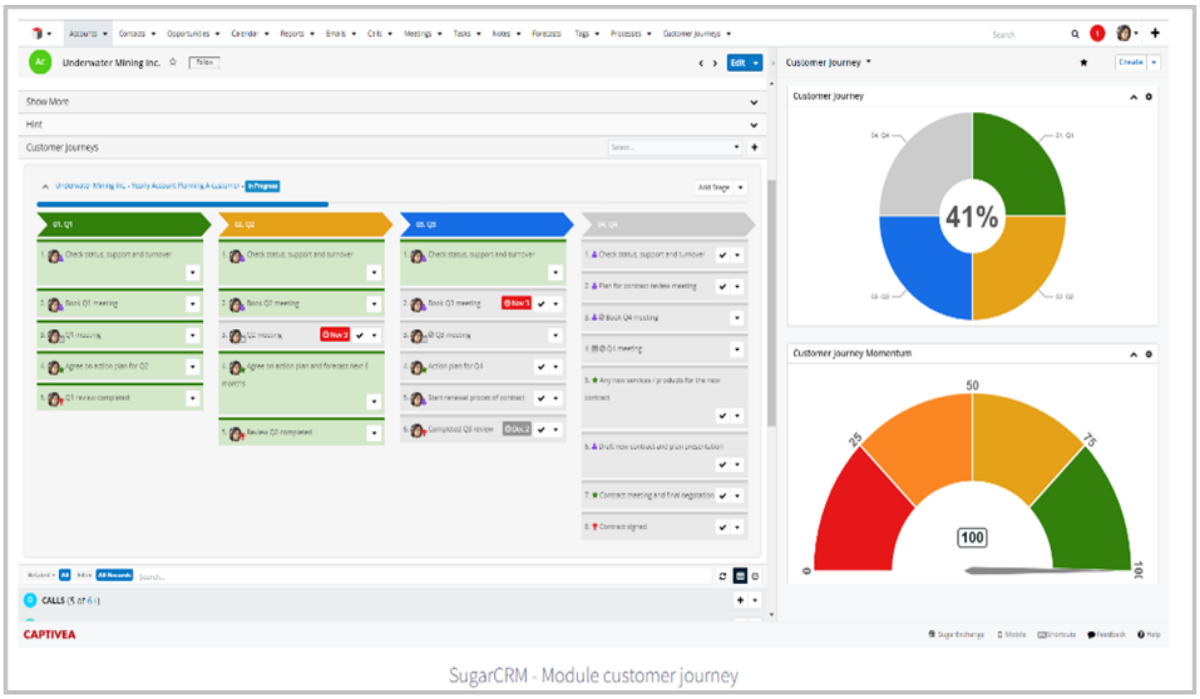
SugarCRM - Page d'accueil



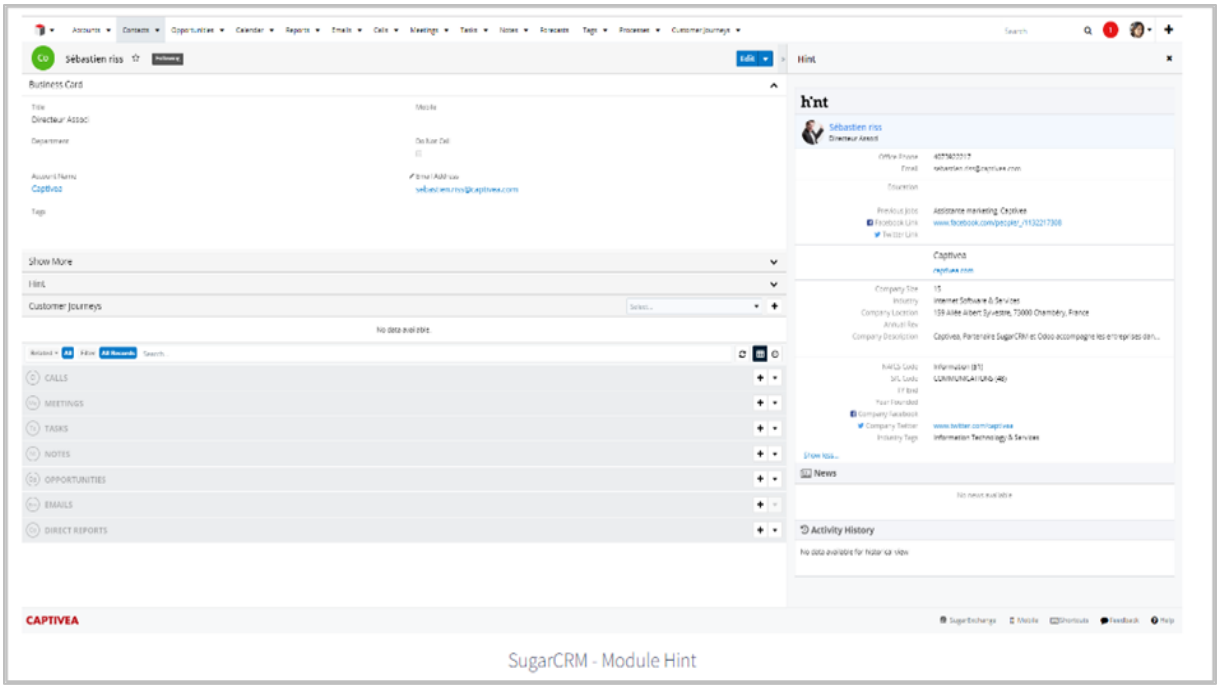
SugarCRM - Page d'accueil 2



SugarCRM - Page d'une société



SugarCRM - Module customer journey



SugarCRM - Module Hint

(Appvizer.fr)

Analyse : L'interface utilisateur de SugarCRM est souvent décrite comme datée. De plus, les notes moyennes sur ce critère sont mitigées. La moyenne générale tourne autour de 7/10, ce qui est nettement inférieur aux moyennes des CRM sur les mêmes sources. 7/10 nous semble être une note cohérente. En effet, l'interface a été modernisée et un effort est fait pour rendre l'utilisation de celle-ci agréable. En revanche, les écrans et menus sont souvent trop chargés, la navigation n'est pas toujours claire et le logiciel n'utilise pas suffisamment d'outils UX/UI pour rendre l'utilisation plus fluide. Il y a trop peu de couleurs, d'icônes, d'images et l'ergonomie peut être améliorée. C'est donc une interface correcte mais qui peut être légèrement en retrait par rapport à ses concurrents.

Fonctionnalités : 7/10

Fonctionnalités ★ 3,8

Victoria

Receptionist (Canada)

Utilisateur LinkedIn vérifié

Pétrole et énergies, 51–200 employés

Temps d'utilisation du logiciel : plus de deux ans

Source de l'avis

TRADUIRE EN FRANÇAIS

Excellent Community CRM

★★★★★ 5,0 il y a 5 ans

Commentaires : SugarCRM Community edition has been a great daily driver for my music business. It's reliable, and has enough functionality to enable me to record all the key data that I need. The ability to self-host the platform is fantastic, because it helps keep costs down, and when you work on a small-scale, you don't need all of the processing power of a paid hosted solution. Definitely a great option if you have the savvy to install and maintain your own instance on your web server.

Avantages :

I used the self-hosted community CRM for several years for my own music business. It has a ton of functionality that matches a lot of the basic features you find in Salesforce Classic. It's a great tool for keeping track of client data, deal tracking, etc. It's also nice to be able to self-host the platform as well as it's a lot more affordable than using a paid SaaS solution.

Inconvénients :

SugarCRM Community Edition looks pretty dated. If you don't have a lot of experience with the typical CRM data model concept, it can be hard to figure out how to use the system. The interface could be modernized to make it easier to navigate and find your way around. Another downside to being the Community Edition is that you need to know how to install and maintain the platform on your own server, but this is also a plus if you do have these skills.

Elisabeth

Director, Member Support and Training (É.-U.)

Utilisateur LinkedIn vérifié

Logiciels, 11–50 employés

Temps d'utilisation du logiciel : plus de deux ans

Source de l'avis

TRADUIRE EN FRANÇAIS

Even the free version is great, with nice custom reporting capabilities.

★★★★★ 5,0 il y a 5 ans

Commentaires : Sugar allowed us to consolidate a few disparate software tools into one - now any one at our organization can login and see all there is to know about any of our customers!

Avantages :

Sugar is SUPER customizable. We've been able to easily make it ours (some via the UI, some "behind the scenes" via scripts). One of the best features are the custom reports. You can do almost SQL-level queries to get the information you want (and if you wish, you can use MySQL as well on the back end.) The ability to build multi-level dropdowns, e.g. to categorize issues, is great too. You can make almost anything you want appear on any screen you wish as well.

Inconvénients :

The built-in issue tracking part is designed for issues reported by your team - not for issues reported by your customers. We do use it for customer support, and we LOVE being able to see issues customers have had when we pull up their records - but the emails they receive are not well designed, even after considerable work on our part. In addition, we can't provide them with a login to see all their open issues, so they have to ask us.

Mashudu Hilary
Freelancer (Afrique du Sud)

Logiciels, Auto-entrepreneur
Temps d'utilisation du logiciel : plus d'un an
Source de l'avis

TRADUIRE EN FRANÇAIS

An effective software to keep a great relationship with your custormers and clients

★★★★★ 5,0 l'année dernière

Commentaires : Sugar CRM has been a great software for my business. Ever since I started using it, I have been able to manage and sort out organization structures easily. The way I deliver customer service and manage a relationship with them has changed for the better.

Avantages :

Sugar CRM as a software is great because it comes with a customizable home page since it is an open source platform. Features such as the new user wizard tool, shortcut bar and downloadable plugins are just ingenious. I like how the software comes in a diverse range of languages which number 9 in total. Sugar CRM provides data and information security meaning I am assured of protection from internal and external corruption which might have dire consequences. The software can be intergrated with other software such as Zendesk, Happy fox or Pardot just to mention a few. Sugar CRM is a very good marketing platform which has aided my small business to grow exponentially. With the software, I am able to keep track of client data and track deals with ease. With the lead management feature, I am able to generate potential business clientele, acquire and manage potential clients up untill the point where a deal can be closed.

Inconvénients :

From my time using the software I have found the software to be very slow when running through Sugar's own servers. The sheer number of options present on the dashboard can be perplexing, especially for users who might not have much expirience in CRM data models. Lastly, over the years the software has become a bit dated and this has forced me to move to other CRM software such as HubSpot.

Utilisateur vérifié
Utilisateur LinkedIn vérifié

Assurance, 1 001–5 000 employés
Temps d'utilisation du logiciel : plus de deux ans
Source de l'avis

TRADUIRE EN FRANÇAIS

Great CRM, but the FREE version is the best

★★★☆☆ 3,0 il y a 5 ans

Commentaires : The main benefits I got from this software was the ability to keep my contacts all in one place. It was excellent in scheduling tasks, creating contacts, assigning tasks, etc.

Avantages :

The thing I liked best about the Sugar CRM Community Edition that is free is that our developers could customize it for our company and add great features, something we can't do with the big name CRM solutions.

Inconvénients :

The thing I like the least about this software is it is very limited in features which makes their competitors a better bargain. Additionally, the functionality can be off. For example, our developers had difficulty incorporating some features into their free CE because of bugs. I have heard from others the paid version is overpriced, not worth it, and there are other better options out there.

Utilisateur vérifié
Utilisateur LinkedIn vérifié

Logiciels, 11–50 employés
Temps d'utilisation du logiciel : plus d'un an
Source de l'avis

TRADUIRE EN FRANÇAIS

CRM for contact and deal management: Needs more feature

★★★☆☆ 3,0 il y a 2 ans

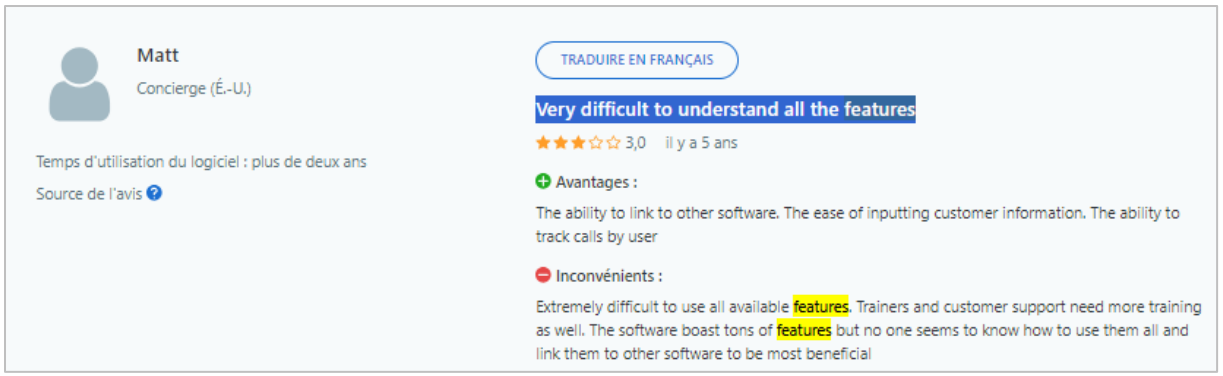
Commentaires : It was good contact and deal management tool. All the sales and marketing-related engagements were updated and it was acting as a source of truth to the whole team. Deal values and projection can be seen from the sales pipeline

Avantages :

UI looks simple and training new users was easy. It is a great tool for contact and deal management with amazing filter options. Native integration to mail and document sharing software is good. Logic builder is one of the good features of Sugar. Resources are extremely useful and detailed explanations for each and every feature are provided there.

Inconvénients :

Slow speed (in Inspite of fast internet) Hanging problems Do not have readily available APIs for 3rd party integrations



Matt
Concierge (É.-U.)

Temps d'utilisation du logiciel : plus de deux ans
Source de l'avis

TRADUIRE EN FRANÇAIS

Very difficult to understand all the features

★★★☆☆ 3,0 il y a 5 ans

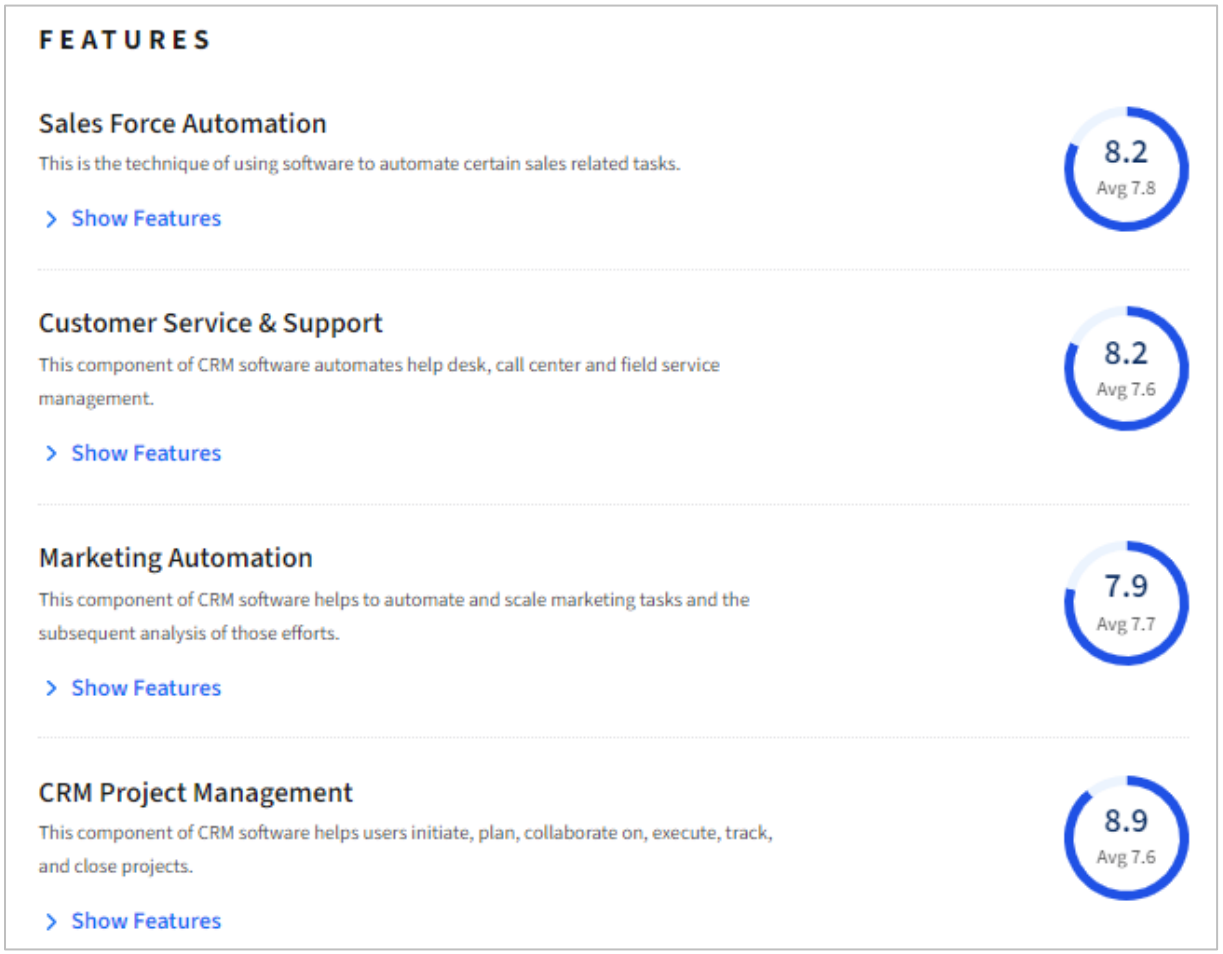
Avantages :

The ability to link to other software. The ease of inputting customer information. The ability to track calls by user

Inconvénients :

Extremely difficult to use all available features. Trainers and customer support need more training as well. The software boast tons of features but no one seems to know how to use them all and link them to other software to be most beneficial

(Capterra.fr)



FEATURES

Sales Force Automation
This is the technique of using software to automate certain sales related tasks.
> Show Features
8.2 Avg 7.8

Customer Service & Support
This component of CRM software automates help desk, call center and field service management.
> Show Features
8.2 Avg 7.6

Marketing Automation
This component of CRM software helps to automate and scale marketing tasks and the subsequent analysis of those efforts.
> Show Features
7.9 Avg 7.7

CRM Project Management
This component of CRM software helps users initiate, plan, collaborate on, execute, track, and close projects.
> Show Features
8.9 Avg 7.6

CRM Reporting & Analytics

Reporting and analytics in CRM software includes sales forecasting, pipeline analysis, and automated dashboards.

> Show Features

Customization

This addresses a company's ability to configure the software to fit its specific use case and workflow.

> Show Features

Security

This component helps a company minimize the security risks by controlling access to the software and its data, and encouraging best practices among users.

> Show Features

Social CRM

This component of CRM software helps companies leverage social media in engaging with customers.

> Show Features

Integrations with 3rd-party Software

This involves the CRM software's ability to integrate with other systems, whether external or homegrown.

> Show Features

Platform

> Show Features

AN

MAY 30, 2021

Share Save

Robust and cost effective platform for Lead Management

Aastha Nasa
Account Development Manager
MongoDB (Computer Software, 1001-5000 employees)

Score 9 out of 10 Vetted Review Verified User Incentivized

Use Cases and Deployment Scope

It has really helped us to maximize our sales and marketing efforts. All our info regarding sales opportunities, accounts, contacts, leads, etc are under one platform allowing us to get visibility into our sales efforts and pipeline. Also by automating most of the tasks by setting up workflows helps a lot in saving time and making the process efficient. It is very easy to use and very affordable and also well suited for most businesses. It covers most of the important functionalities required in any CRM like workflow automation, analytics, leads and contacts management, etc. Overall it is a very robust and scalable CRM in the market for small to mid size businesses.

Pros and Cons

- ⊕ It was easy to set up and didn't take a lot of time during integration.
- ⊕ Its export functionality is good.
- ⊕ Their customer support service is fantastic and their technical support is great as well.
- ⊕ Their reporting and analytics function is very comprehensive.
- ⊕ It is very well-organized in terms of content management or Workflow management and opportunity management.

- ⊖ The UI can be made better. It's a little clumsy at times.

Likelihood to Recommend

It can be used as an end to end CRM tool. It has all features for lead management, opportunity tracking, contact management, analytics etc. It is more suited for small to mid sized companies. It's not the best CRM if your requirements are heavy in terms of workflow management as lacks some advanced features present in other CRMs.

MARCH 02, 2020

The CRM You've Been Searching For

Share Save

Verified User

Director in Information Technology
Medical Device Company, 1001-5000 employees

Score 9 out of 10 Vetted Review Verified User Incentivized

Use Cases and Deployment Scope

Our company has multiple product lines, each with their own sales teams. Since each sales team is managed separately, CRM tools have historically been used very differently by each team. We have been through multiple big-name CRM tools. What eventually happens is that product use drops to almost zero because the tool cannot meet the needs of everyone. Sugar Sell has solved that problem for us.

Pros and Cons

- ⊕ The product is highly customizable.
- ⊕ It has powerful reporting features.
- ⊕ It performs much faster than other CRM products we've used.
- ⊕ Integrations with other systems work well.

- ⊖ Initial setup / configuration is involved and takes time.
- ⊖ There are limitations on logging into multiple devices.
- ⊖ The menus across the desktop and mobile versions are inconsistent.

DECEMBER 17, 2019

Sugar Cell Review

Share Save

Verified User

Administrator in Other
Information Technology and Services Company, 201-500 employees

Score 7 out of 10 Vetted Review Verified User Incentivized

Use Cases and Deployment Scope

My consulting company has implemented SugarCRM as a resource in multiple client organizations. It is used by numerous departments including sales, vendor management, and others. It is used as a tool to consolidate and clearly view information on clients and their needs within the company. It addresses the need to have client information (business details, point of contact, location) located in a simple, easy interface.

Pros and Cons

- ⊕ Great user-interface and visualization.
- ⊕ Easy set-up for SSO which aligns with IT policy.

- ⊖ Less features than other CRM products.
- ⊖ Mobile application can be cumbersome.

Likelihood to Recommend

SugarCRM is well suited for medium-sized businesses with semi-integrated departments to keep everyone on the same page and allow integration with other applications to streamline the process of managing customer relationships. I feel that SugarCRM would be less suited for multinational companies that need stronger visualization and customization, with good support, for their businesses.

(Trustradius)

Joe P.

Creative Manager
Small-Business (50 or fewer emp.)

Validated Reviewer | Verified Current User | Review source: G2 invite on behalf of seller | Incentivized Review

Jul 27, 2023

"Easy to learn, difficult to master"

What do you like best about Sugar Sell?

Sugar is loaded with features and things you can do to accomplish virtually any sales pipeline needs. Their support team is relatively quick to respond to questions too!

What do you dislike about Sugar Sell?

The abundance of features can create a daunting scenario during implementation. They do offer setup services but they are a bit pricey. The documenation is vast, and there is a community forum, but I've found it difficult to always find exactly what I'm looking for.

SP

Sai Krishna P.

Account Executive
Mid-Market (51-1000 emp.)

Validated Reviewer | Verified Current User | Review source: G2 invite | Incentivized Review

May 09, 2023 (Original Sep 19, 2017)

"SugarCRM Review"

What do you like best about Sugar Sell?

SugarCRM helps to manage and monitor customer information, drive sales leads, sort out client requests and carry out additional sales and marketing functions.

Great to derive insights about the leads/accounts in creating informed business decisions.

SugarCRM can be accessed by mobile devices as it has the facility to enter prospect details seamlessly on a mobile device and can also be linked with a number of third-party applications.

What do you dislike about Sugar Sell?

SugarCRM lacks a lot of CRM features and functions as compared to commercial on-demand CRM software systems in the market, the reporting and ease of access to content can be improved

Angel R.
Ingeniero de soluciones
Small-Business (50 or fewer emp.)

Validated Reviewer ✔ | Verified Current User ✔ | Review source: Organic

★★★★★ Dec 27, 2022

"Automation, pipeline, integrations, included pre-configured app and all the administration on hand."

What do you like best about Sugar Sell?

The most satisfying feature is having the complete administration, personalizations and integrations on my end so I can make my instance as my company is developing in time.

Plus, having all the automation needed at a no-code level is lovely.

What do you dislike about Sugar Sell?

Sugar Sell has so many features; the only dislike that we have is that it is very exhaustive to have all of them enabled in one stage; we needed to do more implementation stages to get all of the features running.

But looking at it is the best kind of problem that we could have.

Verified User in Internet ⓘ
Small-Business (50 or fewer emp.)

Validated Reviewer ✔ | Review source: G2 invite | Incentivized Review

★☆☆☆☆ Jun 06, 2023

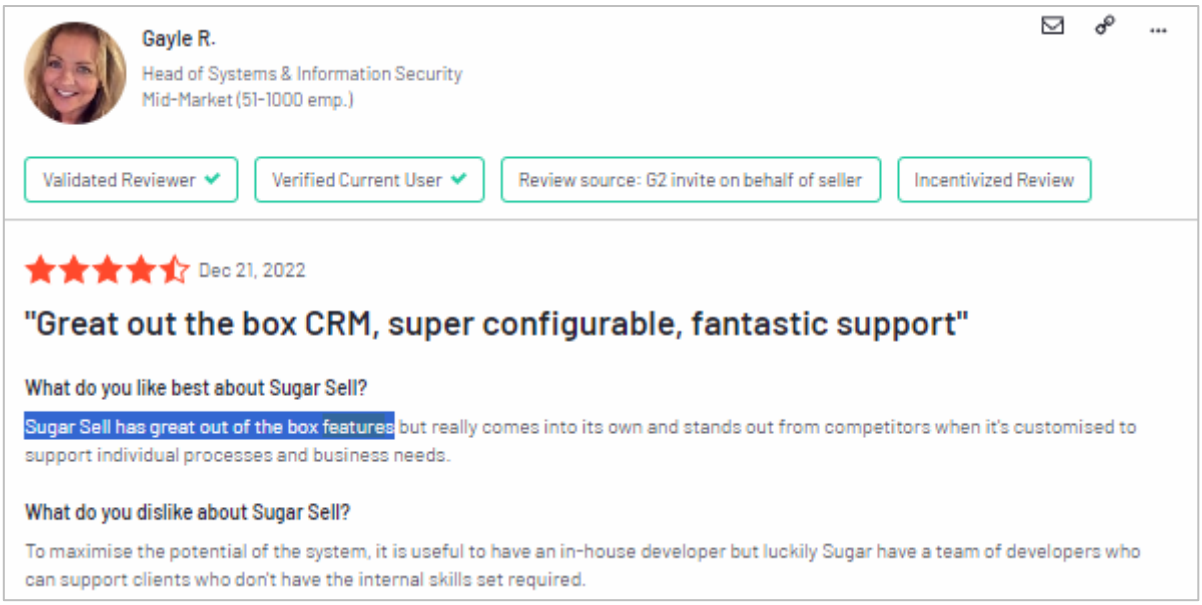
"It really isn't the best CRM I've used"

What do you like best about Sugar Sell?

It provides a centralized platform for managing sales activities, enabling sales teams to streamline their processes. It offers features like lead management, opportunity tracking, and pipeline management, ensuring a systematic approach to sales. By automating repetitive tasks and providing real-time visibility into sales activities, Sugar Sell helps improve efficiency and productivity.

What do you dislike about Sugar Sell?

The complexity of the system and its learning curve. Some users might find the initial setup and customization process challenging or feel overwhelmed by the abundance of features and options available.



Gayle R.
Head of Systems & Information Security
Mid-Market (51-1000 emp.)

Validated Reviewer | Verified Current User | Review source: G2 invite on behalf of seller | Incentivized Review

Dec 21, 2022

"Great out the box CRM, super configurable, fantastic support"

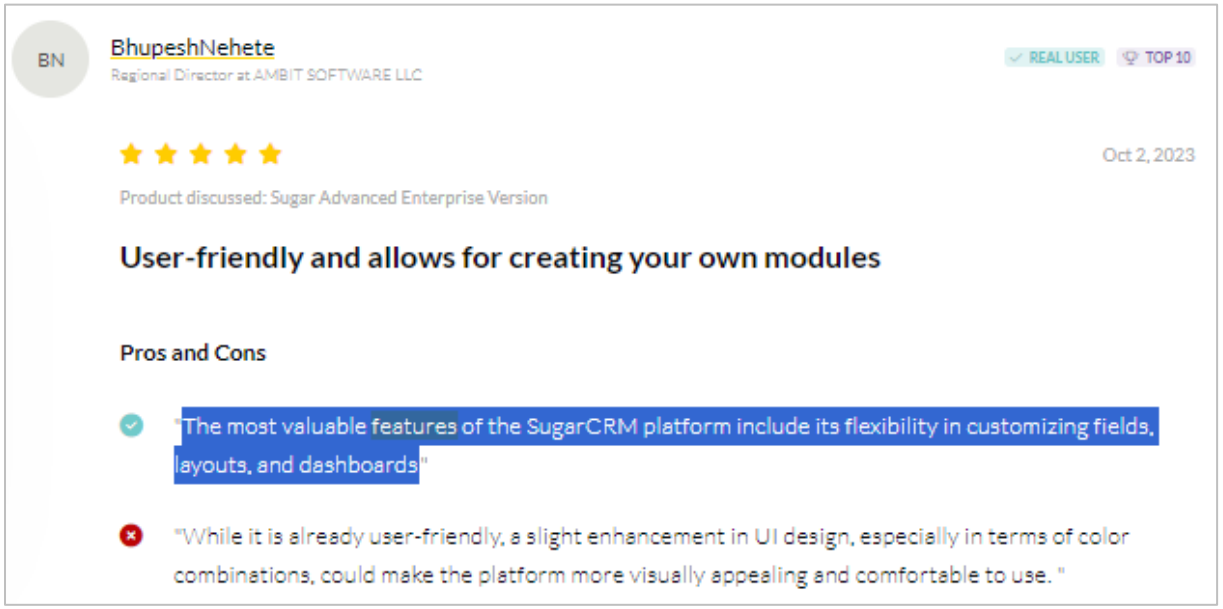
What do you like best about Sugar Sell?

Sugar Sell has great out of the box features but really comes into its own and stands out from competitors when it's customised to support individual processes and business needs.

What do you dislike about Sugar Sell?

To maximise the potential of the system, it is useful to have an in-house developer but luckily Sugar have a team of developers who can support clients who don't have the internal skills set required.

([G2])



BN

BhupeshNehete
Regional Director at AMBIT SOFTWARE LLC

REAL USER TOP 10

Oct 2, 2023

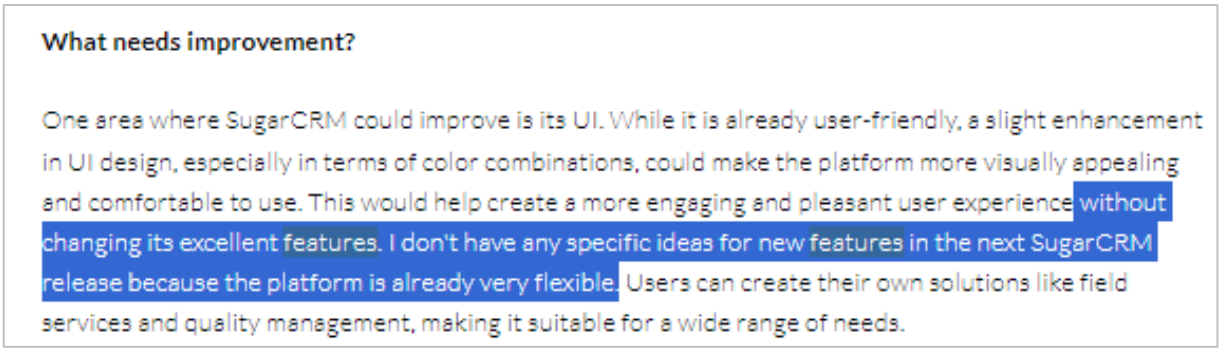
Product discussed: Sugar Advanced Enterprise Version

User-friendly and allows for creating your own modules

Pros and Cons

"The most valuable features of the SugarCRM platform include its flexibility in customizing fields, layouts, and dashboards"

"While it is already user-friendly, a slight enhancement in UI design, especially in terms of color combinations, could make the platform more visually appealing and comfortable to use. "



What needs improvement?

One area where SugarCRM could improve is its UI. While it is already user-friendly, a slight enhancement in UI design, especially in terms of color combinations, could make the platform more visually appealing and comfortable to use. This would help create a more engaging and pleasant user experience without changing its excellent features. I don't have any specific ideas for new features in the next SugarCRM release because the platform is already very flexible. Users can create their own solutions like field services and quality management, making it suitable for a wide range of needs.

MS

Michalis Skoutaris

IT support officer at IT flow

REAL USER TOP 20

May 15, 2022

Useful exports, stable, and overall functions well

Pros and Cons

"The most valuable features of Sugar Enterprise are the exports of graphics, statuses, complaints, and tasks."

"Sugar Enterprise could improve by removing bugs and glitches. For example, a comment was made but in the comment section, it was never displayed. However, the problems we faced might not be the fault of the solution."

What is our primary use case?

I was using Sugar Enterprise in a communication company to allow users to lock the calls and the comments.

What is most valuable?

The most valuable features of Sugar Enterprise are the exports of graphics, statuses, complaints, and tasks.

(Peerspot)

Product Capabilities 4.2

4.0 Sep 23, 2021

Review Source:

Sugar Serve Review.

Reviewer Function: Research and Development Company Size: 50M - 250M USD Industry: Energy and Utilities Industry

Sugar Serve is a game-changer in the market, it provides a great self-service platform to the customer to close the complaints and helps in achieving SLAs with great precision. Another plus of this platform is its reporting feature which enables to achieve quality analytics and creating interacting dashboards.

4.0 Jul 29, 2020

Review Source:

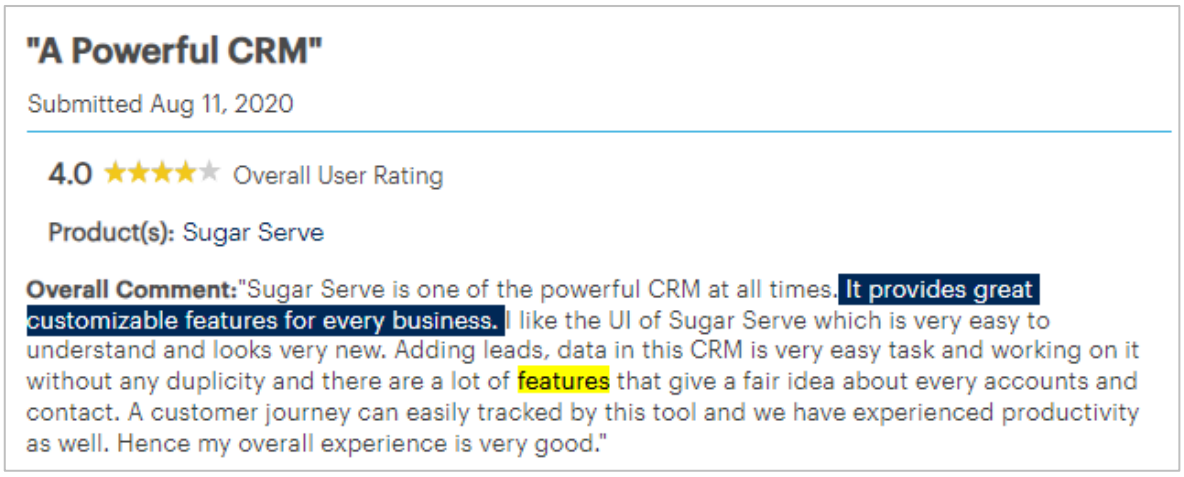
Needs Improvement

Reviewer Function: Sales and Business Development

Company Size: 500M - 1B USD

Industry: Retail Industry

It has some customizable features and ok tech. I could eventually get the information I needed but it definitely took a substantial amount of time to get it.



"A Powerful CRM"

Submitted Aug 11, 2020

4.0 ★★★★☆ Overall User Rating

Product(s): Sugar Serve

Overall Comment:"Sugar Serve is one of the powerful CRM at all times. It provides great customizable features for every business. I like the UI of Sugar Serve which is very easy to understand and looks very new. Adding leads, data in this CRM is very easy task and working on it without any duplicity and there are a lot of features that give a fair idea about every accounts and contact. A customer journey can easily tracked by this tool and we have experienced productivity as well. Hence my overall experience is very good."

(Gartner)

En ce qui concerne les fonctionnalités de Sugar CRM :

Quote Management Systems

Create quotes quickly and easily streamline your sales cycle and increase deal velocity with our CRM quotation software for small and large businesses.

CRM Reporting & Dashboards

Monitor your marketing, sales and customer support metrics with Sugar's Dashboards. Use Sugar Reports to turn your data into insights. Manage existing relationships better and build new ones – one customer at a time.

CRM for Sales Forecasting

Increase visibility and predictability into your overall business performance. Sugar's sales forecasting software is designed for the individual user as much as for the decision maker.

SugarBPM™ CRM

Increase efficiency and productivity across the organization with an enterprise level CRM workflow automation toolset designed to automate critical customer-facing processes.

CRM Customization and Configuration

No business is the same, yet each can benefit from using Sugar's custom CRM. Customize and configure Sugar to meet your specific business needs.

Mobile CRM App

Maximize productivity with access to Sugar's mobile CRM app; optimized for all of the handheld devices you use every day. Maintain productivity while on the road, with or without connectivity.

CRM Campaign Management

Enhance your marketing and sales initiatives with Sugar's campaign management software. Create, execute and track campaigns across multiple channels. Develop compelling email marketing programs and easily capture leads from your website.

Multilingual and Multicurrency Support

Sugar supports more than 30 languages out of the box and provides a framework to add more.

CRM for Project Management

Build and manage Projects across Sales, Marketing, and Customer Support. Streamline the tasks necessary to get the job done with our CRM project management feature.

Teams, Roles and Security

Mitigate security concerns and reduce risks for your business with Sugar's security features. Ensure each user gets access to only the relevant customer data and information as tied to their job roles and your company's security policies.

Case Management and Bug Tracking Solution

Make it easy for your users to present a unified view of your organization to your customers. Empower your support team to better manage customer support requests through our case management system that facilitates streamlined information sharing and case routing.

Self – Service Portal

Sugar's Customer Self-Service Portal enables quicker time to resolution and reduces overall case load, by allowing individuals to create cases, update their account information, search the knowledge base, and track bugs to resolution.

Knowledge Base Management

Provide exceptional customer care experience when you make it easy for your customers to find relevant answers quickly. Improve productivity of your customer support team with Sugar's Knowledge Base management system.

Social CRM

Integrate leading social media services to help your organization learn from and engage with your customers at a more holistic level. Improve online collaboration and leverage social business application to increase productivity of your customer facing users.

CRM for G Suite

Share data easily between Sugar and your favorite Google apps. Leverage standard and custom G Suite CRM integrations to meet your specific business needs, be it sales force automation, marketing automation, customer support, or social CRM and collaboration.

Activity Streams

Improve social collaboration among CRM users with personalized updates. CRM Activity Streams are available on the home page or at the module and record level so each user can learn and act on the most relevant information.

CRM & Email and Calendar Integration

Sugar makes it easy for you to track customer emails, manage appointments and keep your calendars in sync with our seamless CRM integration features. Be more productive and focus on what matters most – your customers.

CRM for Sales Lead Management

Quickly identify and track your hottest leads from multiple campaigns, with our lead management software. Turn over the leads to sales seamlessly for faster lead to opportunity conversion. Measure the effectiveness of your marketing campaigns with rich dashboards.

Search, Filters and Tagging

Sugar makes finding the information you need easy so that you can spend more time acting on information and less time looking for information.

Sugar Connector to DocuSign

Securely sign and manage documents directly within your CRM by leveraging the Sugar Connector to DocuSign, which works completely in the cloud for increased speed and flexibility.

Sugar Connector to Slack

Put CRM data at the forefront of your sales, service, and marketing efforts by sending teams notifications directly in relevant Slack channels.

Mobile CRM Maps

Sales teams can now visualize customer information, plan more effectively, and make smarter, more informed decisions, directly from within the sales CRM using an interactive map-based interface.

(SugarCRM)

En ce qui concerne la démonstration :

SugarCRM offre un ensemble complet de fonctionnalités pour personnaliser et gérer efficacement les relations clients. Lorsque vous vous connectez à SugarCRM, vous pouvez personnaliser le tableau de bord selon vos besoins spécifiques. Cela inclut l'ajout de petits panneaux tels que des graphiques pour le suivi des opportunités et des modules pour la gestion des cas. Ces petits panneaux fournissent un aperçu instantané de votre activité et de vos performances.

Vous pouvez également appliquer des filtres pour voir exactement quelles opportunités vous intéressent. Grâce aux capacités de recherche avancées, vous pouvez explorer l'intégralité de la base de données pour trouver des informations critiques rapidement et efficacement.

Lorsque vous accédez à une opportunité, vous pouvez obtenir une vue détaillée de ses informations. De plus, vous pouvez planifier des appels téléphoniques directement depuis l'interface et même ajouter des notes pour documenter ces interactions.

De plus, vous pouvez collaborer avec les membres de votre équipe en partageant et en discutant d'informations pertinentes. Le tout à seulement un clic du tableau de bord principal pour gérer vos relations clients de manière fluide et efficace.

Quant au reporting, SugarCRM propose des fonctionnalités avancées pour générer des rapports spécifiques à votre compte. Vous pouvez également créer des rapports personnalisés à partir de zéro, basés sur des données pertinentes pour votre entreprise. Ces fonctionnalités démontrent la polyvalence et la puissance de SugarCRM pour la personnalisation et la gestion de la relation client.

(Youtube)

Analyse : SugarCRM est reconnu pour ses performances solides et la qualité de ses fonctionnalités, se positionnant comme un acteur compétitif sur le marché des CRM. La plateforme se distingue par sa flexibilité et sa capacité à s'adapter à des processus d'affaires complexes, offrant une personnalisation poussée qui permet aux entreprises de modeler le CRM selon leurs besoins spécifiques. Cela inclut des options avancées de reporting et d'analyse, une intégration efficace avec d'autres systèmes, et des capacités de gestion des relations clients très complètes. Cependant, SugarCRM peut être un peu complexe à appréhender et pas suffisamment avancé pour certaines fonctionnalités, comme c’est souvent le cas avec les logiciels open-source. Mais pour palier à cela, ce CRM permet aisément de personnaliser les modules.

Sécurité et confidentialité des données : 9/10

SUGARCLOUD PLATFORM ARCHITECTURE

The SugarCloud platform is built on AWS.

SugarCloud utilizes a stack that consists of a web frontend, multiple services and processing layers, and databases. API access is authenticated and all services require encryption.

LEARN MORE ABOUT AWS CERTIFICATIONS →

CLOUD SECURITY

SugarCRM maintains a comprehensive Information Security Program which includes following the latest Cloud Security best practices. SugarCloud uses industry standard encryption algorithms and data is encrypted both in transit and at rest.

All data in the SugarCloud Development, Test and QA environments is anonymized and sanitized to support secure development, patching, fixes and penetration testing.

For more information about our security program click here to view our FAQs.

DATA RETENTION

SugarCloud maintains an active data retention policy and retains or deletes all data in accordance with applicable laws and compliance requirements.

If a Sugar customer decides to leave Sugar, they have access to their data for up to 90 days, unless otherwise requested. After the 90 days, customer data will be permanently deleted.

DATA ACCESS AND DATA FLOW

Data at Sugar is restricted from access by non-authorized personnel.

Multi-Factor authentication is used on all systems, for all access points, at all times. All data access is logged and monitored.

As mentioned, Sugar has multiple global geographic regions that serve customers. The data flow inside each region is the same. This is a high-level view of the Data Flow in any region.

SUGARCLOUD AVAILABILITY PROGRAM

The SugarCloud Platform is highly available, relying on AWS infrastructure for uptime and tools for availability. Since all data is restricted within each region, all backups and availability requirements stay within each region as well. Each client front end, services, and database is constantly replicated across multiple data centers within the same region to ensure availability even if one data center experiences issues.

SUGARCLOUD DEVELOPMENT SECURITY PROGRAM

Our code is rigorously tested and secured through a comprehensive SDLC program. All code is continuously tested, gaps remediated, and retested. Once code has passed all tests and retests, it is put through QA and logic tests. Once it passes all those tests, it is put into an environment to be pen tested.

SugarCRM has a bug bounty program in place.

LEARN MORE →

CLIENT ACCESS CONTROL AND AUTHENTICATION

The SugarCloud Platform provides Role Based Access Control, configurable by the client. Client access is logged to the platform and reviewable by the client.

SugarCloud integrates with third-party identity and access systems to allow MFA, single sign on, federated sign on, and other client required access control mechanisms.

SINGLE SIGN-ON (SSO)

SugarCloud provides LDAP, SAML, and OIDC support for single sign-on for both mobile and web as another option for centralized management of passwords across multiple systems. SugarCloud supports external SSO providers for customers who prefer to perform authentication on their intranet and then be redirected to SugarCloud. The SugarCloud SSO solution integrates with any external Identity Management Services.

LEARN MORE →

SUGAR COMPLIANCE PROGRAM

Sugar is SOC 2 Type II compliant. A copy of the report is available to download here.

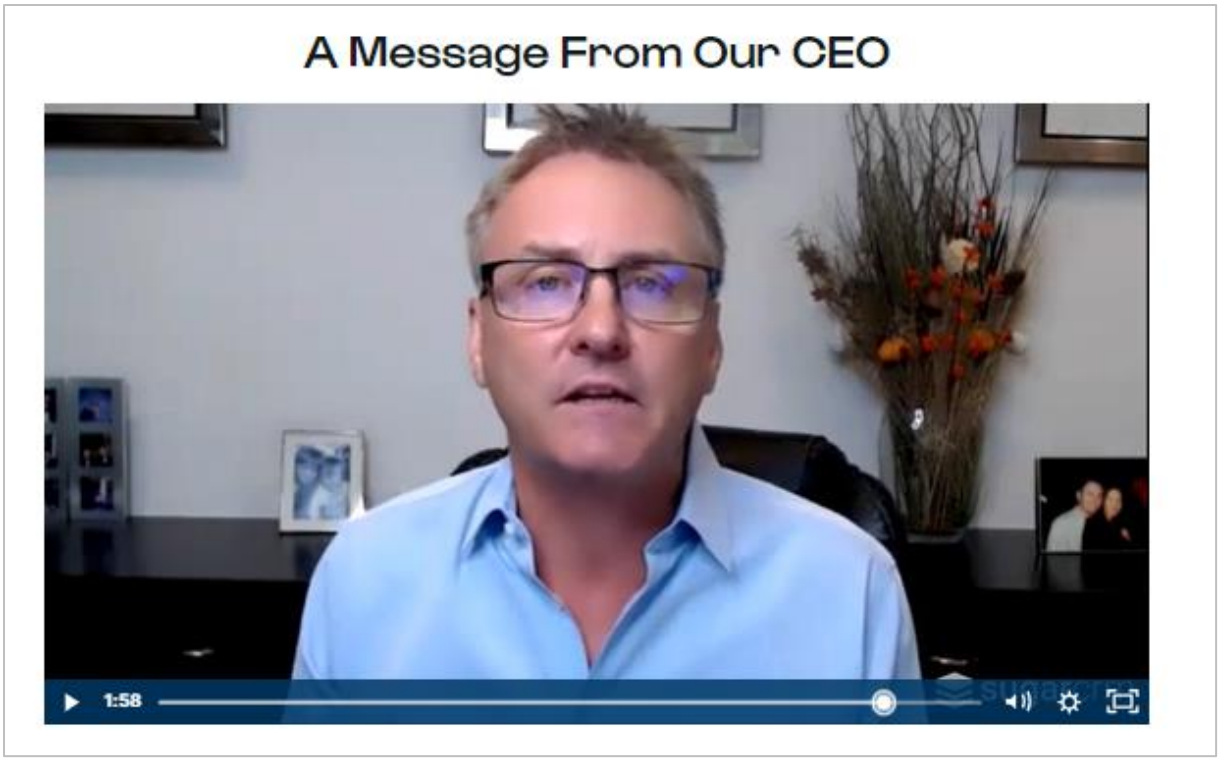
Sugar also maintains a privacy compliance program which includes GDPR and CCPA.

Our information security program is aligned to the CSA Cloud Controls Matrix and we are listed on the STAR Registry. To review our questionnaire, click here.

(SugarCrm.com)

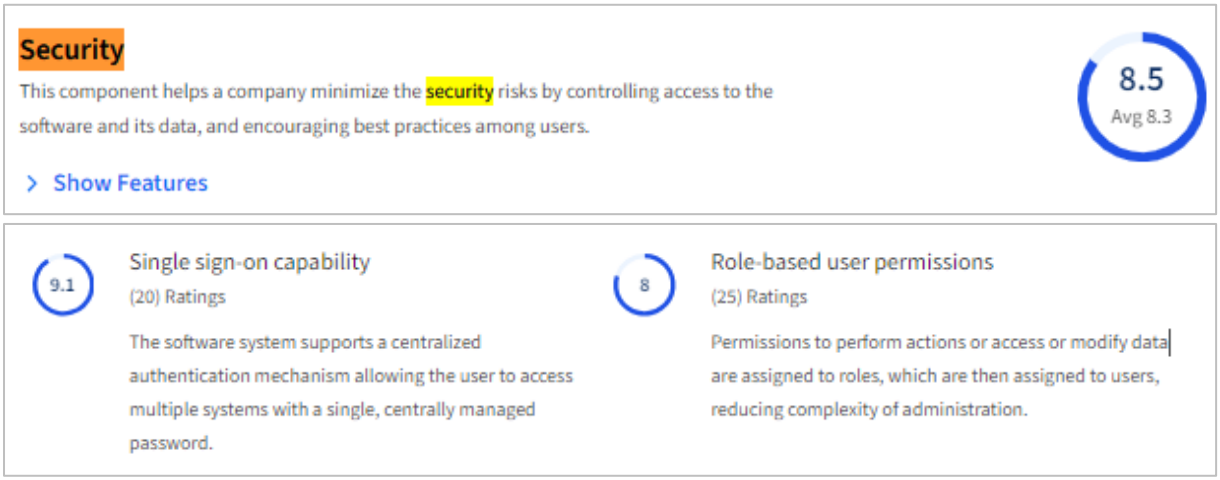
SugarCRM has established an extensive Data Protection Program. The program includes policies and guidelines, risk assessments, incident handling, and awareness and training. Through our privacy policy and internal guidelines we ensure all employees are aware of how SugarCRM shall process our customers' personal data and also our internally owned personal data. SugarCRM also ensures awareness and regular training. The legal environment is changing and new laws and regulations are taking effect to control the collection, use, retention, disclosure and disposal of personal information and data in general. At the same time, the rate of cyber attacks, data breaches and unauthorised use of data is growing. Therefore, it is more important than ever to understand the rights and obligations of individuals and organisations with respect to personal information and customer data. On this basis, all employees in SugarCRM are subject to privacy awareness training, not only upon the start of their employment with Sugar but also on a regular basis thereafter.

(Sugarcrm.com)



(Sagecrm.com)

Selon la vidéo SugarCRM attache une importance primordiale à la sécurité de ses solutions, mettant ainsi en avant le fait que le client demeure le seul détenteur de ses données et qu'il exerce un contrôle total sur celles-ci. Il est important de souligner que SugarCRM n'a jamais exploité les données des clients à des fins commerciales et marketing, privilégiant plutôt la préservation de la confidentialité des informations client.



(Trustradius)

La source suivante mentionne les vulnérabilités représentant un risque potentiel pour la sécurité des systèmes utilisant les versions affectées de SugarCRM:

CVE-2023-35811

An issue was discovered in SugarCRM Enterprise before 11.0.6 and 12.x before 12.0.3. Two SQL Injection vectors have been identified in the REST API. By using crafted requests, custom SQL code can be injected through the REST API because of missing input validation. Regular user privileges can use used for exploitation. Editions other than Enterprise are also affected.

Max Base Score	8.8
Published	2023-06-17
Updated	2023-08-23
EPSS	0.06%

CVE-2023-35810

An issue was discovered in SugarCRM Enterprise before 11.0.6 and 12.x before 12.0.3. A Second-Order PHP Object Injection vulnerability has been identified in the DocuSign module. By using crafted requests, custom PHP code can be injected and executed through the DocuSign module because of missing input validation. Admin user privileges are required to exploit this vulnerability. Editions other than Enterprise are also affected.

Max Base Score	7.2
Published	2023-06-17
Updated	2023-08-23
EPSS	0.06%

CVE-2023-35809

An issue was discovered in SugarCRM Enterprise before 11.0.6 and 12.x before 12.0.3. A Bean Manipulation vulnerability has been identified in the REST API. By using a crafted request, custom PHP code can be injected through the REST API because of missing input validation. Regular user privileges can be used to exploit this vulnerability. Editions other than Enterprise are also affected.

Max Base Score	8.8
Published	2023-06-17
Updated	2023-08-23
EPSS	0.06%

CVE-2023-35808

An issue was discovered in SugarCRM Enterprise before 11.0.6 and 12.x before 12.0.3. An Unrestricted File Upload vulnerability has been identified in the Notes module. By using crafted requests, custom PHP code can be injected and executed through the Notes module because of missing input validation. Regular user privileges can be used to exploit this vulnerability. Editions other than Enterprise are also affected.

Max Base Score	8.8
Published	2023-06-17
Updated	2023-08-23
EPSS	0.06%

CVE-2023-22952

Public exploit exists
Known Exploited Vulnerability

In SugarCRM before 12.0. Hotfix 91155, a crafted request can inject custom PHP code through the EmailTemplates because of missing input validation.

Max Base Score	8.8
Published	2023-01-11
Updated	2023-03-10
EPSS	2.78%
KEV Added	2023-02-02

CVE-2020-36501

Multiple cross-site scripting (XSS) vulnerabilities in the Support module of SugarCRM v6.5.18 allows attackers to execute arbitrary web scripts or HTML via crafted payloads entered into the primary address state or alternate address state input fields.

Max Base Score	5.4
Published	2021-10-22
Updated	2021-10-26
EPSS	0.06%

CVE-2020-28956

Multiple cross-site scripting (XSS) vulnerabilities in the Sales module of SugarCRM v6.5.18 allows attackers to execute arbitrary web scripts or HTML via crafted payloads entered into the primary address state or alternate address state input fields.

Max Base Score	5.4
Published	2021-10-22
Updated	2021-10-28
EPSS	0.06%

CVE-2020-28955

SugarCRM v6.5.18 was discovered to contain a cross-site scripting (XSS) vulnerability in the Create Employee module. This vulnerability allows attackers to execute arbitrary web scripts or HTML via a crafted payload in the First Name or Last Name input fields.

Max Base Score	5.4
Published	2021-10-22
Updated	2021-10-28
EPSS	0.06%

CVE-2020-17373
SugarCRM before 10.1.0 (Q3 2020) allows SQL Injection.

Max Base Score 5.3
Published 2020-08-12
Updated 2022-11-16
EPSS 0.20%

CVE-2020-17372
SugarCRM before 10.1.0 (Q3 2020) allows XSS.

Max Base Score 5.4
Published 2020-08-12
Updated 2020-08-13
EPSS 0.17%

CVE-2020-7472
An authorization bypass and PHP local-file-include vulnerability in the installation component of SugarCRM before 8.0, 8.0 before 8.0.7, 9.0 before 9.0.4, and 10.0 before 10.0.0 allows for unauthenticated remote code execution against a configured SugarCRM instance via crafted HTTP requests. (This is exploitable even after installation is completed.).

Max Base Score 9.8
Published 2020-11-12
Updated 2021-07-21
EPSS 0.20%

CVE-2019-17319
SugarCRM before 8.0.4 and 9.x before 9.0.2 allows SQL injection in the Emails module by a Regular user.

Max Base Score 8.8
Published 2019-10-07
Updated 2019-10-09
EPSS 0.09%

CVE-2019-17318
SugarCRM before 8.0.4 and 9.x before 9.0.2 allows SQL injection in the pmse_Inbox module by a Regular user.

Max Base Score 8.8
Published 2019-10-07
Updated 2019-10-09
EPSS 0.09%

CVE-2019-17317
SugarCRM before 8.0.4 and 9.x before 9.0.2 allows PHP object injection in the UpgradeWizard module by an Admin user.

Max Base Score 7.2
Published 2019-10-07
Updated 2022-12-02
EPSS 0.10%

CVE-2019-17316
SugarCRM before 8.0.4 and 9.x before 9.0.2 allows PHP object injection in the Import module by a Regular user.

Max Base Score 8.8
Published 2019-10-07
Updated 2022-12-02
EPSS 0.10%

CVE-2019-17315
SugarCRM before 8.0.4 and 9.x before 9.0.2 allows PHP object injection in the Administration module by an Admin user.

Max Base Score 7.2
Published 2019-10-07
Updated 2022-12-02
EPSS 0.10%

CVE-2019-17314
SugarCRM before 8.0.4 and 9.x before 9.0.2 allows directory traversal in the Configurator module by an Admin user.

Max Base Score 7.2
Published 2019-10-07
Updated 2019-10-09
EPSS 0.13%

CVE-2019-17313
SugarCRM before 8.0.4 and 9.x before 9.0.2 allows directory traversal in the Studio module by a Developer user.

Max Base Score 8.8
Published 2019-10-07
Updated 2019-10-09
EPSS 0.13%

CVE-2019-17312 SugarCRM before 8.0.4 and 9.x before 9.0.2 allows directory traversal in the file function by a Regular user.	Max Base Score Published Updated EPSS	8.8 2019-10-07 2019-10-09 0.13%
CVE-2019-17311 SugarCRM before 8.0.4 and 9.x before 9.0.2 allows directory traversal in the attachment function by a Regular user.	Max Base Score Published Updated EPSS	8.8 2019-10-07 2019-10-09 0.13%
CVE-2019-17310 SugarCRM before 8.0.4 and 9.x before 9.0.2 allows PHP code injection in the Campaigns module by an Admin user.	Max Base Score Published Updated EPSS	7.2 2019-10-07 2020-08-24 0.09%
CVE-2019-17309 SugarCRM before 8.0.4 and 9.x before 9.0.2 allows PHP code injection in the EmailMan module by an Admin user.	Max Base Score Published Updated EPSS	7.2 2019-10-07 2020-08-24 0.09%
CVE-2019-17308 SugarCRM before 8.0.4 and 9.x before 9.0.2 allows PHP code injection in the Emails module by a Regular user.	Max Base Score Published Updated EPSS	8.8 2019-10-07 2020-08-24 0.09%
CVE-2019-17307 SugarCRM before 8.0.4 and 9.x before 9.0.2 allows PHP code injection in the Tracker module by an Admin user.	Max Base Score Published Updated EPSS	7.2 2019-10-07 2020-08-24 0.09%
CVE-2019-17306 SugarCRM before 8.0.4 and 9.x before 9.0.2 allows PHP code injection in the Configurator module by an Admin user.	Max Base Score Published Updated EPSS	7.2 2019-10-07 2020-08-24 0.09%

(Cvedetails.com)

Analyse : Ces informations révèlent plusieurs vulnérabilités de sécurité découvertes dans différentes versions du logiciel SugarCRM. Parmi celles-ci, on compte des failles d'injection SQL, d'injection d'objet PHP, de manipulation de Bean, ainsi que des problèmes de téléchargement de fichiers non restreints et de script intersite (XSS). Ces vulnérabilités peuvent permettre à des attaquants d'exécuter du code malveillant ou de manipuler les systèmes affectés. Il est impératif de mettre à jour vers les versions corrigées dès que possible afin de prévenir toute exploitation malveillante de ces failles et de garantir la sécurité des systèmes utilisant SugarCRM.

Les nouvelles versions de SugarCRM en revanche sont très sûres.

Stabilité et évolutivité : 9/10

Styliana Araouzou
Senior Operations Analyst at Etoro

REAL USER TOP 5

★ ★ ★ ★

Apr 6, 2022

Customizable, easy to configure, and reliable

Pros and Cons

"It works well with Jira. You can customize it to fit your needs."

"You cannot include all your entities under one instance at the moment."

What is our primary use case?

We use Sugar as our CRM. It includes all our customer details, tech to sign in from the verification side, the transactions, all the marketing materials, everything related to the client, and key payment transactions.

What is most valuable?

It's great as a CRM.

It's fully customizable. You can create and develop any features in order to meet your organization's needs.

It works well with Jira. You can customize it to fit your needs.

The product is extremely easy to configure.

We've found the scalability to be good.

The stability is great.

What do I think about the stability of the solution?

While the solution itself is stable, the stability, in general, is based on which server it's set up on. It depends on the users that are logging in on a daily basis in Sugar. As an application it is stable, however, if the memory on your server is low and cannot support thousands of logins on a daily basis, of course, you will have issues.

What do I think about the scalability of the solution?

The scalability is great. It can work with many users. It's not a problem.

In my previous organization, we had about 200 users.

MS

Michalis Skoutaris

IT support officer at IT flow

REAL USER TOP 20

★★★★

May 15, 2022

Useful exports, stable, and overall functions well

Pros and Cons

"The most valuable features of Sugar Enterprise are the exports of graphics, statuses, complaints, and tasks."

"Sugar Enterprise could improve by removing bugs and glitches. For example, a comment was made but in the comment section, it was never displayed. However, the problems we faced might not be the fault of the solution."

What is our primary use case?

I was using Sugar Enterprise in a communication company to allow users to lock the calls and the comments.

What is most valuable?

The most valuable features of Sugar Enterprise are the exports of graphics, statuses, complaints, and tasks.

What needs improvement?

Sugar Enterprise could improve by removing bugs and glitches. For example, a comment was made but in the comment section, it was never displayed. However, the problems we faced might not be the fault of the solution.

In order to export graphics or add tasks, it could at times be more difficult than other functionality.

In the next release, the color scheme of the interface could be better. I found it bland and it could be better.

For how long have I used the solution?

I have been using Sugar Enterprise for approximately four years.

What do I think about the stability of the solution?

Sugar Enterprise is stable and reliable. However, the more people that use the solution it can impact the performance. This might not be an issue with the solution.

What do I think about the scalability of the solution?

Most of the time the performance of the solution was slow. If we had a lot of people or if a lot of people talking at the same time it was very slow. There were some moments when it went down and we had to wait until the IT team came to refresh the server to regain access.

We have approximately 200 people using this solution in my organization.

AS

reviewer1118802

Account Manager, Cybersecurity at a tech services company with 11-50 employees

MSP TOP 5

★★★★

Feb 2, 2022

Good performance, sales management, and easy installation

Pros and Cons

"The most valuable aspect of this solution is its low cost."

"I would like to see more integration on a mobile platform in the next release."

What is our primary use case?

We use Sugar Enterprise to manage our sales focus and track the appointments.

What is most valuable?

The most valuable aspect of this solution is its low cost.

It works well.

What needs improvement?

The interface could be more user-friendly.

I would like to see more integration on a mobile platform in the next release.

For how long have I used the solution?

I have been using Sugar Enterprise for at least eight years.

As a cloud-based solution, we always use the most recent version.

What do I think about the scalability of the solution?

We have ten users in our organization.

We use this solution on a daily basis.

Next year, we intend to increase our usage.

UT

Ubaldo Taladriz
CEO at EXE

REAL USER TOP 20

★★★★½

Jan 5, 2022

Runs almost without effort and has no support issues

Pros and Cons

"The most valuable feature is relation capability, which allows us to relay customers with invoice orders."

"In the next release, I would like to see personalization of information about customers or specific businesses or opportunities."

What is most valuable?

The most valuable feature is relation capability, which allows us to relay customers with invoice orders.

What needs improvement?

In the next release, I would like to see personalization of information about customers or specific businesses or opportunities.

What is most valuable?

The most valuable feature is relation capability, which allows us to relay customers with invoice orders.

What needs improvement?

In the next release, I would like to see personalization of information about customers or specific businesses or opportunities.

For how long have I used the solution?

I've been using this solution for about ten years.

What do I think about the stability of the solution?

This solution's stability is very good, it runs almost without effort, and we don't have any support issues with it.

What do I think about the scalability of the solution?

The scalability seems good, though we are a small company, so I'm not sure how well it would work for bigger organizations.

(Peerspot)

Verified User in Marketing and Advertising
Small-Business (50 or fewer emp.)

Validated Reviewer | Verified Current User | Review source: G2 invite on behalf of seller | Incentivized Review

Nov 08, 2021

"CRM software that is both powerful and stable"

What do you like best about Sugar Sell?

We use Sugar Sell to improve our sales. It helps us create new sales and retention campaigns. It has many advanced features. The email campaigns module is the one we use the most.

What do you dislike about Sugar Sell?

The user interface feels a little old, there's potential for improvement here.

Recommendations to others considering Sugar Sell:

Sugar Sell is a solid and feature-rich CRM solution that I would suggest to anyone seeking one.

What problems is Sugar Sell solving and how is that benefiting you?

We use it for our email campaigns and CRM. The integration this tool delivers makes my daily tasks run more smoothly.

Verified User in Computer Software
Small-Business (50 or fewer emp.)

Validated Reviewer | Verified Current User | Review source: G2 invite on behalf of seller | Incentivized Review

May 09, 2019

"A bit clunky"

What do you like best about Sugar Sell?

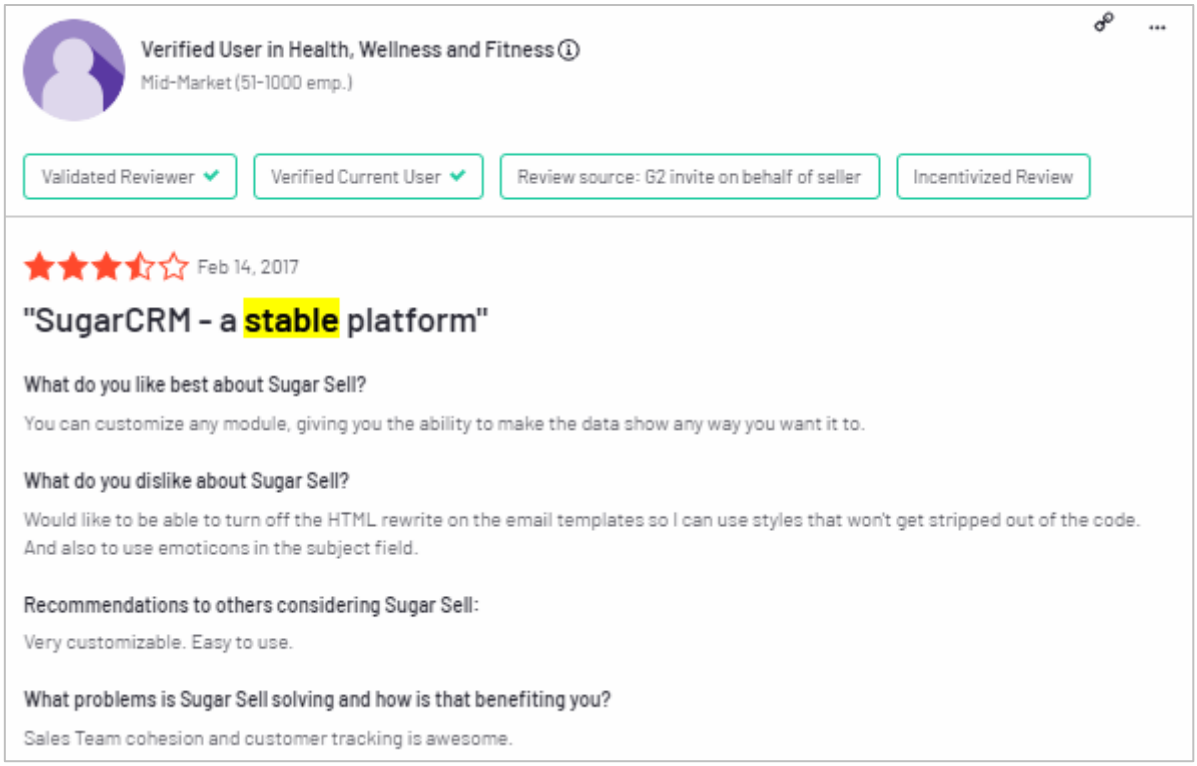
It gets the job done, and it's mostly stable. Once you get used to it, it works as expected.

What do you dislike about Sugar Sell?

It usually seems slow and awkward, and it's often not very intuitive to user. Requires paying for an administrator license.

What problems is Sugar Sell solving and how is that benefiting you?

Managing tech support and inventory



Verified User in Health, Wellness and Fitness
Mid-Market (51-1000 emp.)

Validated Reviewer | Verified Current User | Review source: G2 invite on behalf of seller | Incentivized Review

Feb 14, 2017

"SugarCRM - a stable platform"

What do you like best about Sugar Sell?

You can customize any module, giving you the ability to make the data show any way you want it to.

What do you dislike about Sugar Sell?

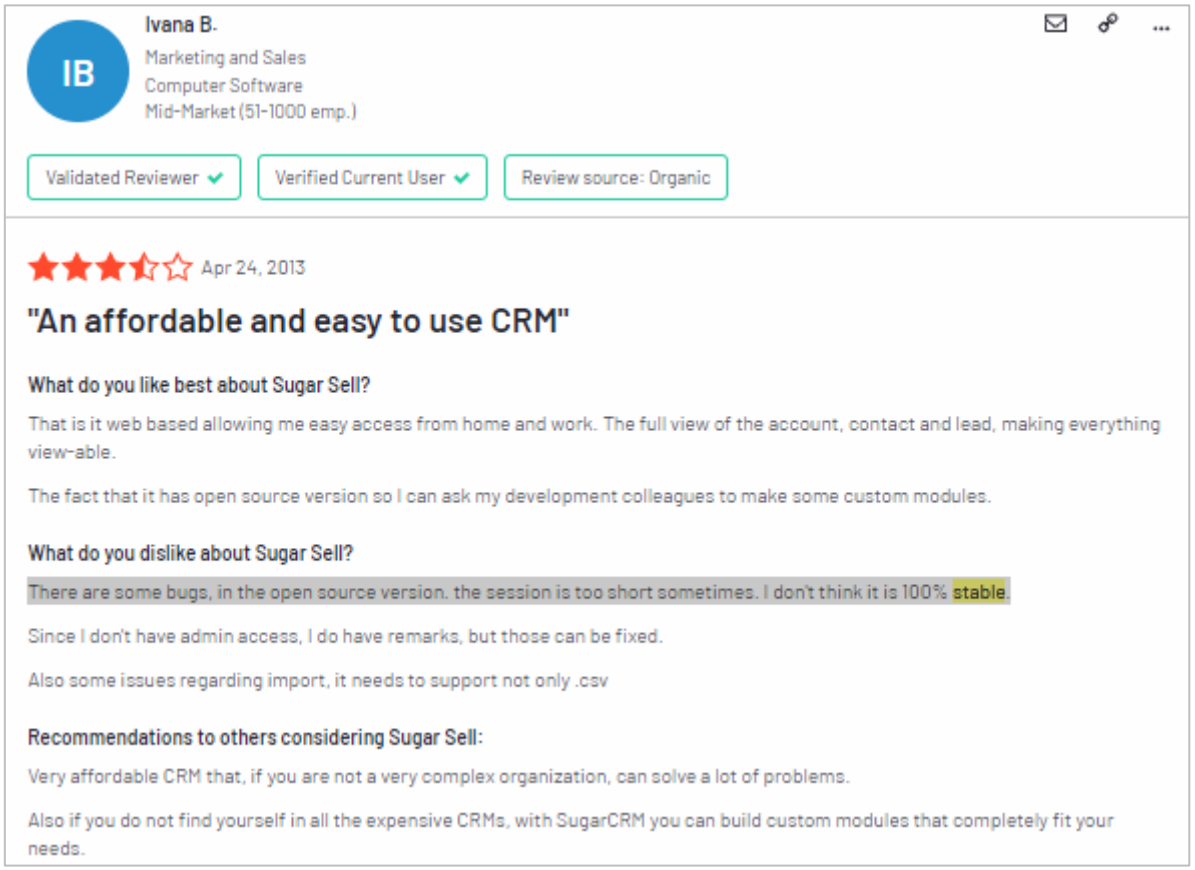
Would like to be able to turn off the HTML rewrite on the email templates so I can use styles that won't get stripped out of the code. And also to use emoticons in the subject field.

Recommendations to others considering Sugar Sell:

Very customizable. Easy to use.

What problems is Sugar Sell solving and how is that benefiting you?

Sales Team cohesion and customer tracking is awesome.



Ivana B.
Marketing and Sales
Computer Software
Mid-Market (51-1000 emp.)

Validated Reviewer | Verified Current User | Review source: Organic

Apr 24, 2013

"An affordable and easy to use CRM"

What do you like best about Sugar Sell?

That is it web based allowing me easy access from home and work. The full view of the account, contact and lead, making everything view-able.

The fact that it has open source version so I can ask my development colleagues to make some custom modules.

What do you dislike about Sugar Sell?

There are some bugs, in the open source version. the session is too short sometimes. I don't think it is 100% stable.

Since I don't have admin access, I do have remarks, but those can be fixed.

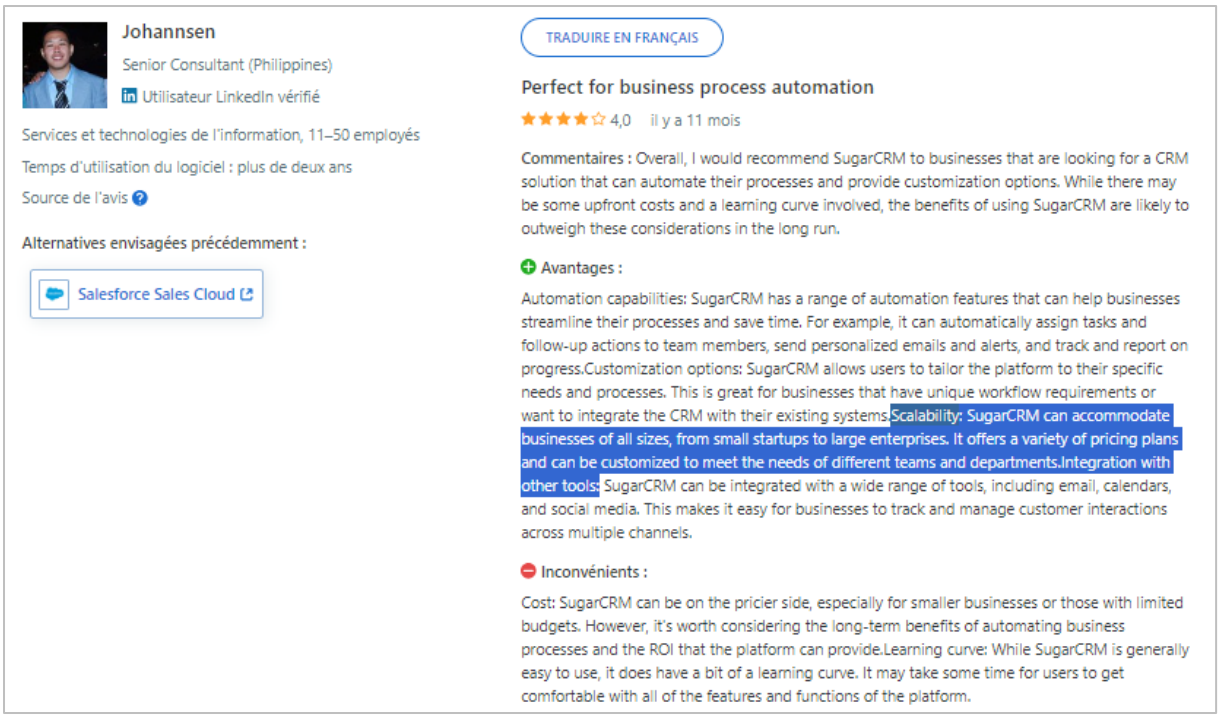
Also some issues regarding import, it needs to support not only .csv

Recommendations to others considering Sugar Sell:

Very affordable CRM that, if you are not a very complex organization, can solve a lot of problems.

Also if you do not find yourself in all the expensive CRMs, with SugarCRM you can build custom modules that completely fit your needs.

(G2)



Johannsen
Senior Consultant (Philippines)
Utilisateur LinkedIn vérifié

Services et technologies de l'information, 11–50 employés
Temps d'utilisation du logiciel : plus de deux ans
Source de l'avis

Alternatives envisagées précédemment :

Salesforce Sales Cloud

TRADUIRE EN FRANÇAIS

Perfect for business process automation

4,0 il y a 11 mois

Commentaires : Overall, I would recommend SugarCRM to businesses that are looking for a CRM solution that can automate their processes and provide customization options. While there may be some upfront costs and a learning curve involved, the benefits of using SugarCRM are likely to outweigh these considerations in the long run.

Avantages :

Automation capabilities: SugarCRM has a range of automation features that can help businesses streamline their processes and save time. For example, it can automatically assign tasks and follow-up actions to team members, send personalized emails and alerts, and track and report on progress.Customization options: SugarCRM allows users to tailor the platform to their specific needs and processes. This is great for businesses that have unique workflow requirements or want to integrate the CRM with their existing systems.Scalability: SugarCRM can accommodate businesses of all sizes, from small startups to large enterprises. It offers a variety of pricing plans and can be customized to meet the needs of different teams and departments.Integration with other tools: SugarCRM can be integrated with a wide range of tools, including email, calendars, and social media. This makes it easy for businesses to track and manage customer interactions across multiple channels.

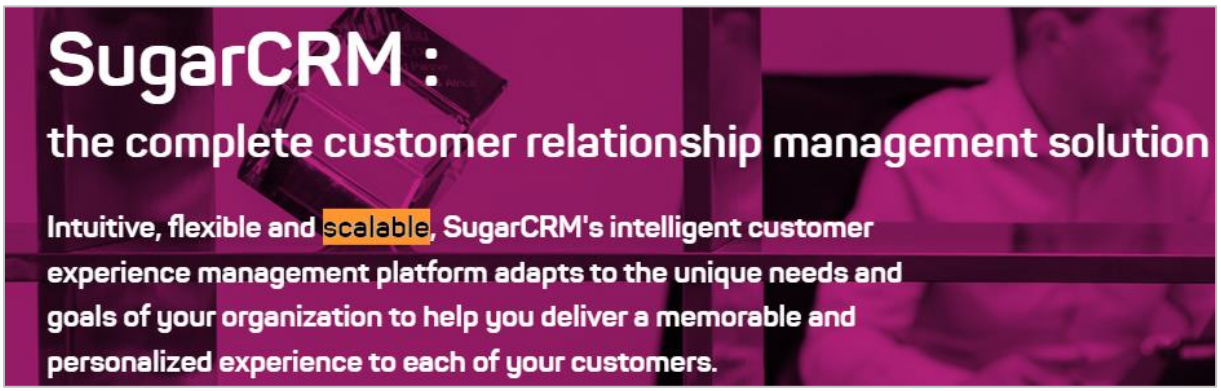
Inconvénients :

Cost: SugarCRM can be on the pricier side, especially for smaller businesses or those with limited budgets. However, it's worth considering the long-term benefits of automating business processes and the ROI that the platform can provide.Learning curve: While SugarCRM is generally easy to use, it does have a bit of a learning curve. It may take some time for users to get comfortable with all of the features and functions of the platform.

(Capterra.fr)

Sugar is a flexible and highly scalable application that supports a variety of hosting options including cloud hosting on our servers, hosting on a partner's server, hosting your instance yourself as an on-site deployment, or deploying on any existing public and private cloud option such as Amazon EC2 or IBM Softlayer. We collectively refer to all hosting options outside of Sugar's cloud hosting service as "on-site" installations. If you are considering an on-site installation, this guide will help you determine the server and storage requirements needed to satisfy performance needs of the application's end users.

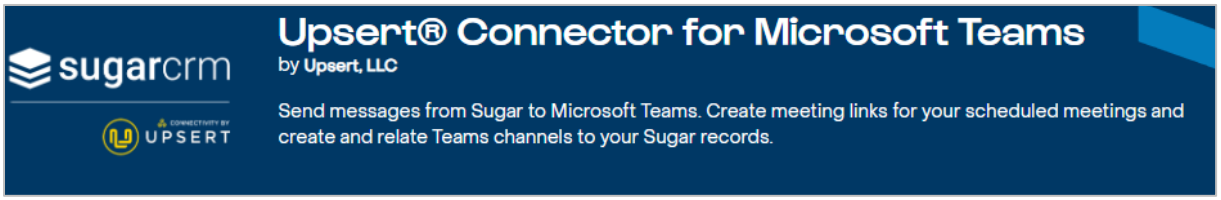
(Support.sugarcrm.com)



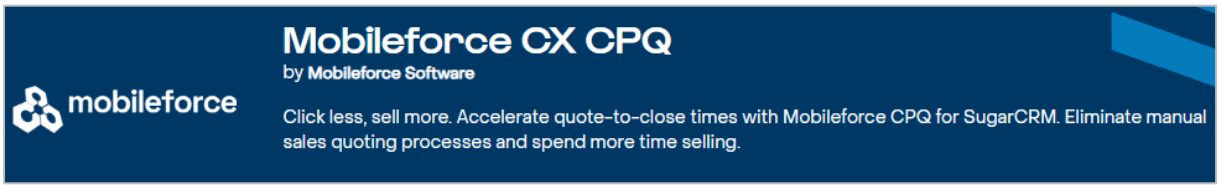
(Synolia.com)

Analyse : L'évolutivité et la stabilité de SugarCRM font partie de ses atouts majeurs, ce qui en fait une application particulièrement adaptée aux entreprises en pleine croissance ou aux besoins variables.

Connectivité et intégration : 7/10

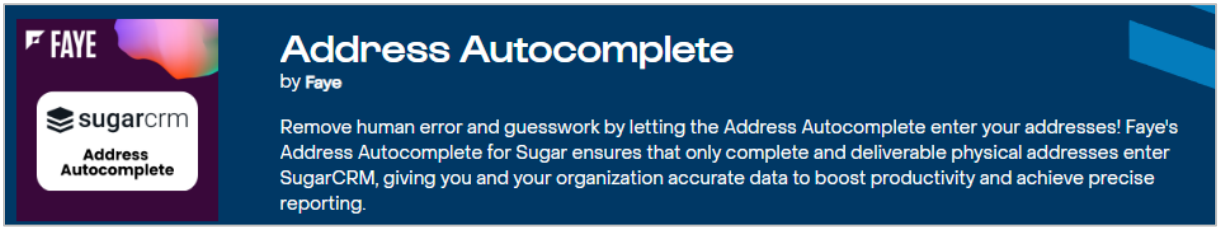


(Sugaroutfitters.com)



(Sugaroutfitters.com)

(Sugaroutfitters.com)



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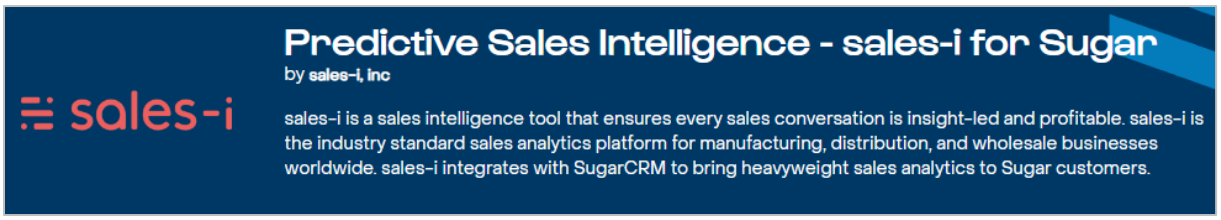

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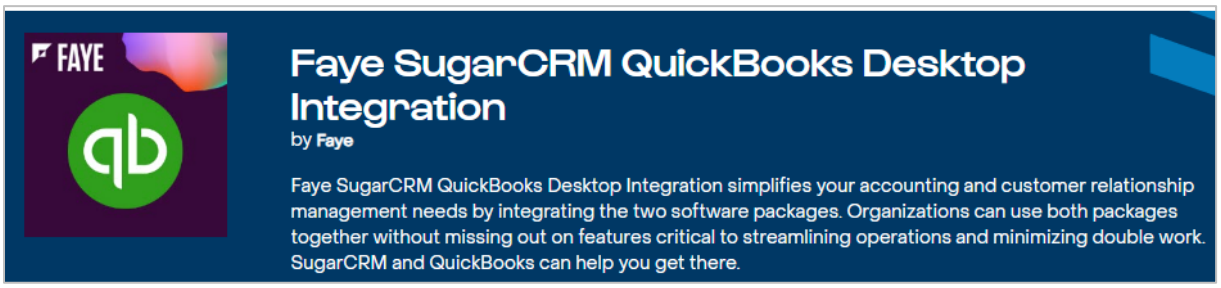

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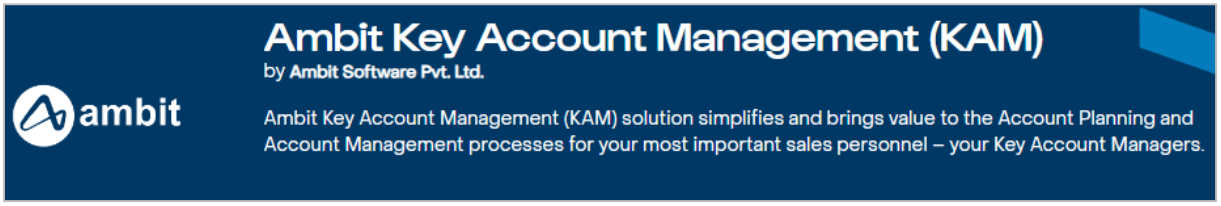

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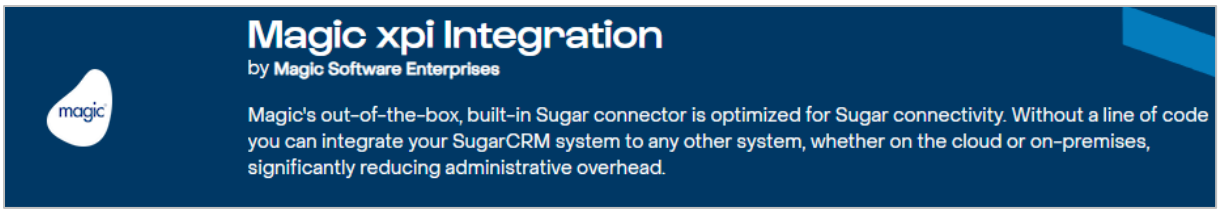

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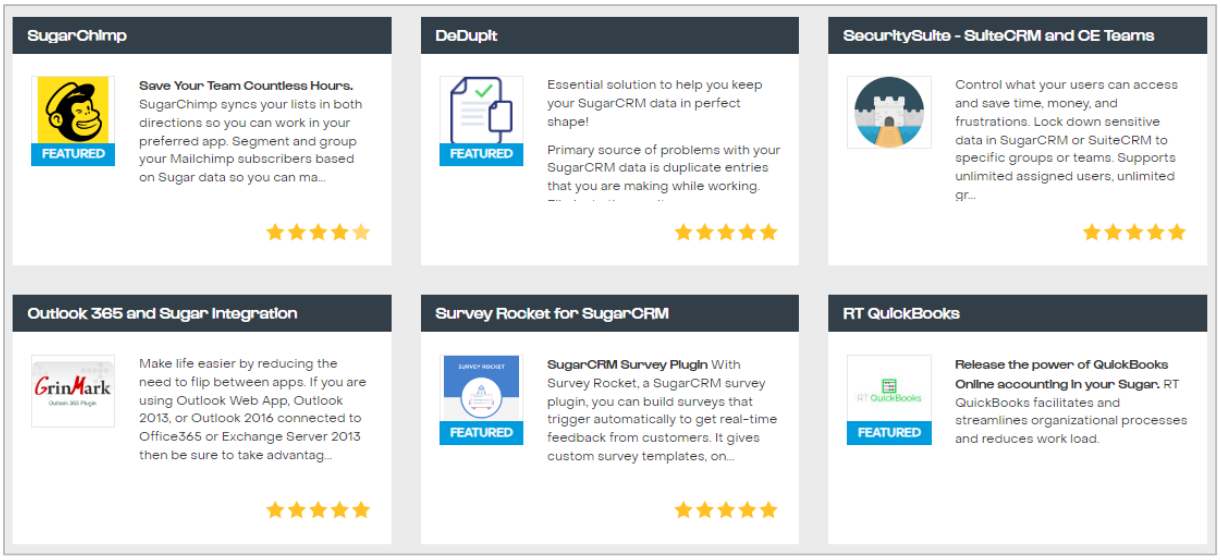

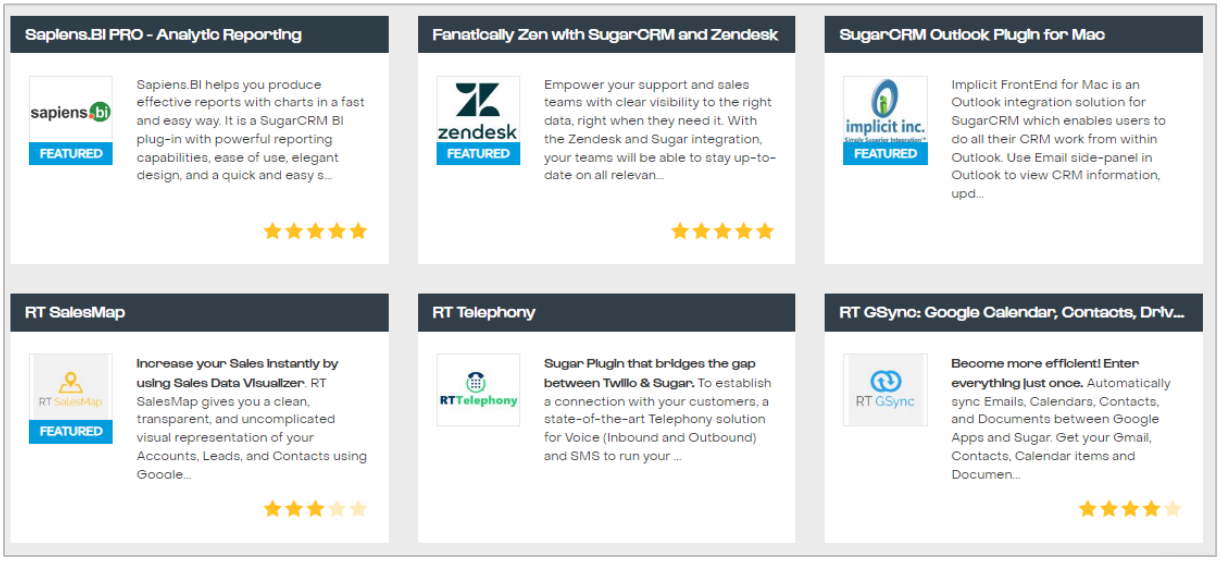

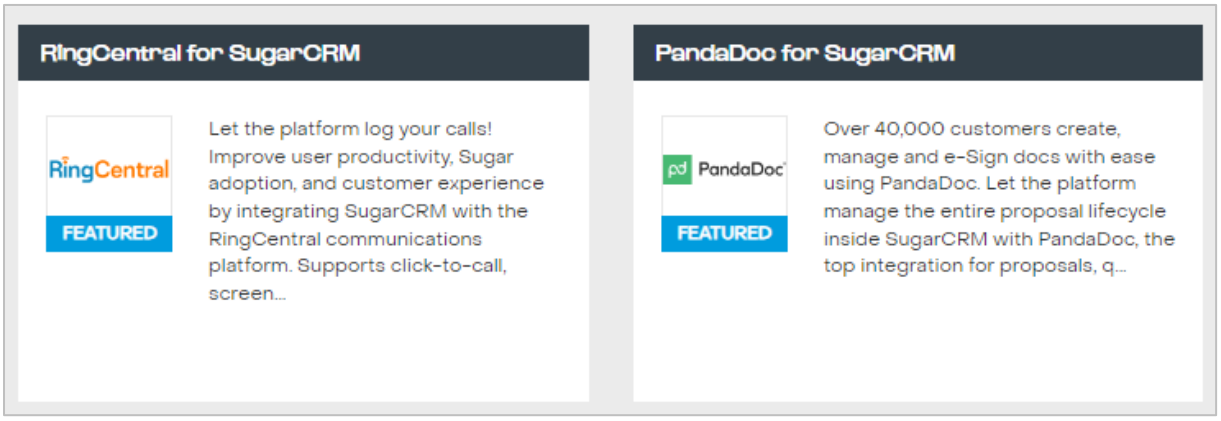

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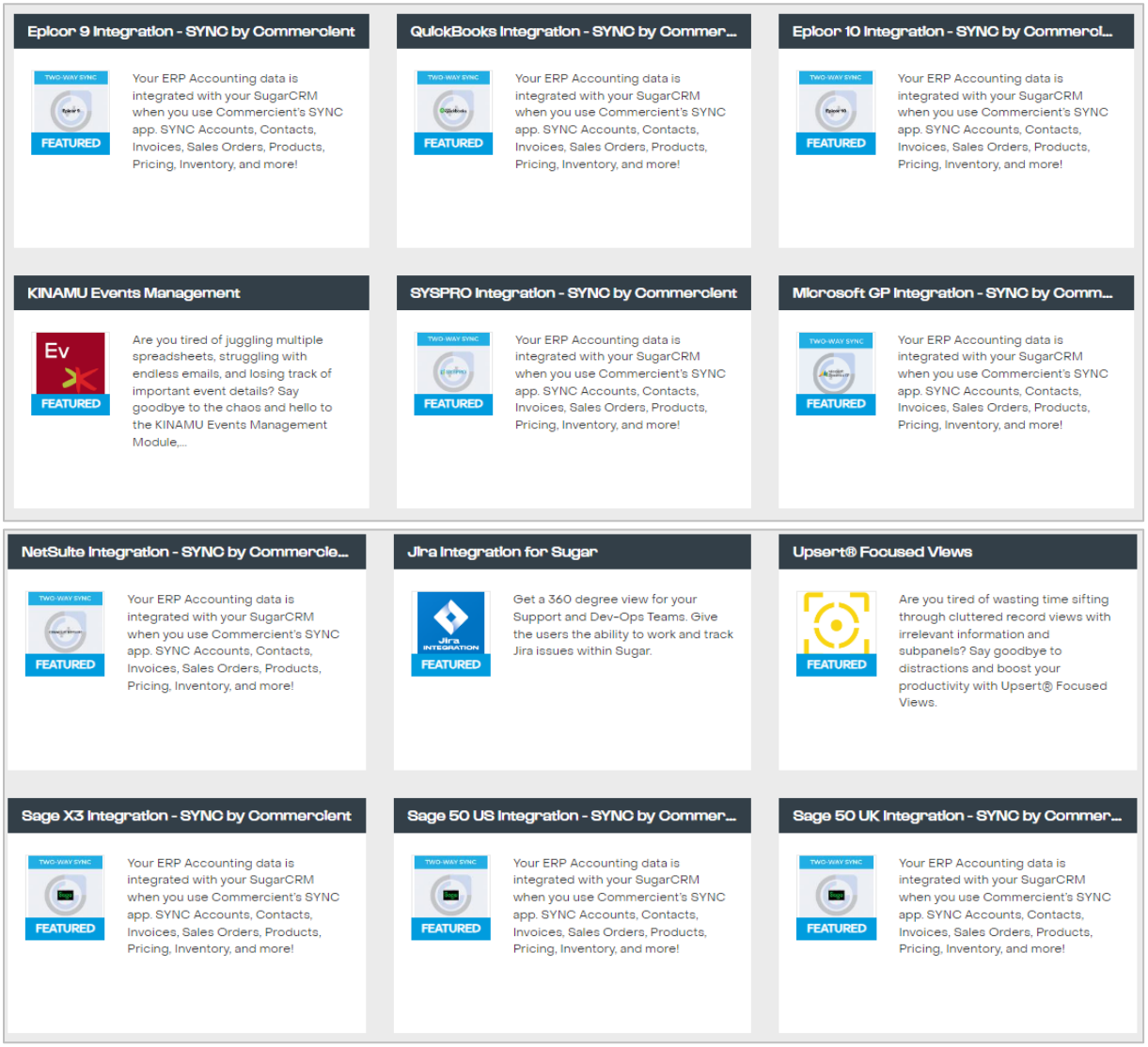
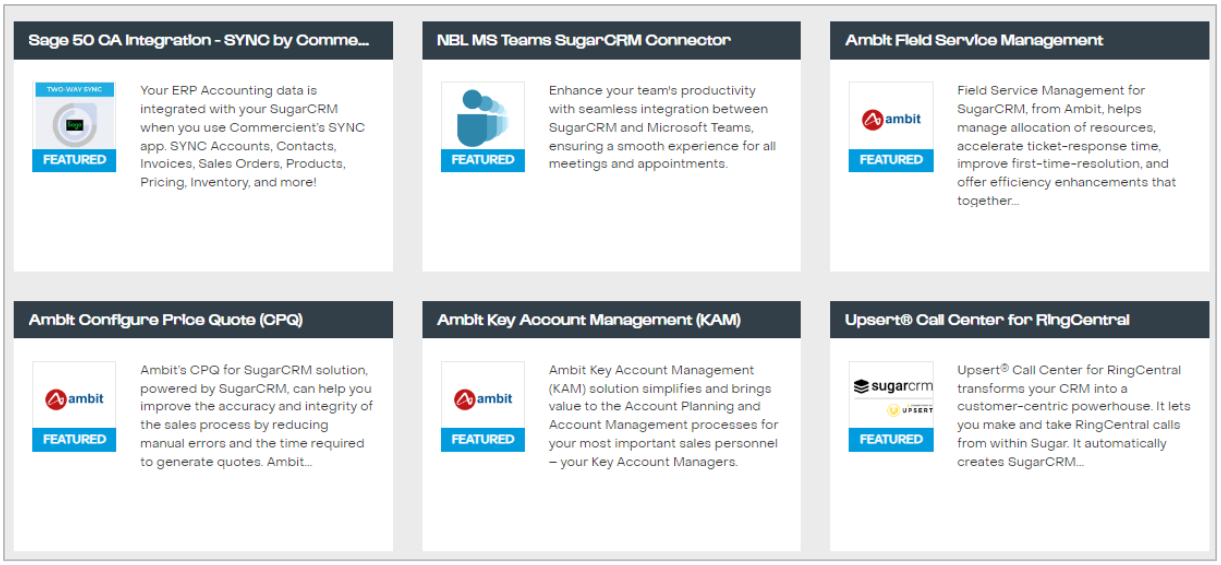
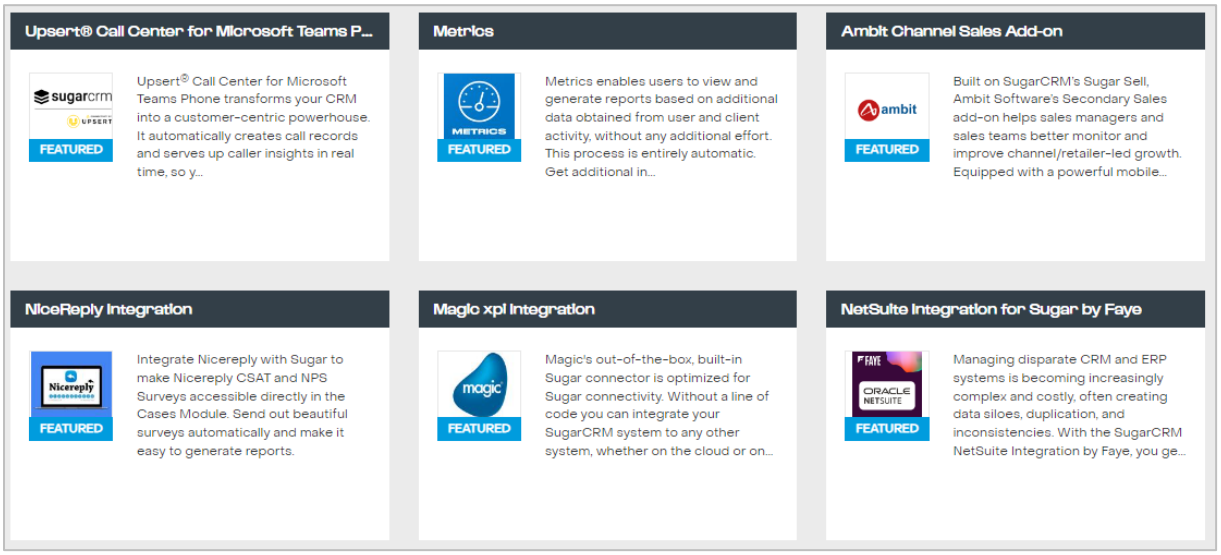
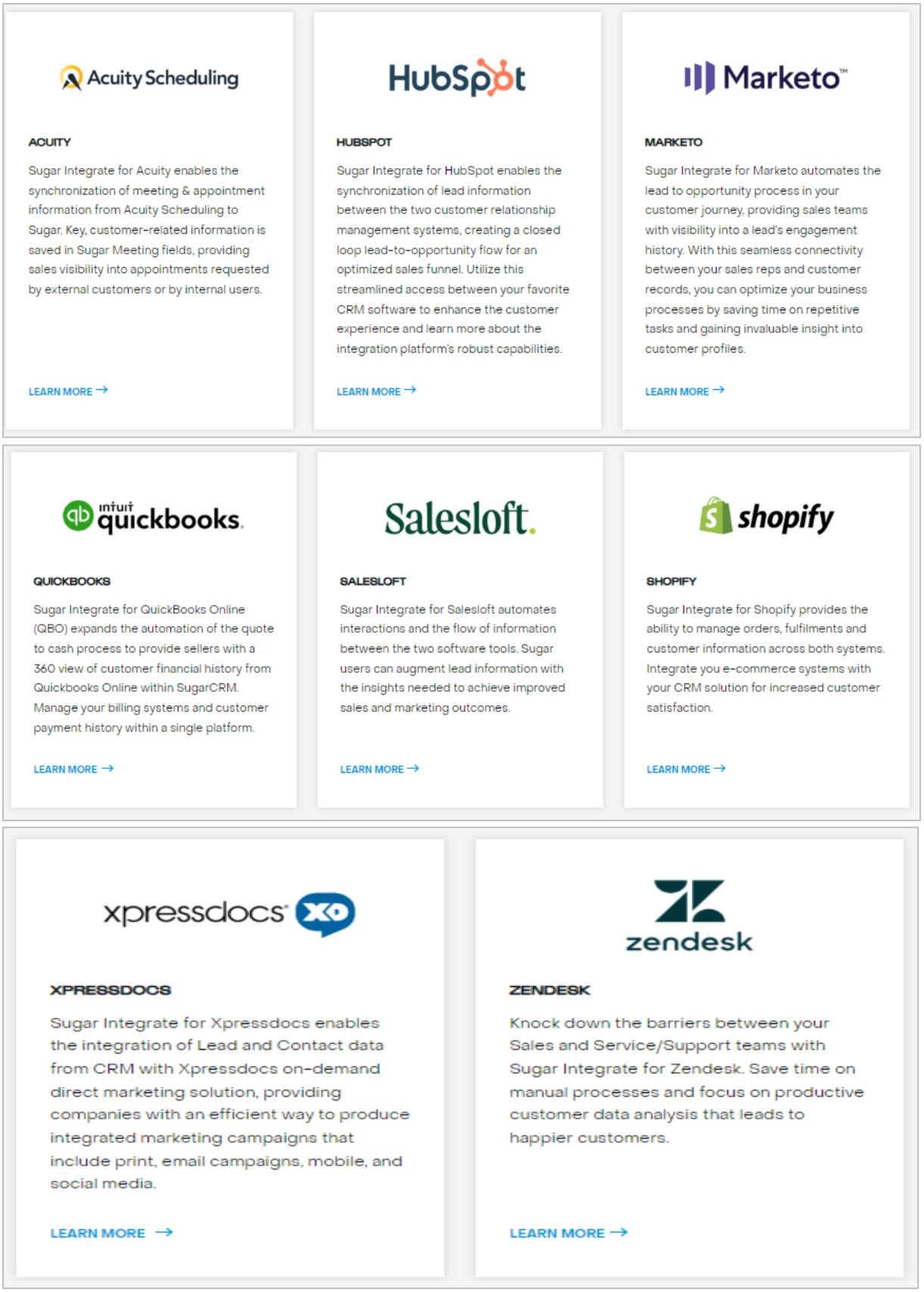


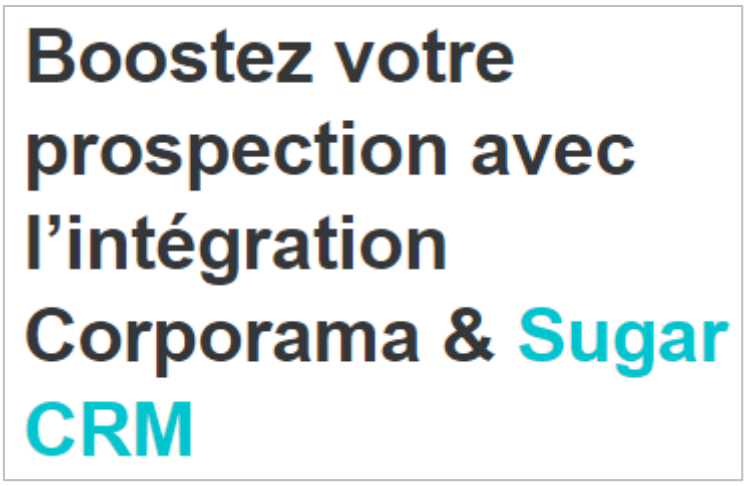




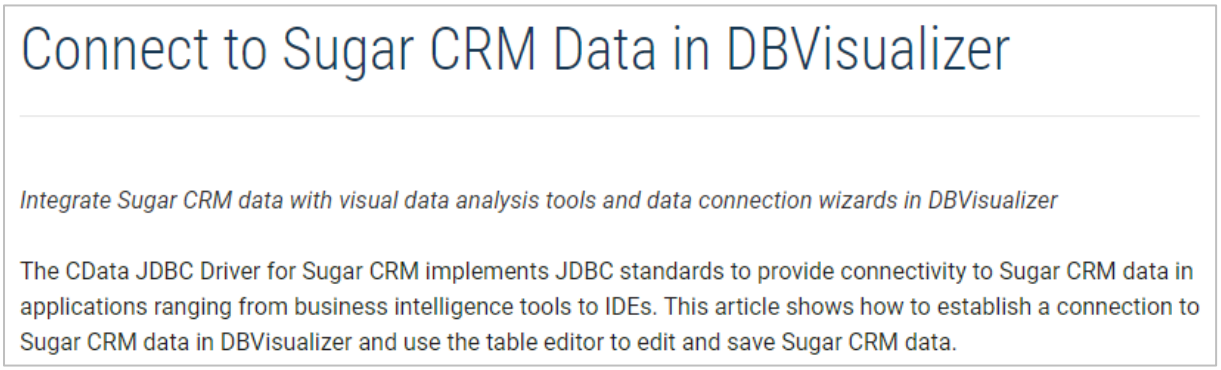
(Sugaroutfitters.com)


Acuity Scheduling
ACUITY
Sugar Integrate for Acuity enables the synchronization of meeting & appointment information from Acuity Scheduling to Sugar. Key, customer-related information is saved in Sugar Meeting fields, providing sales visibility into appointments requested by external customers or by internal users.
LEARN MORE →
HubSpot
HUBSPOT
Sugar Integrate for HubSpot enables the synchronization of lead information between the two customer relationship management systems, creating a closed loop lead-to-opportunity flow for an optimized sales funnel. Utilize this streamlined access between your favorite CRM software to enhance the customer experience and learn more about the integration platform's robust capabilities.
LEARN MORE →
Marketo
MARKETO
Sugar Integrate for Marketo automates the lead to opportunity process in your customer journey, providing sales teams with visibility into a lead's engagement history. With this seamless connectivity between your sales reps and customer records, you can optimize your business processes by saving time on repetitive tasks and gaining invaluable insight into customer profiles.
LEARN MORE →
intuit quickbooks
QUICKBOOKS
Sugar Integrate for QuickBooks Online (QBO) expands the automation of the quote to cash process to provide sellers with a 360 view of customer financial history from Quickbooks Online within SugarCRM. Manage your billing systems and customer payment history within a single platform.
LEARN MORE →
Salesloft.
SALESLOFT
Sugar Integrate for Salesloft automates interactions and the flow of information between the two software tools. Sugar users can augment lead information with the insights needed to achieve improved sales and marketing outcomes.
LEARN MORE →
shopify
SHOPIFY
Sugar Integrate for Shopify provides the ability to manage orders, fulfilments and customer information across both systems. Integrate you e-commerce systems with your CRM solution for increased customer satisfaction.
LEARN MORE →
xpressdocs
XPRESSDOCS
Sugar Integrate for Xpressdocs enables the integration of Lead and Contact data from CRM with Xpressdocs on-demand direct marketing solution, providing companies with an efficient way to produce integrated marketing campaigns that include print, email campaigns, mobile, and social media.
LEARN MORE →
zendesk
ZENDESK
Knock down the barriers between your Sales and Service/Support teams with Sugar Integrate for Zendesk. Save time on manual processes and focus on productive customer data analysis that leads to happier customers.
LEARN MORE →

(SugarCrm)



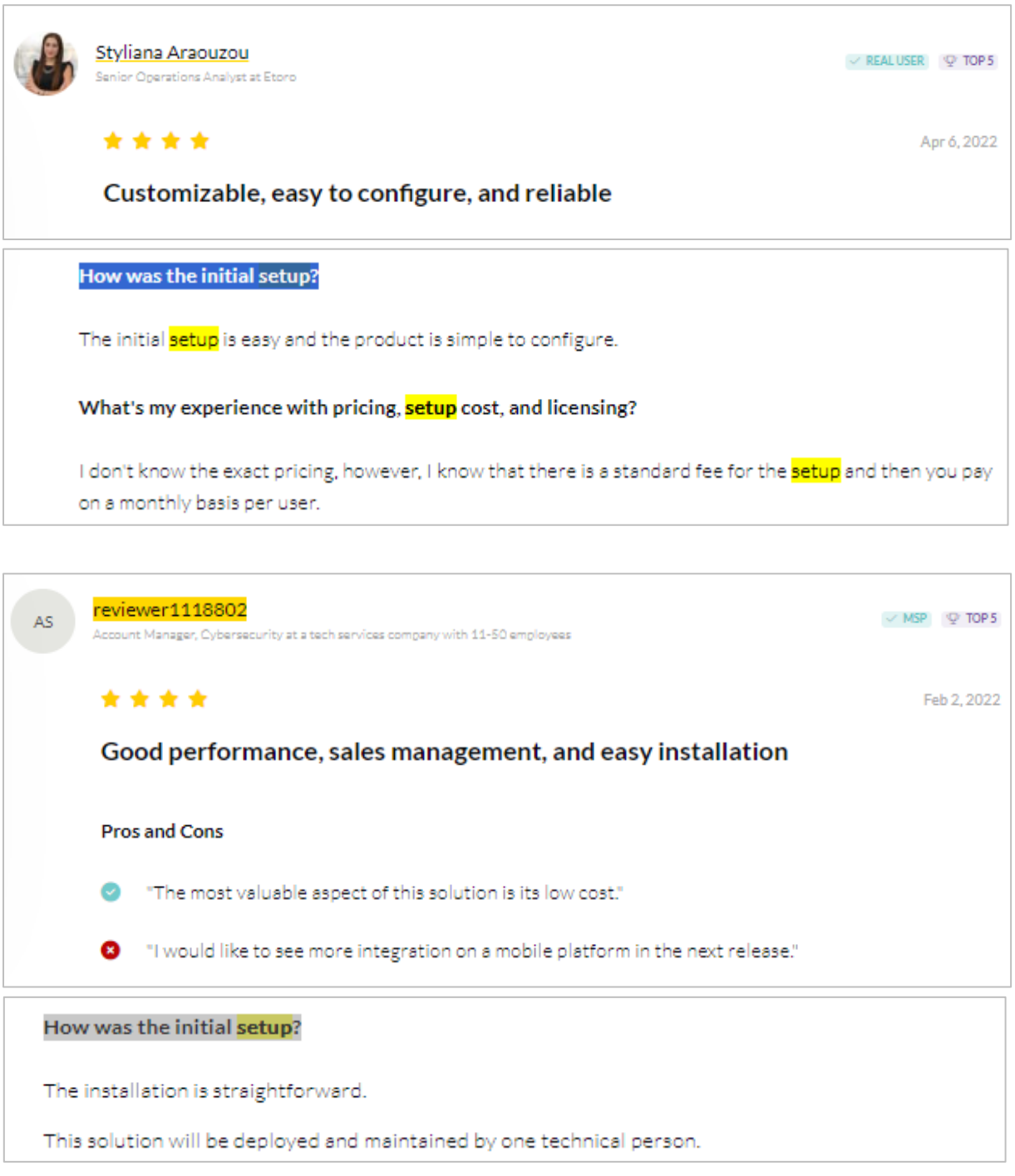
(Corporama.fr)



(Cdata.com)

Analyse : SugarCRM s'intègre très bien avec des solutions variées, et leaders dans le monde qui sont très populaires. Néanmoins, ce CRM est en retrait par rapport à certains concurrents. De plus, nous ne retrouvons pas les solutions et intégrations populaires en France. Heureusement, des configurations sont « facilement » faisables pour connecter le parc applicatif d'une entreprise à SugarCRM.

Implémentation : 7/10



Styliana Araouzou
Senior Operations Analyst at Etoro
REAL USER TOP 5

★ ★ ★ ★ Apr 6, 2022

Customizable, easy to configure, and reliable

How was the initial setup?

The initial setup is easy and the product is simple to configure.

What's my experience with pricing, setup cost, and licensing?

I don't know the exact pricing, however, I know that there is a standard fee for the setup and then you pay on a monthly basis per user.

AS

reviewer1118802
Account Manager, Cybersecurity at a tech services company with 11-50 employees
MSP TOP 5

★ ★ ★ ★ Feb 2, 2022

Good performance, sales management, and easy installation

Pros and Cons

"The most valuable aspect of this solution is its low cost."

"I would like to see more integration on a mobile platform in the next release."

How was the initial setup?

The installation is straightforward.

This solution will be deployed and maintained by one technical person.

UT

Ubaldo Taladriz
CEO at EXE

REAL USER TOP 20

Jan 5, 2022

Runs almost without effort and has no support issues

Pros and Cons

"The most valuable feature is relation capability, which allows us to relay customers with invoice orders."

"In the next release, I would like to see personalization of information about customers or specific businesses or opportunities."

How was the initial setup?

The initial setup was straightforward.

JJ

Jens Mikael Jensen
Senior IT Architect at IBM

REAL USER TOP 10

Apr 6, 2022

Is a stable solution but lacks customization

Pros and Cons

"It lacks customization, and this is the main reason that we are switching to a different solution."

How was the initial setup?

From my perspective, it was easy to install. We went through some training and then started using the system.

(Peerspot)

Joe P.

Creative Manager
Small-Business (50 or fewer emp.)

Validated Reviewer | Verified Current User | Review source: G2 invite on behalf of seller | Incentivized Review

★★★★☆ Jul 27, 2023

"Easy to learn, difficult to master"

What do you like best about Sugar Sell?

Sugar is loaded with features and things you can do to accomplish virtually any sales pipeline needs. Their support team is relatively quick to respond to questions too!

What do you dislike about Sugar Sell?

The abundance of features can create a daunting scenario during implementation. They do offer setup services but they are a bit pricey. The documenation is vast, and there is a community forum, but I've found it difficult to always find exactly what I'm looking for.

Verified User in Internet ⓘ

Small-Business (50 or fewer emp.)

Validated Reviewer | Review source: G2 invite | Incentivized Review

★☆☆☆☆ Jun 06, 2023

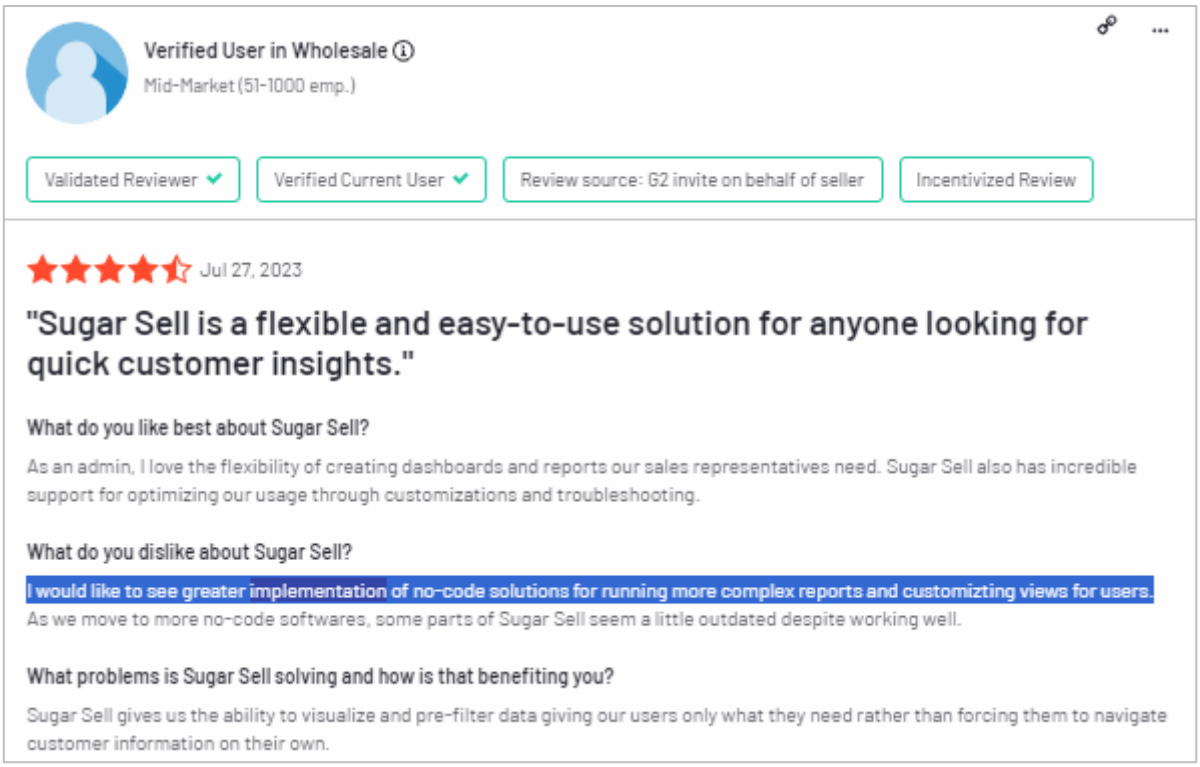
"It really isn't the best CRM I've used"

What do you like best about Sugar Sell?

It provides a centralized platform for managing sales activities, enabling sales teams to streamline their processes. It offers features like lead management, opportunity tracking, and pipeline management, ensuring a systematic approach to sales. By automating repetitive tasks and providing real-time visibility into sales activities, Sugar Sell helps improve efficiency and productivity.

What do you dislike about Sugar Sell?

The complexity of the system and its learning curve. Some users might find the initial setup and customization process challenging or feel overwhelmed by the abundance of features and options available.



Verified User in Wholesale ⓘ
Mid-Market (51-1000 emp.)

Validated Reviewer ✔ | Verified Current User ✔ | Review source: G2 invite on behalf of seller | Incentivized Review

★★★★½ Jul 27, 2023

"Sugar Sell is a flexible and easy-to-use solution for anyone looking for quick customer insights."

What do you like best about Sugar Sell?

As an admin, I love the flexibility of creating dashboards and reports our sales representatives need. Sugar Sell also has incredible support for optimizing our usage through customizations and troubleshooting.

What do you dislike about Sugar Sell?

I would like to see greater implementation of no-code solutions for running more complex reports and customizting views for users. As we move to more no-code softwares, some parts of Sugar Sell seem a little outdated despite working well.

What problems is Sugar Sell solving and how is that benefiting you?

Sugar Sell gives us the ability to visualize and pre-filter data giving our users only what they need rather than forcing them to navigate customer information on their own.

Angel R.
Ingeniero de soluciones
Small-Business (50 or fewer emp.)

Validated Reviewer ✔ | Verified Current User ✔ | Review source: Organic

★★★★★ Dec 27, 2022

"Automation, pipeline, integrations, included pre-configured app and all the administration on hand."

What do you like best about Sugar Sell?

The most satisfying feature is having the complete administration, personalizations and integrations on my end so I can make my instance as my company is developing in time.

Plus, having all the automation needed at a no-code level is lovely.

What do you dislike about Sugar Sell?

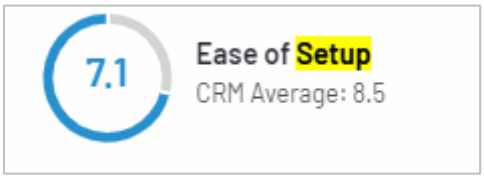
Sugar Sell has so many features; the only dislike that we have is that it is very exhaustive to have all of them enabled in one stage: we needed to do more implementation stages to get all of the features running.

But looking at it is the best kind of problem that we could have.

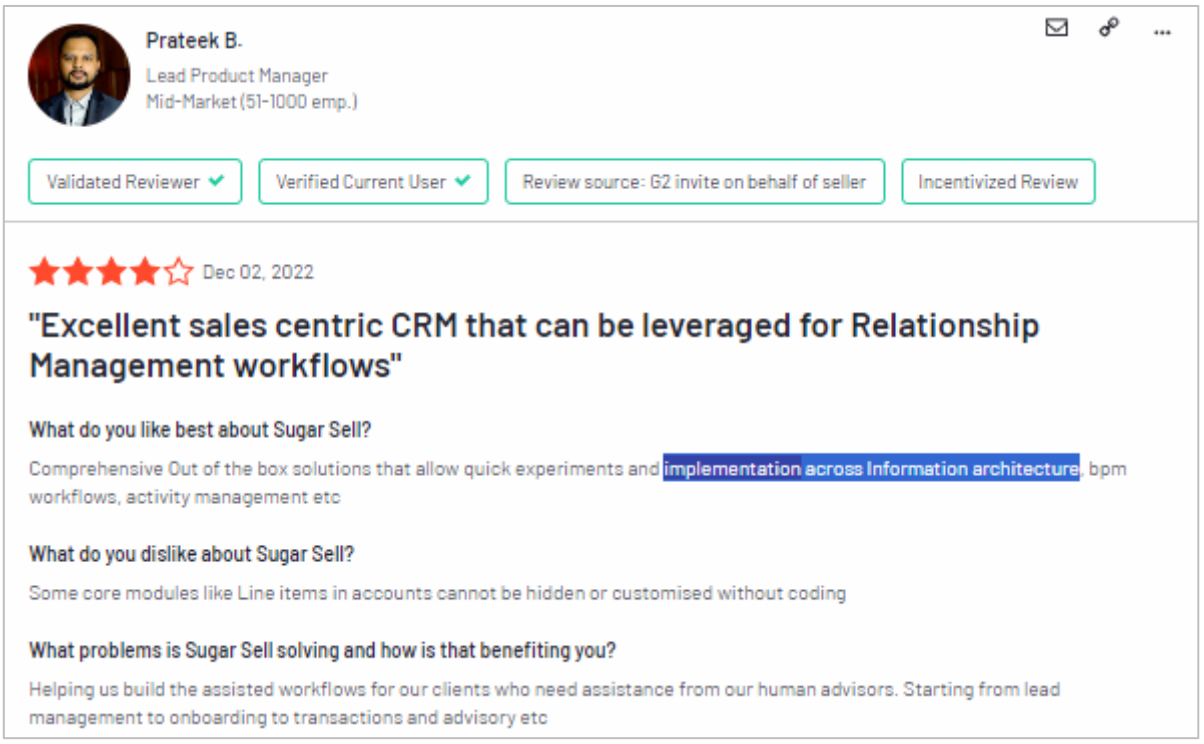
What problems is Sugar Sell solving and how is that benefiting you?

We have total control of the commercial efforts, follow-ups, cash flow, forecast and interactions between executives and our team.

Also, we use it as a reporting motor, having all the dashboards we need in and between departments.



(G2)



Prateek B.
Lead Product Manager
Mid-Market (51-1000 emp.)

Validated Reviewer ✔ | Verified Current User ✔ | Review source: G2 invite on behalf of seller | Incentivized Review

★★★★☆ Dec 02, 2022

"Excellent sales centric CRM that can be leveraged for Relationship Management workflows"

What do you like best about Sugar Sell?

Comprehensive Out of the box solutions that allow quick experiments and implementation across Information architecture, bpm workflows, activity management etc

What do you dislike about Sugar Sell?

Some core modules like Line items in accounts cannot be hidden or customised without coding

What problems is Sugar Sell solving and how is that benefiting you?

Helping us build the assisted workflows for our clients who need assistance from our human advisors. Starting from lead management to onboarding to transactions and advisory etc

KO

Kamal O.

Small-Business (50 or fewer emp.)

Validated Reviewer | Review source: Seller invite | Incentivized Review

★★★★★ Mar 18, 2020

"Best customer management solution that fits for our small business needs."

What do you like best about Sugar Sell?

Sugar CRM has a lot of befits however I will draw your attention for best features which I realized as I have been using it since a long time. It help in manage marketing automation. It give you option to keep track all of our interactions with our clients. Our company marketing team has been using this tool to keep records and increase sales opportunities. It has a great navigation feature. It is easy to customize as per requirement. I found SugarCRM very easy to use and when I didn't know how to do something, I could always go online and find the answer quickly.

What do you dislike about Sugar Sell?

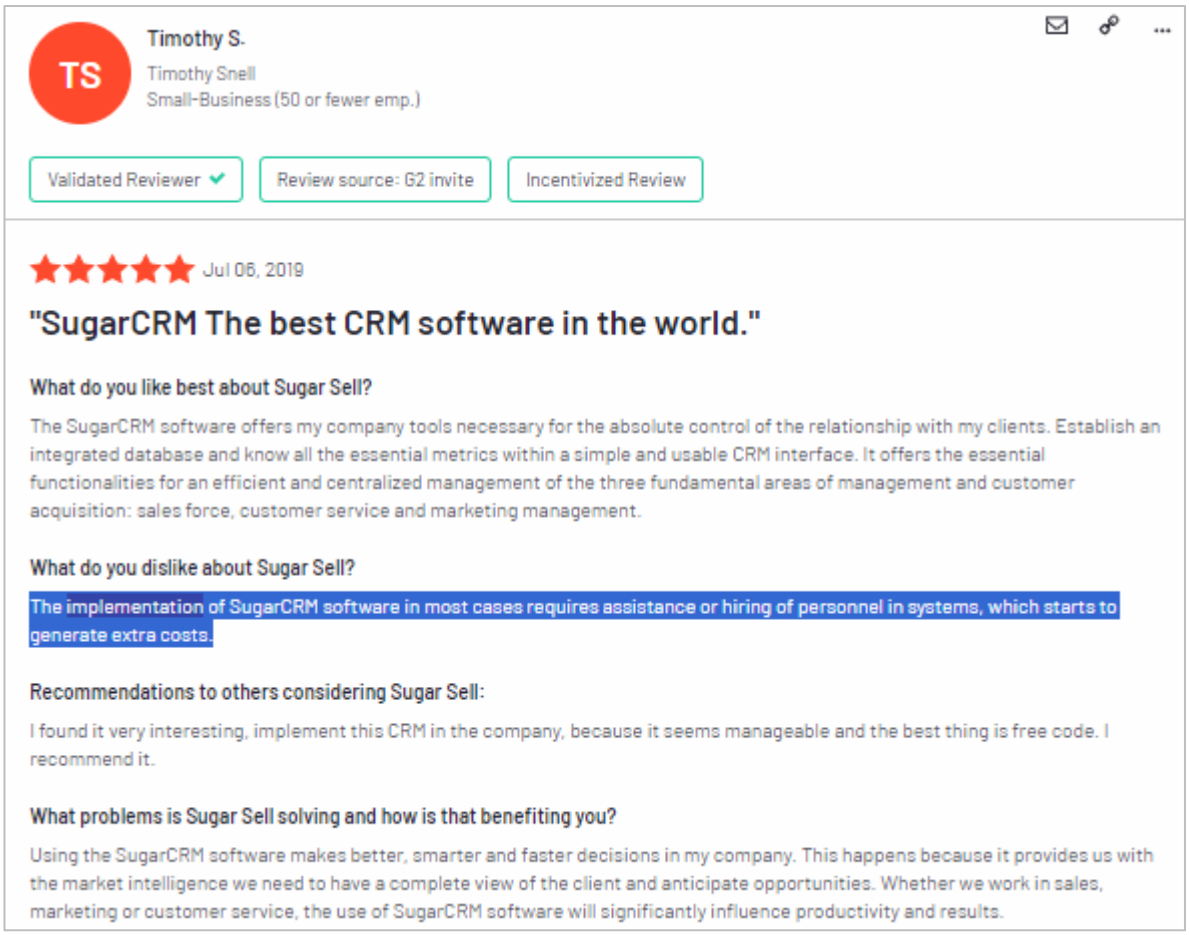
I did not find any drawback in this application however the reporting capability is an area where I would like to see improvement.

Recommendations to others considering Sugar Sell:

We are able to improve our marketing and have been able to close more deals using SugarCRM. I would recommend this software to others.w

What problems is Sugar Sell solving and how is that benefiting you?

In my company, I have been using it since a long time and found many best features. The application is Cloud based so it's easy to access the application from anywhere which is very convenient for users. Applications have several plugins which I find useful which allows you to archive email communications. It's easy to implement and no challenges encountered since implementation. One of the greatest advantages of using SugarCRM is that it helps us monitor marketing and sales.



Timothy S.
Timothy Snell
Small-Business (50 or fewer emp.)

Validated Reviewer | Review source: G2 invite | Incentivized Review

Jul 06, 2019

"SugarCRM The best CRM software in the world."

What do you like best about Sugar Sell?

The SugarCRM software offers my company tools necessary for the absolute control of the relationship with my clients. Establish an integrated database and know all the essential metrics within a simple and usable CRM interface. It offers the essential functionalities for an efficient and centralized management of the three fundamental areas of management and customer acquisition: sales force, customer service and marketing management.

What do you dislike about Sugar Sell?

The implementation of SugarCRM software in most cases requires assistance or hiring of personnel in systems, which starts to generate extra costs.

Recommendations to others considering Sugar Sell:

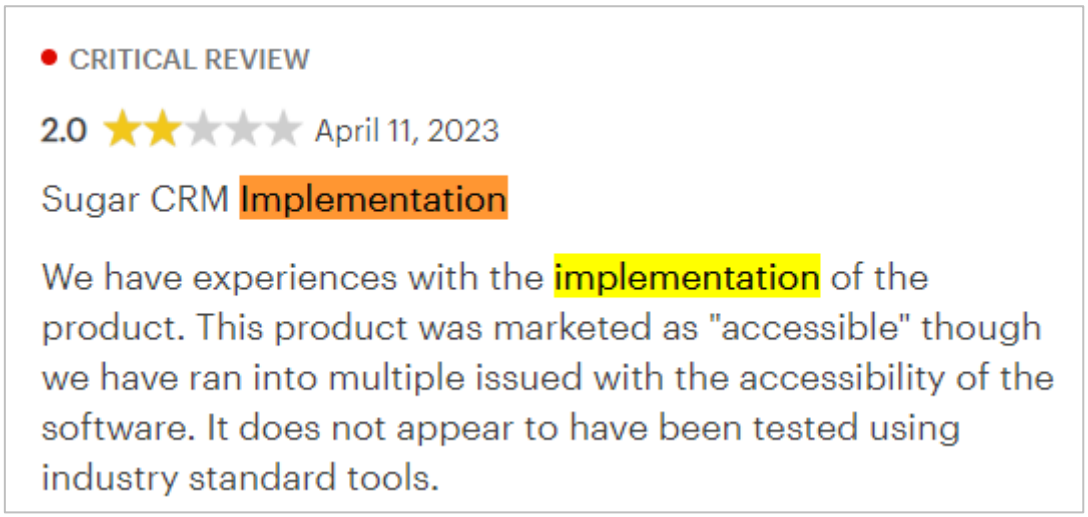
I found it very interesting, implement this CRM in the company, because it seems manageable and the best thing is free code. I recommend it.

What problems is Sugar Sell solving and how is that benefiting you?

Using the SugarCRM software makes better, smarter and faster decisions in my company. This happens because it provides us with the market intelligence we need to have a complete view of the client and anticipate opportunities. Whether we work in sales, marketing or customer service, the use of SugarCRM software will significantly influence productivity and results.

(G2)

Integration & Deployment 4.1



CRITICAL REVIEW

2.0 April 11, 2023

Sugar CRM Implementation

We have experiences with the implementation of the product. This product was marketed as "accessible" though we have ran into multiple issued with the accessibility of the software. It does not appear to have been tested using industry standard tools.

(Gartner)

SugarCRM is a CRM software application that can be hosted on hardware within your premise or on your own data centre. It is an installable software application that can be deployed on Linux or Windows operating systems.

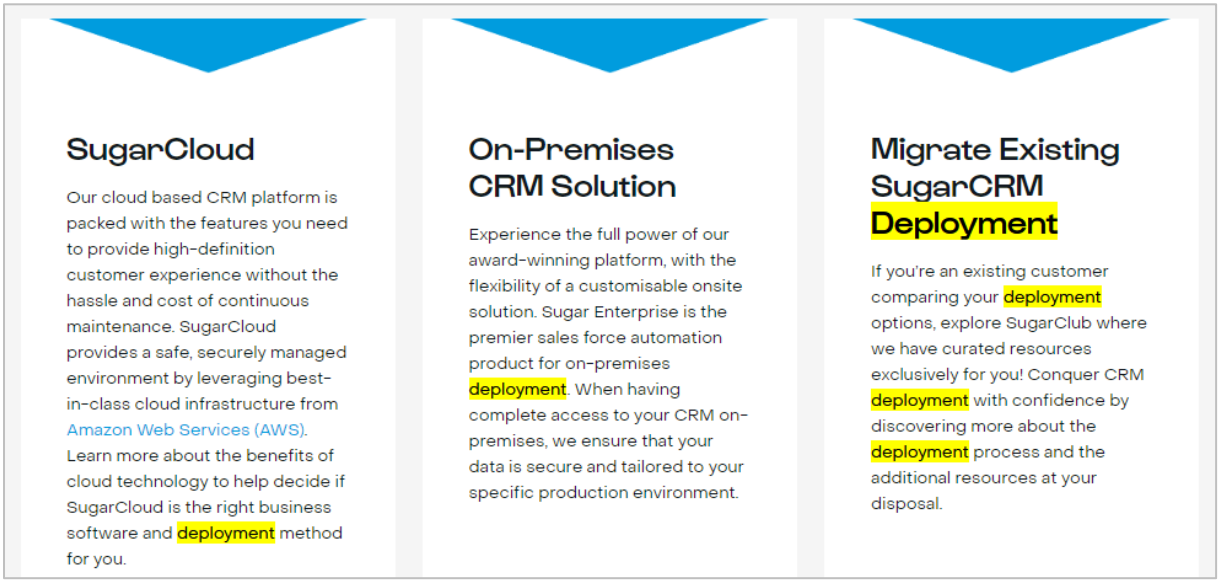
One of the best options SugarCRM offers Sugar users is deployment flexibility. There are multiple hosting and deployment options available for SugarCRM. For those customers who want to use Sugar default hosting "Sugar On Demand" or "Sugar Cloud" is the best option.

For some Sugar customers alternative deployment options are required. Some of the reasons for moving towards alternative deployment options are

- "all data should reside within the country" or
- "all applications must be hosted on their own IT hosting platform".

(Bhea.com)

Sugar Enterprise, lets you decide when, where and how your tech stack is managed. We offer various deployment methods to ensure our CRM is tailored to our clients' specific business applications.



(Sugarcrm.com)

Business international :

International	Oui
National	Oui
N'importe	Oui

Hébergement :

Cloud	Oui
On-Premise	Oui
SaaS	Non
Hybride	Non

Développement spécifique :

Peu	Oui
Beaucoup	Oui

Implémentation :

< 1 mois	Oui
1 à 6 mois	Oui
6 à 12 mois	Oui
> 12 mois	Oui

Couverture fonctionnelle :

Gestion des contacts et des clients	Oui
Gestion des ventes	Oui
Automatisation des campagnes marketing	Oui
Service client	Oui
Analyse et rapports	Oui
Intégration avec les canaux de communication	Oui
Automatisation des tâches	Oui
Gestion de projet	Oui
Gestion de la prospection	Oui
Personnalisation et segmentation	Oui
Gestion et confidentialité des données	Oui
Suivi de l'historique	Oui

Responsive :

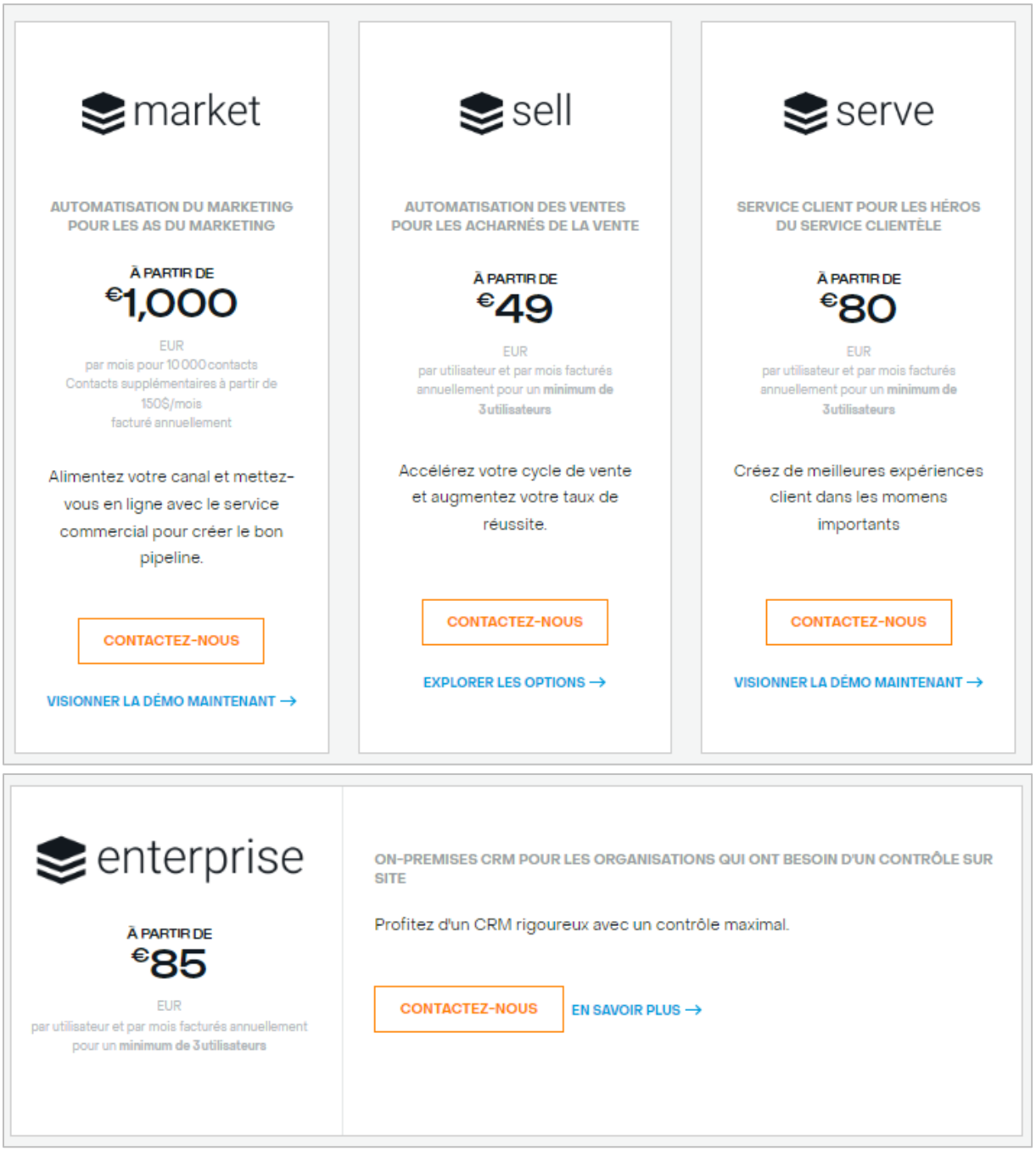
Oui

Rapport qualité /prix : 8/10

Période d'essai :
Une période de test de 14 jours est proposée.

Transparence :
Sugar CRM met à disposition une page donnant une indication des prix.

Prix :
Sugar CRM propose 4 offres :



(Sugarcrm)

Rapport qualité-prix ★ 3,8

Micheal
Business Owner (Canada)
Utilisateur LinkedIn vérifié

Construction, 11–50 employés
Temps d'utilisation du logiciel : Essai gratuit
Source de l'avis

Alternatives envisagées précédemment :
SuperOffice CRM

TRADUIRE EN FRANÇAIS

SugarCRM is the best and will always be the best.

★★★★★ 5,0 il y a 9 mois

Commentaires : Awesome experience, and I would recommend them to others.

Avantages :
I like how easy it is to find the information I am looking for from projects, leads and contacts

Inconvénients :
The cost would be the least I like about the software, but it is still a very good price, not the worst and it could always be a bit cheaper.

Tom
Customer Experience Manager (É.-U.)

Produits chimiques, 51–200 employés
Temps d'utilisation du logiciel : plus d'un an
Source de l'avis

Alternatives envisagées précédemment :
Zoho CRM

TRADUIRE EN FRANÇAIS

Lots of bugs, terrible customer support. Spend a little more for something that works.

★★☆☆☆ 2,0 il y a 2 ans

Commentaires : You get what you pay for. It's an average platform with some significant drawbacks that aren't realized until you've signed on the line and are trying to onboard it. We use Sage as our base platform and had intended to use Sugar to allow our teams to work in one system and have it communicate with Sage. In theory, this saves us time, entering data in one window instead of multiple tabs in Sage. However, in many instances, Sugar cannot write to Sage. That's a one-way street, so many tasks still require manual entry in Sage. It's also very clunky. The data refreshes/synchs very slowly, so you're rarely looking at real-time data. It will refresh and reload pages while you're actively working in them, deleting your progress and forcing you to start the process over. Creating dashboards and reports requires the user to be literate in tech talk and computer logic. Trying to navigate the back end to find the data you're looking for takes ages. I haven't even tried playing with the workflow builder because I can't find the time to teach myself how to build a report or dashboard, much less anything more complex. We have identified numerous shortcomings, but when we contact Sugar Support, they tell us it's a bug they're working on with no timetable for a solution. Apparently, there are a LOT of bugs.

Avantages :
The system is easy to use in theory. The UI is decent and processes are intuitive. The price point is attractive since the company boasts that it parallells other higher-priced options in features and functionality. The onboarding was fairly simple and adjusting to the system was not difficult.

Gabor
CEO (Hongrie)
Utilisateur LinkedIn vérifié

Marketing et publicité, 2–10 employés
Temps d'utilisation du logiciel : plus d'un an
Source de l'avis

TRADUIRE EN FRANÇAIS

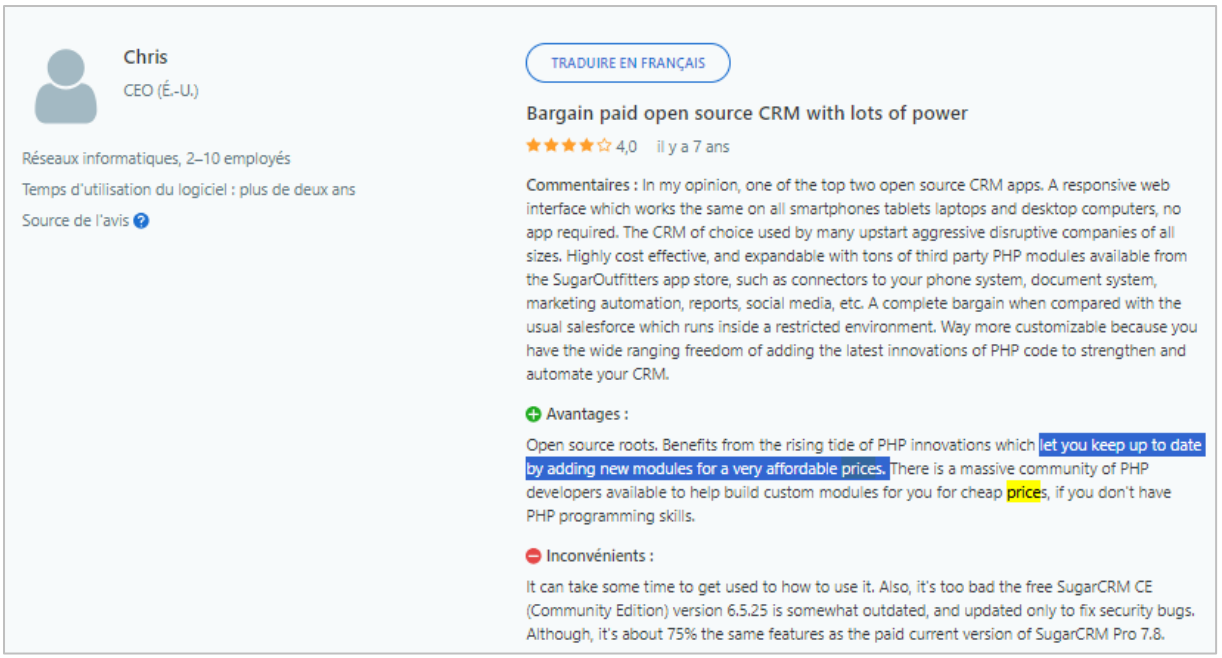
A free CRM - not worth the price

★★☆☆☆ 2,0 il y a 2 ans

Commentaires : It is a good startup CRM for base use. Not nice looking not always working but cost no money.

Avantages :
It is a free CRM and you can fully customize to your needs.

Inconvénients :
Very hard to actually customize it. The templates do not fully work and thus many times the system just breaks. Not feasible to use without a programmer putting it straight.



Chris
CEO (É.-U.)

Réseaux informatiques, 2–10 employés
Temps d'utilisation du logiciel : plus de deux ans
Source de l'avis

TRADUIRE EN FRANÇAIS

Bargain paid open source CRM with lots of power

★★★★☆ 4,0 il y a 7 ans

Commentaires : In my opinion, one of the top two open source CRM apps. A responsive web interface which works the same on all smartphones tablets laptops and desktop computers, no app required. The CRM of choice used by many upstart aggressive disruptive companies of all sizes. Highly cost effective, and expandable with tons of third party PHP modules available from the SugarOutfitters app store, such as connectors to your phone system, document system, marketing automation, reports, social media, etc. A complete bargain when compared with the usual salesforce which runs inside a restricted environment. Way more customizable because you have the wide ranging freedom of adding the latest innovations of PHP code to strengthen and automate your CRM.

Avantages :

Open source roots. Benefits from the rising tide of PHP innovations which let you keep up to date by adding new modules for a very affordable prices. There is a massive community of PHP developers available to help build custom modules for you for cheap prices, if you don't have PHP programming skills.

Inconvénients :

It can take some time to get used to how to use it. Also, it's too bad the free SugarCRM CE (Community Edition) version 6.5.25 is somewhat outdated, and updated only to fix security bugs. Although, it's about 75% the same features as the paid current version of SugarCRM Pro 7.8.

(Capterra.fr)

Sanchit K.
Co-Founder
Small-Business (50 or fewer emp.)

Validated Reviewer ✔ | Review source: G2 invite on behalf of seller | Incentivized Review

★★★★½ Sep 27, 2021

Business partner of the seller or seller's competitor, not included in G2 scores.

"Sugar Sell Amazing Experience"

What do you like best about Sugar Sell?

1) It is so easy to set up.

2) Search functionality is amazing.

3) It helps us to organize a lot of information with ease.

4) The data can be copied to another server very easily by the database system.

5) It is integrated with email, it is very helpful to get any update on email.

6) Integration is available with many third-party tools such as Act-On etc.

What do you dislike about Sugar Sell?

1) UI is not so much appealing. The user experience is lacking.

2) It doesn't support multiple device login. Hence, very cumbersome to use sometimes.

3) The email campaign is not so good in Sugar CRM.

4) It takes so much time in system load.

5) Documentation should be improved as it is not so much helpful.

Recommendations to others considering Sugar Sell:

Go for sugar sell, it's an amazing tool. Also, it's very cost-effective compared with its competitor.

What problems is Sugar Sell solving and how is that benefiting you?

1) Our sales and marketing team uses Sugar Cell.

2) We use it to manage our customers, leads, sales opportunities.

3) We had realized the price of Sugar Sell is low as compared with its competitors.

4) Integrated project management was another great tool in Sugar Sell.

5) We are now able to track all client interactions with ease.

6) Monitoring our sales funnel becomes very easy.

BK

Bhawna K.

Small-Business (50 or fewer emp.)

Validated Reviewer ✔ | Verified Current User ✔ | Review source: Seller invite | Incentivized Review

★★★★★ Mar 29, 2020

"Perfect tool for keeping track of client data, deal tracking, etc."

What do you like best about Sugar Sell?

SugarCRM is one of the best software as it helps to increase sales faster. It allows small and big companies to track their data like sales, invoices, bills in a much better way. This tool is very easy to use and have an excellent interface. This software always provides the best customer relationships. The interface is responsive and designed very well. It has an excellent database system which can also be copied to other servers. It is very easy to use because of its simple design and easy to use interface. It provides security of data information and I can handle different campaigns.

What do you dislike about Sugar Sell?

SugarCRM provides good services with excellent user-friendly and responsive interface. The main issue faced is time consumption for the setup.

Recommendations to others considering Sugar Sell:

With the help of SugarCRM, we can increase our sales faster worldwide. With the help of these, we can record data online like sales, invoices and many others.

What problems is Sugar Sell solving and how is that benefiting you?

With the help of SugarCRM, we can increase our sales faster worldwide. With the help of these, we can record data online like sales, invoices and many others. Overall it is a good experience at a lower price. It helps me to record data more accessible. The best thing about this software is that it always provide the best customer relationships marketing software.

RG

Rajan G.
Small-Business (50 or fewer emp.)

Validated Reviewer ✔ | Verified Current User ✔ | Review source: Seller invite | Incentivized Review

★★★★★ Feb 13, 2020

"Sugar works and gets the job done...I call it old faithful."

What do you like best about Sugar Sell?

Sugar CRM is one of the chief software in the market which manage customers in a proper way. Many companies are dependent on this tool as it supports for sales related tasks. It is a cloud-based application which can manage sales automation, marketing automation, customer relationship etc. It also personalizes the home pages. SugarCRM is developed on an open-source platform. I am using this application regularly which helps me in automation and customization policy. I like this tool because it is very easy and simple to use. By using this I can maintain the payment procedure of my employees. Also I like the methods that it supplies reports and dashboard which is very simple to understand.

What do you dislike about Sugar Sell?

As we use SugarCRM in both mobile and desktop I think the menus of both could be little bit more similar. Otherwise all features are great and supportive also.

Recommendations to others considering Sugar Sell:

Go for this amazing Salesforce automation platform. My experience with their reporting and dashboard is amazing. I am very happy with their technical support team who are very responsive and available 24*7.

What problems is Sugar Sell solving and how is that benefiting you?

I have got verities of benefits here. The best thing that I realized from my experience is it is extremely handy and easy to use. The customer service team of SugarCRM is also very attentive and they response instantly when they are informed any issue by the user. Another benefit is it works on all smartphones, tablets and computers and we have no need for extra downloading in mobile as an app. Here we can get up to date new modules in affordable price. It supports Windows, Linux and Oracle. This tool roles very effectively in payment mode of organization. It offers multi-currency support. Here free version is also available.

MG

Marvin G.
Senior Account Manager
Small-Business (50 or fewer emp.)

Validated Reviewer ✔ | Verified Current User ✔ | Review source: G2 invite on behalf of seller | Incentivized Review

★★★★½ Jun 20, 2019

"A customer management solution that fits our small business needs"

What do you like best about Sugar Sell?

For a platform geared towards small business, over version of SugarCRM is really powerful and helps us to many a wealth of data and communications. The layout and various pages in the user portal are sleek and easy to navigate. We can store all of the data we need about our customers and track sales pipelines, calls and other communications. The email marketing feature is one of the most effective sales tools we have. There are great templates that let us get emails design and out to leads and clients in very little time. The templates are usually very nicely designed and allow for modifications to help fit our specific requirements.

What do you dislike about Sugar Sell?

I've seen the list of features of many CRM platforms out there and find that there will usually be certain things that some platforms have that others don't. I've read about a few email marketing features that are more customizable and automated in other CRM platforms that I would like to see in SugarCRM. I still like SugarCRM's email capabilities, but it's probably not as full-featured and intelligent as other CRM platforms that seem to be geared more towards email campaigns.

Recommendations to others considering Sugar Sell:

SugarCRM seems to be one of the more powerful CRM platforms that can also be used with comfort by small businesses. By comfort, I mean the usage and pricing aren't beyond what I think most small businesses can handle. Any CRM can likely make your business run more efficiently from many angles, but I think SugarCRM is particularly good for its price and can be a good value for your company.

What problems is Sugar Sell solving and how is that benefiting you?

The metrics and other feedback information in our SugarCRM account really give us the upper hand when it comes to analyzing our overall sales and marketing efforts. We have access to solid numbers data, along with more textual feedback from clients, that gives us a meaningful picture of our current state with a road map to actual actions. We see a good amount of increased efficiency when it comes to using the SugarCRM platform compared to not using it. It's a platform that isn't extremely confusing to use and can be implemented for almost every type of campaign and product we launch.

Noemi C.
Tecnico Developer Backoffice
Mid-Market (51-1000 emp.)

Validated Reviewer ✔ | Verified Current User ✔ | Review source: G2 invite on behalf of seller | Incentivized Review

★★★★½ Nov 22, 2019 (Original Nov 20, 2019)

" Simple and efficient"

What do you like best about Sugar Sell?

It is a CRM that has covered the needs we had in the company. It is an easy to use and manage CRM.

What do you dislike about Sugar Sell?

The price, although not the most expensive CRM, is a large investment that sometimes makes investors nervous.

What problems is Sugar Sell solving and how is that benefiting you?

We are still in the Business version, but soon, we will upgrade to the Sugar Sell version in order to use SugarBPM and define our own business flows

Fabian R.
Senior Consultant
Computer Software
Enterprise (> 1000 emp.)

Validated Reviewer ✔ | Review source: G2 invite | Incentivized Review

★★★★★ Jul 20, 2019

"Sugar CRM is the best tracker and marketing software."

What do you like best about Sugar Sell?

This software has great features and a difficult. The one of the most important things is that software, it is the best tracker and it provide the great platform for marketing. This software is also best for a dealer, it deals with the costumer for the better way and easy for the all customization. This software is best for reporting, it gives us the best details for our accounts and deal with the better and more efficient way. The one of the most important things is that software, it is mostly use for small business level. It is the best sales and a best tracking software. It can provide the best sales price of the market for our customers. It also provides the best security of our system and protect our system. It's all features are very outstanding and useful for us.

What do you dislike about Sugar Sell?

This is very expensive software and difficult features. It is the best marketing software and we can easily deal with our customers and provide the best sales price according to the market. The one biggest problem is that software, it is expensive so most of the people use another software because it's all the features are very outstanding, and we can't understand these features. It provides the bad internet connection and we can't give the more details of the costumer account. But I only use this software because it helps me for everything and solve my all the problems.

What problems is Sugar Sell solving and how is that benefiting you?

This is the more efficient software and the best management software. I use this software for our business work and easiest way to deal with the costumer. I always recommended to everyone to use this software because it makes all life too much easier and all the features are very outstanding.

Peter W.
Vicepresident
Small-Business (50 or fewer emp.)

Validated Reviewer ✔ | Verified Current User ✔ | Review source: G2 invite | Incentivized Review

★★★★½ May 06, 2019

"Excellent to manage the sales of any type of company."

What do you like best about Sugar Sell?

It has a large amount of sales tools and tools to track potential customers. The management of reports is very complete and is completely customizable.

What do you dislike about Sugar Sell?

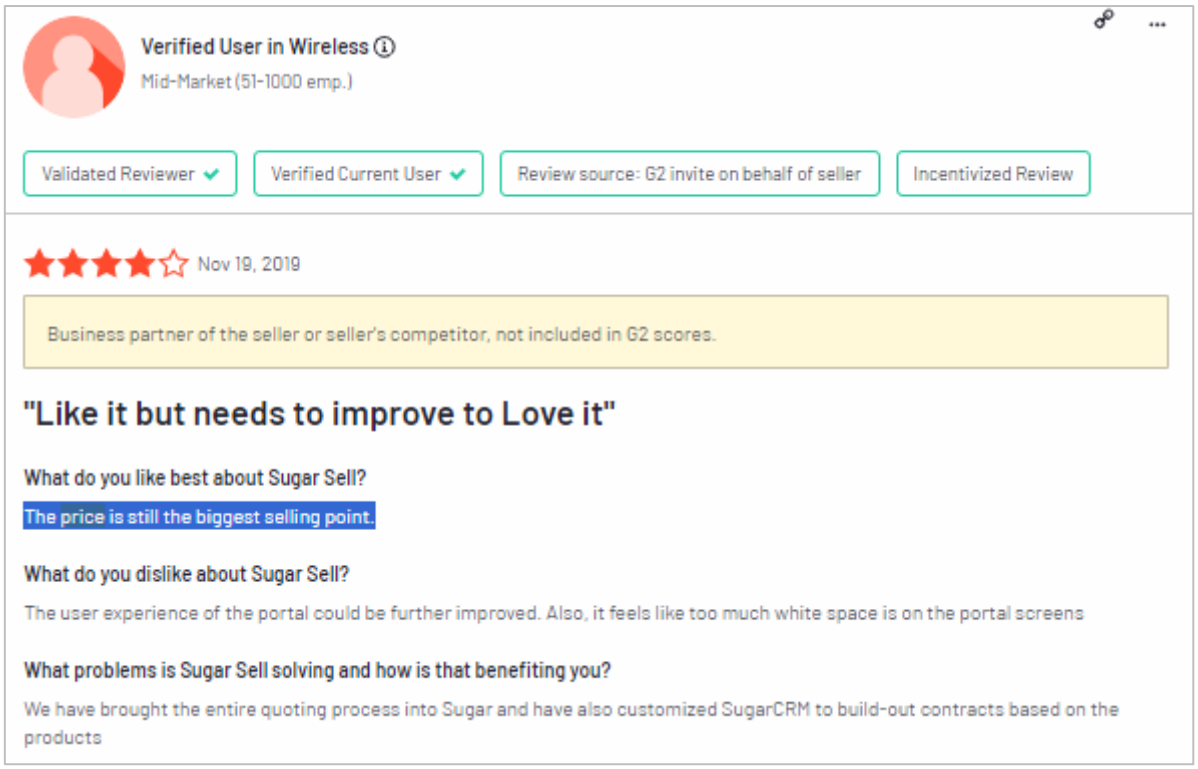
The case management tools should be improved. I have noticed certain failures in those functions.

Recommendations to others considering Sugar Sell:

It is a fairly complete tool with some reporting functions that has been very helpful to manage the sales of my company. It has a good price. Excellent.

What problems is Sugar Sell solving and how is that benefiting you?

We are currently in the testing phase of this product and we have been excited about the sales tools that it has, I really like the ability to personalize and the customer service that is exceptional. We have tried other options but SugarCRM is covering all our expectations and we will surely pay a business plan to work comfortably.



Verified User in Wireless
Mid-Market (51-1000 emp.)

Validated Reviewer | Verified Current User | Review source: G2 invite on behalf of seller | Incentivized Review

Nov 19, 2019

Business partner of the seller or seller's competitor, not included in G2 scores.

"Like it but needs to improve to Love it"

What do you like best about Sugar Sell?

The price is still the biggest selling point.

What do you dislike about Sugar Sell?

The user experience of the portal could be further improved. Also, it feels like too much white space is on the portal screens

What problems is Sugar Sell solving and how is that benefiting you?

We have brought the entire quoting process into Sugar and have also customized SugarCRM to build-out contracts based on the products

(G2)

OCTOBER 07, 2019

Share Save

SugarCRM -- The little CRM that... Couldn't.

Kelly Wasden
Sr. Account Executive
Motivosity (Human Resources, 11-50 employees)

Score 5 out of 10 Vetted Review Verified User Incentivized

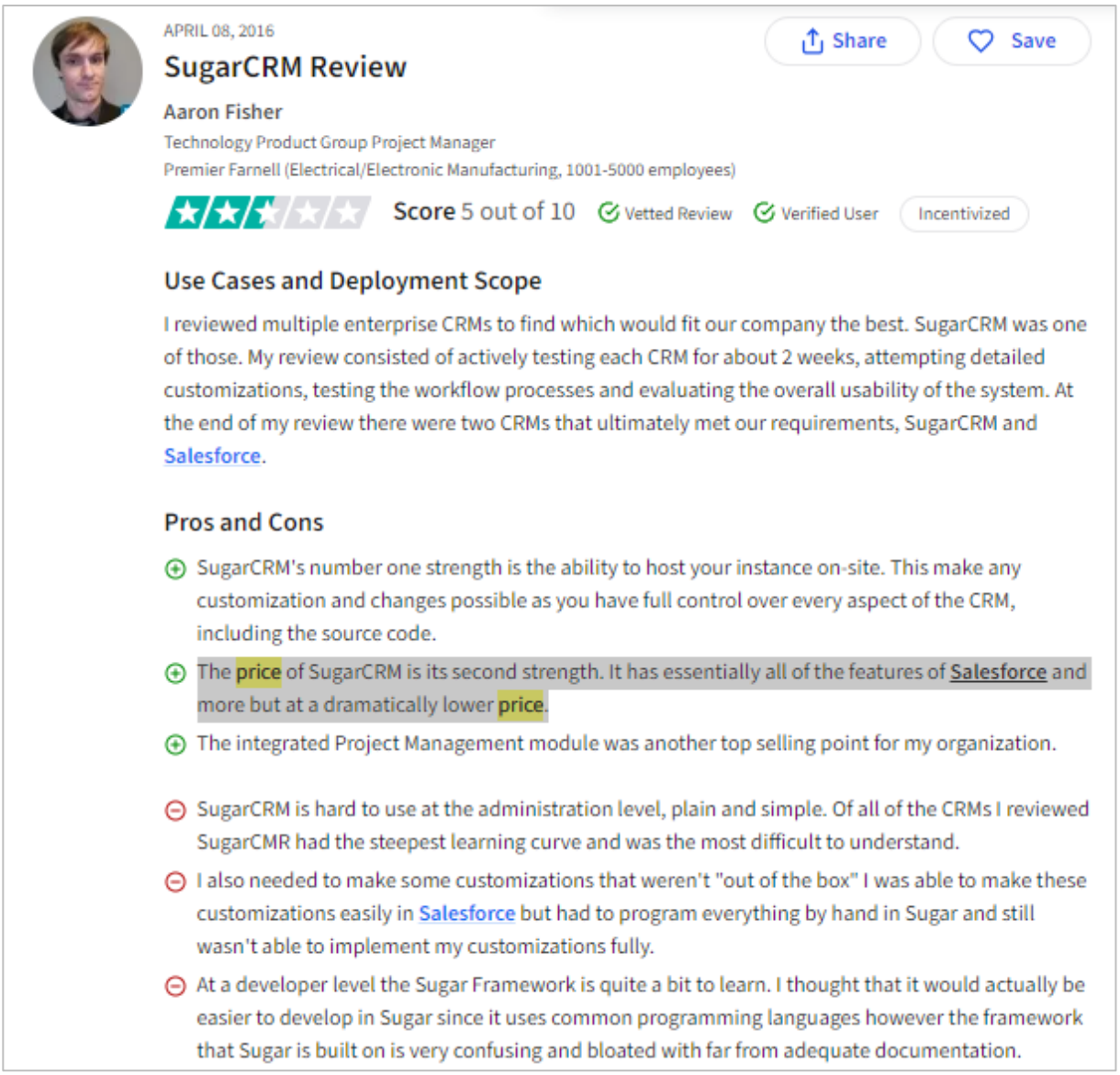
Use Cases and Deployment Scope

We are currently using SugarCRM in its most basic form, for sales account management, and have recently started using it more for post sales and customer support. We track lead flow and where they were generated, reports for some mild forecasting, as well as all lifecycles of the sales process. We currently are using it for tracking converted leads, opportunity creation, upsell opportunities, and account management from our Customer Service team.

Pros and Cons

- Leads.
- Account conversion.
- Price.

- Reporting could be improved.
- Simplicity and ease of use.
- The clunkiness of the UI and the APP.



APRIL 08, 2016

SugarCRM Review

Share Save

Aaron Fisher

Technology Product Group Project Manager

Premier Farnell (Electrical/Electronic Manufacturing, 1001-5000 employees)

Score 5 out of 10 Vetted Review Verified User Incentivized

Use Cases and Deployment Scope

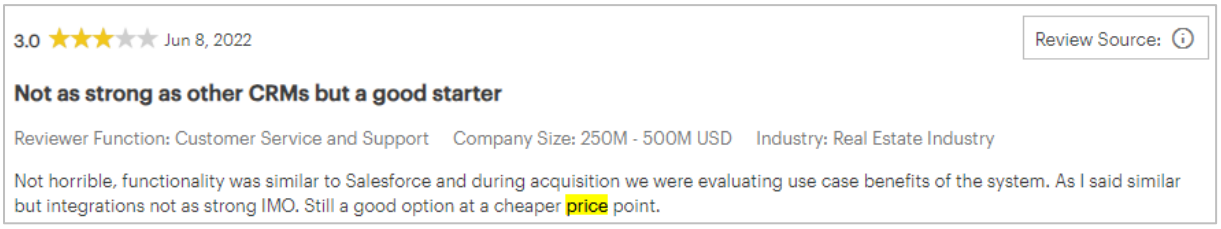
I reviewed multiple enterprise CRMs to find which would fit our company the best. SugarCRM was one of those. My review consisted of actively testing each CRM for about 2 weeks, attempting detailed customizations, testing the workflow processes and evaluating the overall usability of the system. At the end of my review there were two CRMs that ultimately met our requirements, SugarCRM and Salesforce.

Pros and Cons

- SugarCRM's number one strength is the ability to host your instance on-site. This make any customization and changes possible as you have full control over every aspect of the CRM, including the source code.
- The price of SugarCRM is its second strength. It has essentially all of the features of Salesforce and more but at a dramatically lower price.
- The integrated Project Management module was another top selling point for my organization.

- SugarCRM is hard to use at the administration level, plain and simple. Of all of the CRMs I reviewed SugarCMR had the steepest learning curve and was the most difficult to understand.
- I also needed to make some customizations that weren't "out of the box" I was able to make these customizations easily in Salesforce but had to program everything by hand in Sugar and still wasn't able to implement my customizations fully.
- At a developer level the Sugar Framework is quite a bit to learn. I thought that it would actually be easier to develop in Sugar since it uses common programming languages however the framework that Sugar is built on is very confusing and bloated with far from adequate documentation.

(Trustradius)

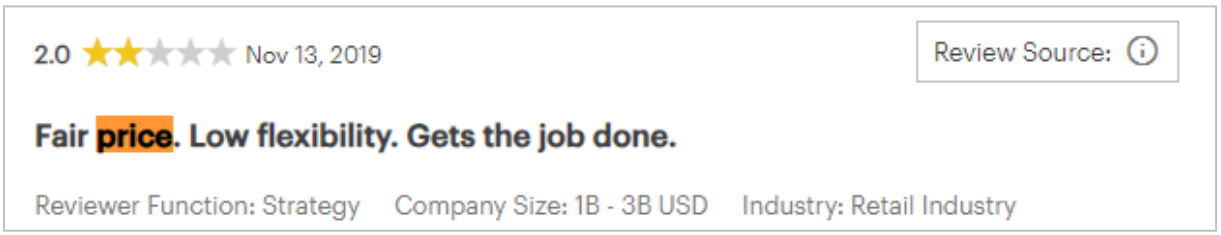


3.0 Jun 8, 2022 Review Source:

Not as strong as other CRMs but a good starter

Reviewer Function: Customer Service and Support Company Size: 250M - 500M USD Industry: Real Estate Industry

Not horrible, functionality was similar to Salesforce and during acquisition we were evaluating use case benefits of the system. As I said similar but integrations not as strong IMO. Still a good option at a cheaper price point.



2.0 Nov 13, 2019 Review Source:

Fair price. Low flexibility. Gets the job done.

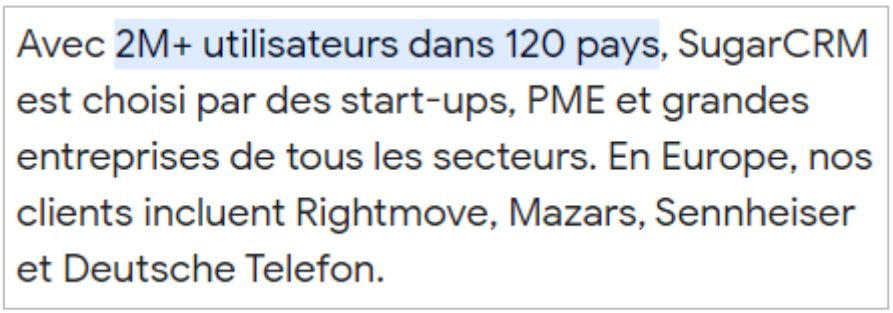
Reviewer Function: Strategy Company Size: 1B - 3B USD Industry: Retail Industry

(Gartner)

Analyse : Les prix proposés par SugarCRM sont très cohérents. Le logiciel est plus cher qu'un acteur local et compétitif comme Sellsy, mais il est plus avancé et plus robuste. Comparé à des CRM concurrents, un est légèrement moins cher. Nous apprécions de même la transparence sur les prix et la possibilité d'essayer le logiciel gratuitement.

Ancienneté de l'entreprise, nombre de client, d'employés et chiffre d'affaires : 8/10

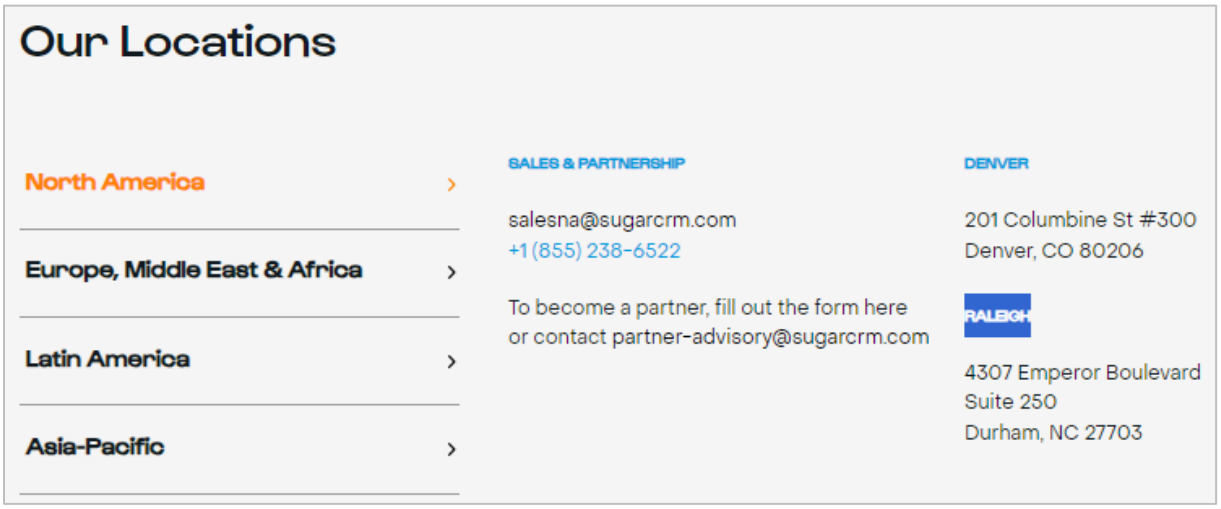
Ancienneté de l'entreprise : 2004 (Wikipedia.org)
Chiffre d'affaires (Sugar CRM) : $227.5M
Nombre de clients / utilisateurs : 2M+ utilisateurs dans 120 pays
Nombre d'employés : 500 employés (zoominfo.com)

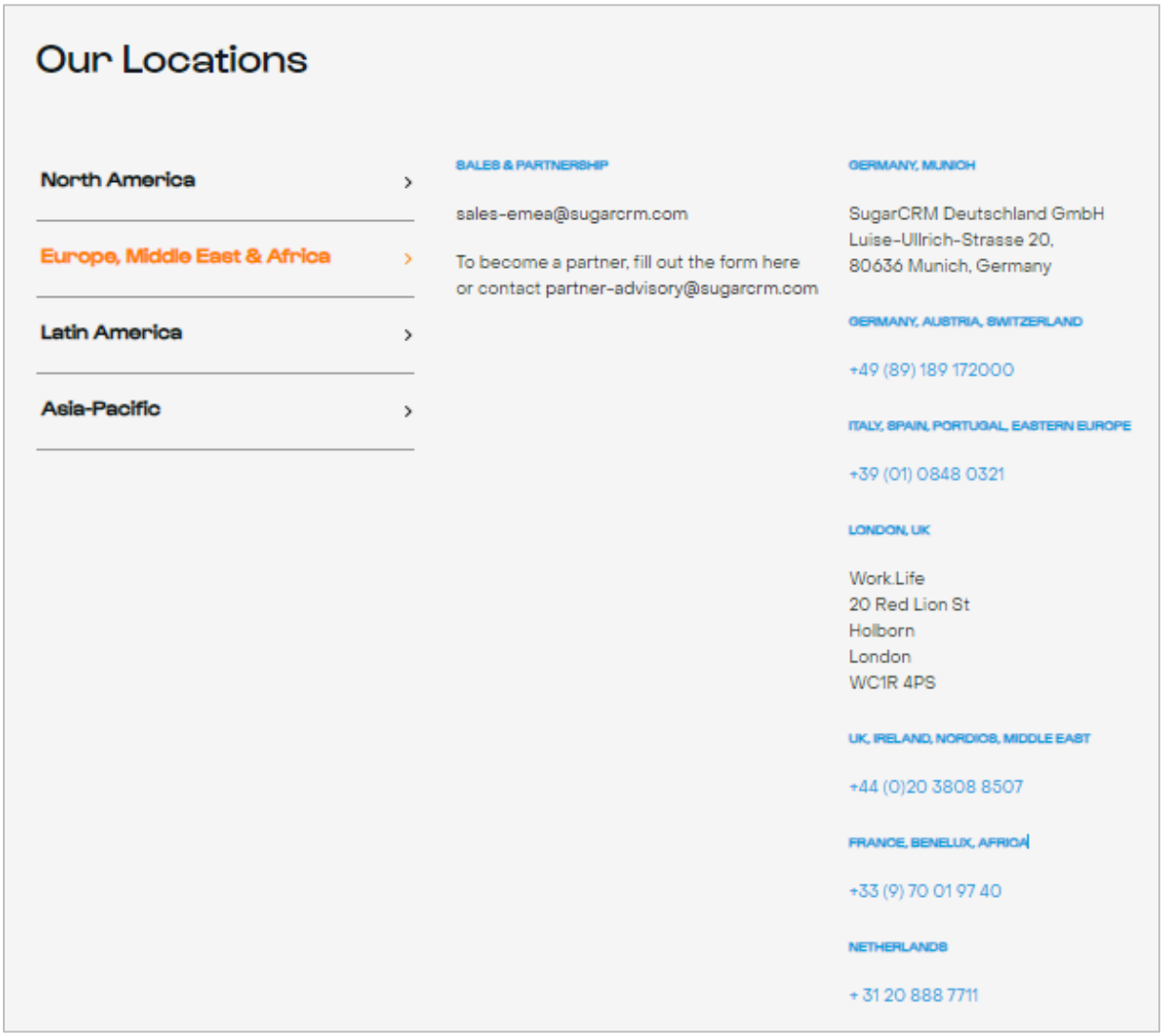


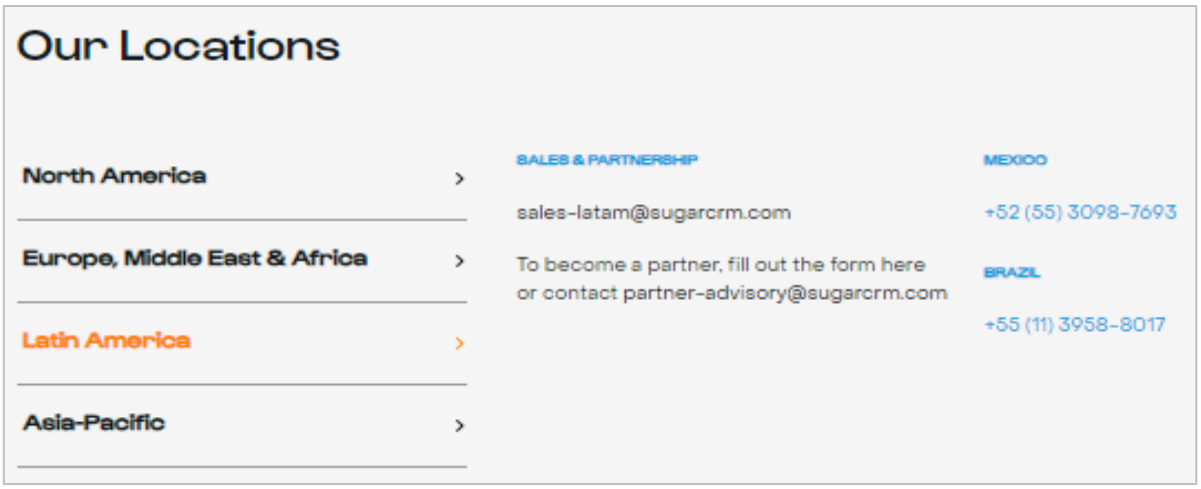
(Google.com)

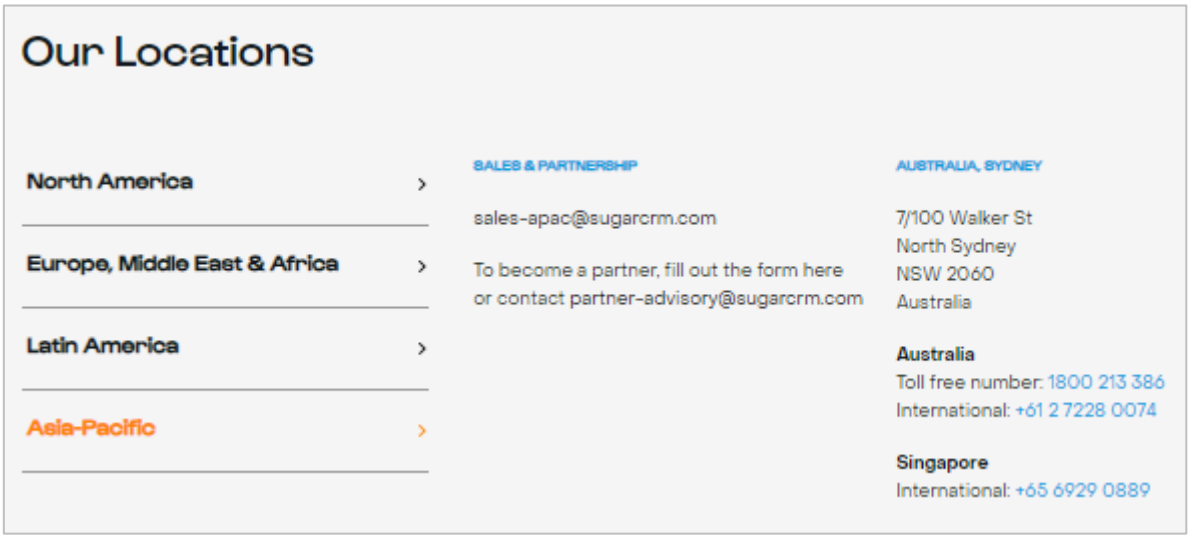
(Zoominfo.com)

Maillage du territoire : 6/10









(Sugarcrm.com)

Analyse : SugarCRM est directement présent sur tous les continents mais le maillage du territoire. Le maillage reste bien moins développé que les leaders du CRM. Par exemple en France, il n'y a pas de bureau officiel, mais seulement un représentant et intégrateur de la solution.

Écosystème de partenaires : 5/10

Les Elite Reselling Partners, Advanced Reselling Partners et Authorized Reselling Partners sont tous des partenaires de Sugar CRM qui font partie de son écosystème. Ils contribuent à la réussite de l'entreprise en aidant à vendre et à mettre en œuvre ses solutions, et en fournissant des services de support et de conseil aux clients.

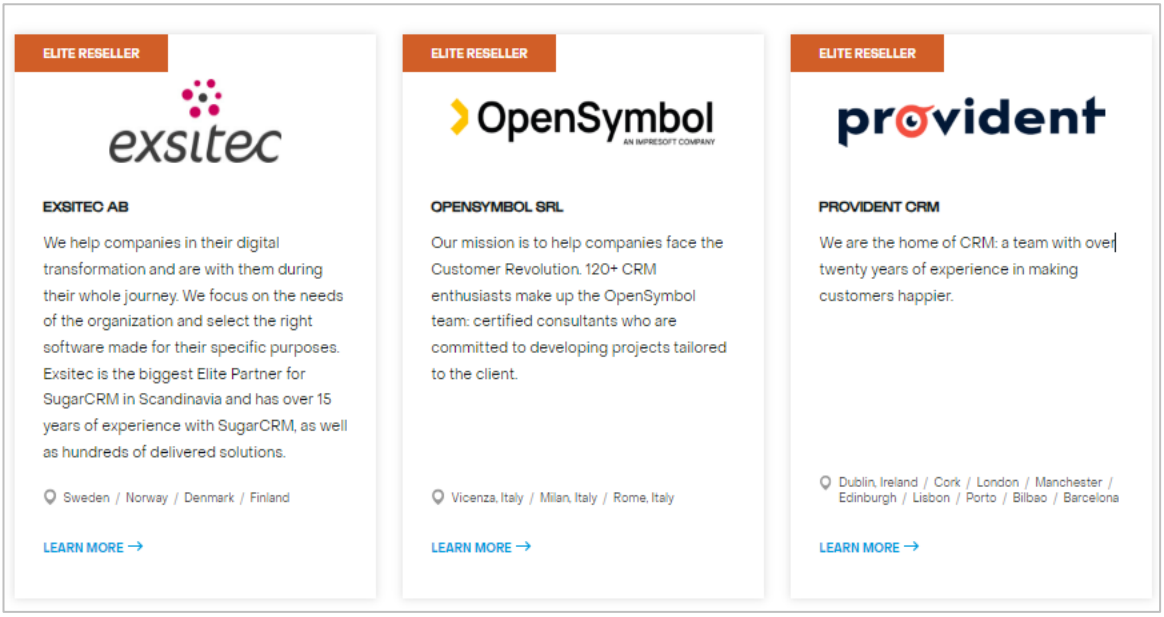
(Enoahisolution.com)

(Captivia.com)

(sugarcrm.com)

Ces entreprises agissent en tant que partenaires certifiés par SugarCRM et fournissent une gamme de services liés à la mise en œuvre, à l'intégration et au support de la plateforme SugarCRM :

Revendeurs :



ADVANCED RESELLER

SUGABYTE

SUGABYTE LTD.

Sugabyte have been implementing Sugar systems for various firms across Europe for a number of years. Core services include consultancy, implementation, customisation, training & support.

London, UK / Peterborough, UK

LEARN MORE →

ADVANCED RESELLER

Synolia
Think out of the codes

SYNOLIA

Synolia helps companies deliver a superior customer experiences thanks to an extensive platform of services and solutions.

Lyon, France / Paris / Bordeaux / Rennes

LEARN MORE →

AUTHORIZED RESELLER

38 Elements

38 ELEMENTS

We are client oriented SugarCRM partner with ready-made solutions and add-ons published on Sugar Outfitters Marketplace.

Belgrade, Serbia

LEARN MORE →

AUTHORIZED RESELLER

Actoom

ACTOOM APS

At Actoom we apply our knowledge and experience as SugarCRM customer to help other customers create, implement and apply successful Sugar solutions tailored to their business processes.

Denmark

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AUTHORIZED RESELLER

ACUITY·crm

ACUITY CRM

Acuity crm helps companies to explore and adopt successful deployment of customer relationship management (CRM) programs and systems for structural increase of sales...

Hertogenbosch, The Netherlands / Belgium / The Netherlands

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AUTHORIZED RESELLER

ALTA

ALTA

ALTA was founded on a simple concept. To be an original and creative group of people that makes the digital world a more beautiful place to be.

Lisbon, Portugal

LEARN MORE →

ADVANCED RESELLER

ambit

AMBIT SOFTWARE

Ambit Software is a digital solutions and customer experience management specialist. Through our global presence, we help both large and growing enterprises as well as startups thrive in the customer-first economy with industry vertical solutions.

India / USA / Netherlands / UAE / India

LEARN MORE →

ADVANCED RESELLER

enable.services

ENABLE.SERVICES

enable.services is the Top EMEA Elite Partner, with over 100 years combined experience. Delivering implementations to all verticals, from small and medium, to corporate and enterprise sized businesses, and trusted by over 900 organisations.

Ipswich, England / Stockholm, Sweden / Copenhagen, Denmark / Ipswich, England

LEARN MORE →

ADVANCED RESELLER

insignio
PART OF OPEN

INSIGNIO CRM GMBH

The German SugarCRM partner Insignio combines tech, marketing, sales and service know-how.

Kassel, Germany / Munich, Germany / Berlin, Germany / Hamburg, Germany / Cologne, Germany / Frankfurt, Germany

LEARN MORE →

AUTHORIZED RESELLER

atlantisdx

ATLANTIS DX

atlantis dx is a service provider that specializes in the development and implementation of digital solutions.

Deutschland / Österreich / Schweiz (DACH)

LEARN MORE →

AUTHORIZED RESELLER

BIZlink

BIZLINK

Bizlink provides CRM solutions customized to the specific requirements, corporate culture, and business practices of every single customer. Our extensive experience in the field and the partnership with SugarCRM Inc. since 2008 allow us to successfully bridge the gap between business management and technology.

Sofia, Bulgaria / Bucharest, Romania

LEARN MORE →

AUTHORIZED RESELLER

Blue note SYSTEMS

BLUE NOTE SYSTEMS

CRM specialist and expert member of the Open Source community since 2005 Blue note systems oaer a full range of CRM services, including functional and technical audit, implementation, development, customization, training, e-learning, assistance and support.

Strasbourg, Paris / France

LEARN MORE →

AUTHORIZED RESELLER

BRIXCRM

BRIXCRM

Customer Relationship Management Experts.
Our mission is 'Creating Happy Customers'. That is why we are firmly committed to help organizations to build lasting and profitable customer relationships. How? By truly getting to know your customers. We achieve this by giving professional advice and by implementing integrated, powerful and innovative software solutions.

Almelo, Netherlands / Amsterdam, Netherlands / Eindhoven, Netherlands

LEARN MORE →

AUTHORIZED RESELLER

C.A.T.A. INFORMATICA

C.A.T.A. INFORMATICA S.R.L.

C.A.T.A. Informatica is a company that operates in the Italian market since 1980 offering integrated solutions for the management of the company's business.

Milano, Italy

LEARN MORE →

AUTHORIZED RESELLER

CompanyNet
Collective intelligence for better business

COMPANYNET

Customers trust CompanyNet to deliver innovative work that transforms their organisations for the better.

Edinburgh, UK / Glasgow, UK

LEARN MORE →

AUTHORIZED RESELLER

comza
dos & tools for sales-excellence

COMZA GMBH

comza is dedicated to Sales-Excellence [SLX]. We believe in SLX being an integrated, continuously improved and systematic way of Sales-Management. SLX provides Sales-Enablement by leveraging omnichannel Customer Interaction.

Switzerland

LEARN MORE →

AUTHORIZED RESELLER

CRMPROFS

CRMPROFS BV

CRMprofs is the partner for small- and midsize business. We offer a broad range of business professionals and technology specialists. Our mission is to setup a to the point and easy to use CRM to accelerate your business.

Woerden, The Netherlands

LEARN MORE →

AUTHORIZED RESELLER

dotBase
SPÉCIALISTE CRM

DOTBASE

dotBase has been Sugar's main partner in Switzerland for more than 10 years, with numerous CRM projects carried out for companies in all fields of activity (in particular finance, energy, industry, real estate), public administrations, as well as public or international organizations in the fields of sport, health and services.

Geneva, Switzerland

LEARN MORE →

ADVANCED RESELLER

LOGIN

LOGIN SOFTWARE

Login Software has 30 years experience in Software Development and 10 years with SugarCRM and most of our customers are based in the DACH region. Our core strength is the integration of ERP Systems (like Navision, SAP Infor and other Integrations) with ecommerce platforms, websites or software licensing systems with SugarCRM.

Vienna, Austria / Munich, Germany / Altendorf/Zürich, Switzerland

LEARN MORE →

ADVANCED RESELLER

Opentix

OPENTIX

Opentix is a company specialized in consulting, development and implementation of business management solutions. Our experience in the implementation of CRM (Customer Relationship Management) and ERP (Enterprise Resource Planning) solutions makes us a reference in the IT Spanish Market.

Castellón, Spain / Valencia, Spain / Sevilla, Spain / Zaragoza, Spain / Barcelona, Spain / Madrid, Spain / Palencia, Spain

LEARN MORE →

ADVANCED RESELLER

redk

REDK

At redk, we are determined to make your business successful. The first step in our approach to CRM is understanding and adapting our solutions to your core business strategy and objectives. Our ultimate goal is to seamlessly align our technology with your business plan so you can reach your objectives.

London, UK / Brighton, UK / Madrid, Spain / Barcelona, Spain / Seville, Spain

LEARN MORE →

AUTHORIZED RESELLER

evolpe

EVOLPE CONSULTING GROUP

eVolpe Consulting Group is an innovative IT consulting company providing services in the field of comprehensive business software implementations based on Open Source Code solutions.

Poznań, Poland / Berlin, Germany

LEARN MORE →

AUTHORIZED RESELLER

FELLOW CONSULTING AG
where people work together

FELLOW CONSULTING AG

Create a better customer experience together with Fellow Consulting.

Munich, Germany

LEARN MORE →

AUTHORIZED RESELLER

FORMAT 14CRM

FORMAT14CRM

Format14CRM is a leading SugarCRM partner with a team of highly experienced professionals who have decades of Sugar implementations on their CVs.

Maidenhead, UK / Istanbul, Turkey

LEARN MORE →

AUTHORIZED RESELLER

genius4u consulting

GENIUS4U CONSULTING

We support your CRM and Marketing Automation projects through every project phase. Digital transformation, customer journey/experience strategies are not just buzzwords for us. We have been implementing successful Sugar projects for over 12 years.

Hamburg, Germany / Berlin, Germany / Paderborn, Germany

LEARN MORE →

AUTHORIZED RESELLER

iNet

INET PROCESS

Delivering success as a service, iNet Process is a global consulting and technology services company that focuses on xRM (relationship management) for businesses of all types.

Paris, France / Raleigh, NC, USA

LEARN MORE →

AUTHORIZED RESELLER

integros CRM Innovations

INTEGROS LLC

We make the work of our customers easier, faster and more convenient. Our competitive advantage – we help to find and realize appropriate CRM solution based on the profound analysis of the Customer's business issues and challenges.

Kiev, Ukraine

LEARN MORE →

AUTHORIZED RESELLER

ISC IT & SOFTWARE CONSULTANTS GMBH

For more than 15 years ISC it & software consultants GmbH has a proven record in successful CRM- and VIS-projects from initial design through to implementation, installation, training and after sales services. With proven vertical experiences in the industry, publishing, manufacturing, commercial and service sectors, ISC has implemented more than 100 successful projects.

Nürnberg, Germany / Berlin / Hamburg / Parsberg

LEARN MORE →

AUTHORIZED RESELLER

IT2MEDIA GMBH & CO. KG

Used in summary cards.IT2media is your longtime experienced specialist in Germany, Austria and Switzerland for SugarCRM projects in the media and manufacturing industry, especially when it comes to the connection between SAP and SugarCRM.

Nürnberg, Germany

LEARN MORE →

AUTHORIZED RESELLER

ITS4U

Founded in 2009, ITS4U is a European group of more than 70 team members that keeps its human ambition. Our vision is built on 4 values: Quality, Trust, Development and Independence.

Fentange, Luxembourg / Luxembourg / France (Paris, Metz)

LEARN MORE →

AUTHORIZED RESELLER

KINAMU BUSINESS SOLUTIONS GMBH

KINAMU provides innovative solutions for CRM and ERP based on Sugar and SAP. For more than 10 years, KINAMU provides consulting know-how to optimize marketing, sales and service processes.

Vienna, Germany / Austria, Germany / Munich, Germany

LEARN MORE →

AUTHORIZED RESELLER

MYCRM

A different approach to service and sales is the recipe for success of many innovative companies. We help them stay different. Since 2006 MyCRM has been working silently for the success of more and more customers.

Stuttgart, Germany

LEARN MORE →

AUTHORIZED RESELLER

OOSIS OY

OOSIS on SugarCRM :n Suomen partneri. OOSIS on tehnyt monipuolisia toteutuksia vuodesta 2006 – mm. muokkausta, kehitystä ja integraatioita.

Helsinki, Finland

LEARN MORE →

AUTHORIZED RESELLER

OPENSESAME ICT B.V.

OpenSesame is an expert in the implementation of CRM (Sugar) and ECM (OpenIMS) to establish a 360° view of your customers and partners within a paperless office.

Nieuwegein, The Netherlands

LEARN MORE →

AUTHORIZED RESELLER

POKER SPA

Poker SpA is actively involved in the development and implementation of CRM solutions and specific customizations, thanks to the experience and solidity of its thirty-year history in the ICT market.

Settimo Torinese, Italy

LEARN MORE →

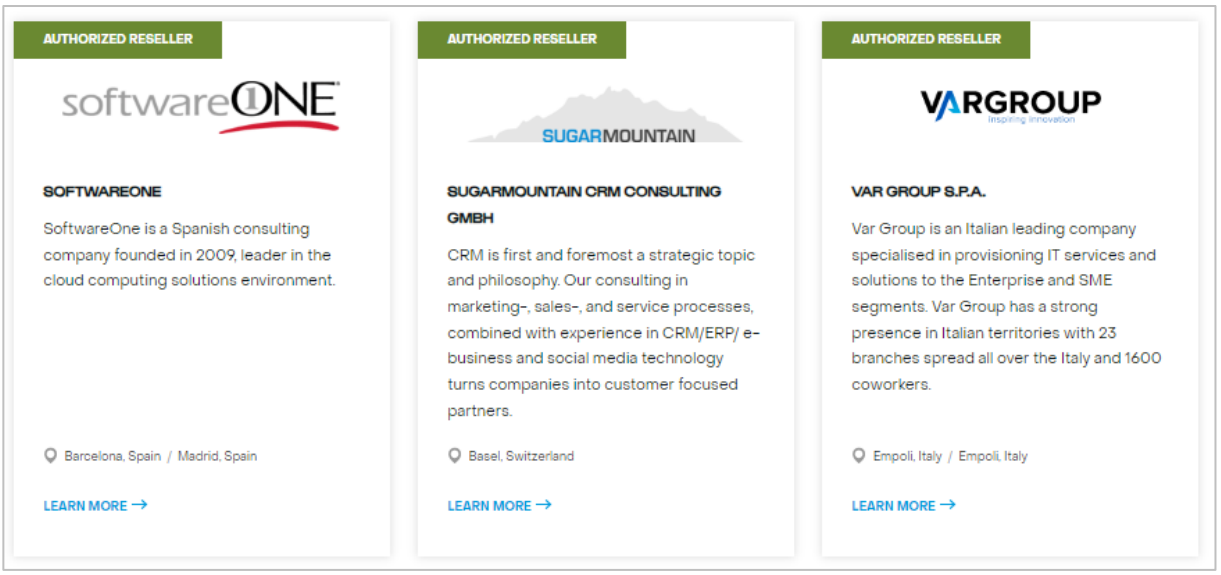
AUTHORIZED RESELLER

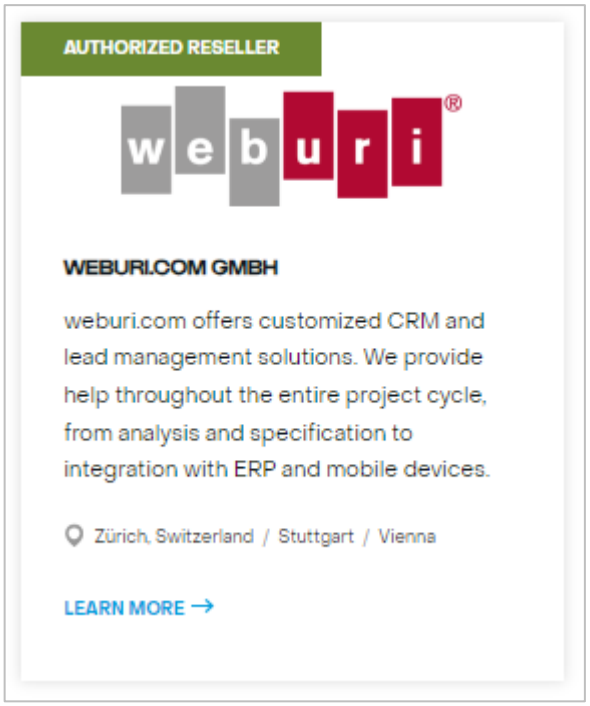
RT LABS

RT Labs provides comprehensive Sugar solutions including Customization, Integration, Data Migration and Training services. Our team specializes exclusively in Sugar and we can help you in maximizing the potential utilization of Sugar for your business.

London, UK

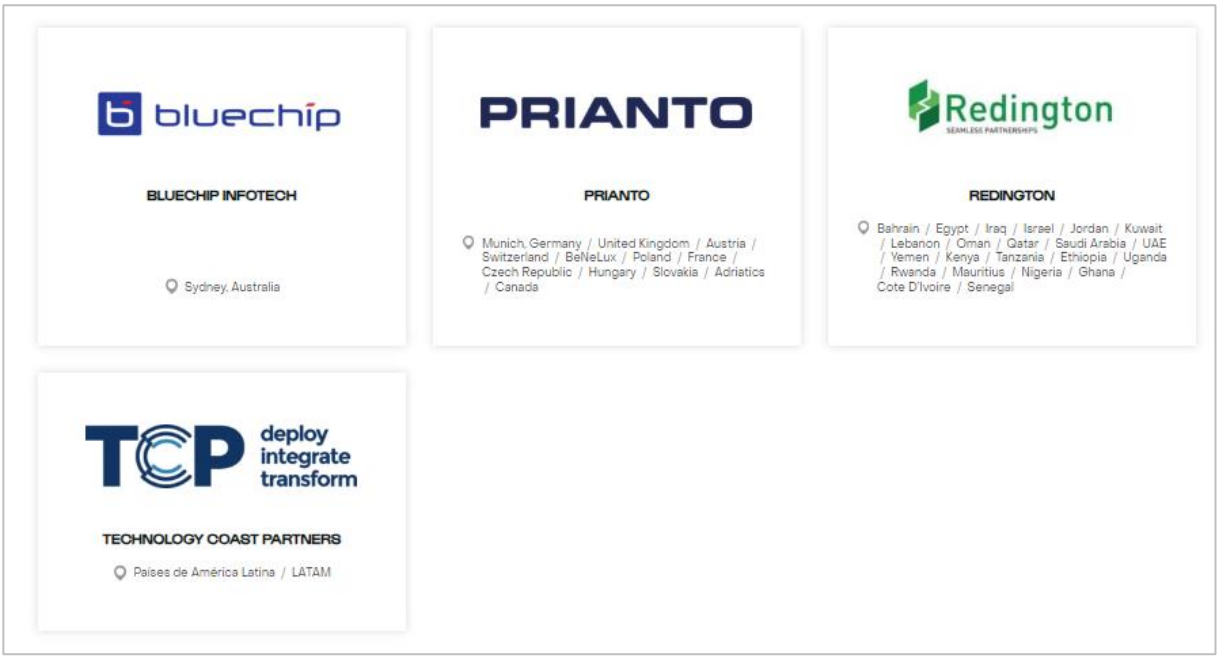
LEARN MORE →





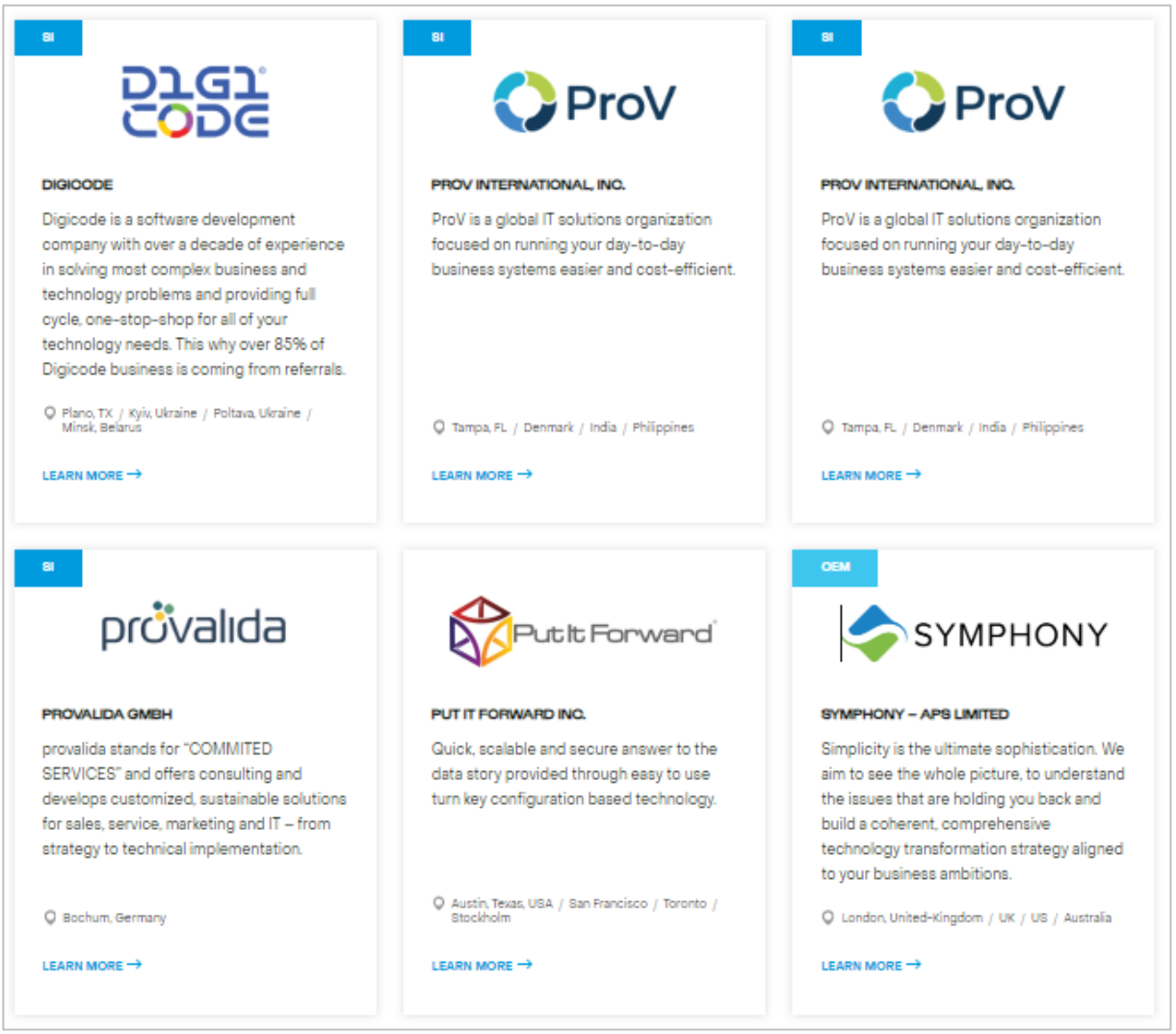
(Sugarcrm.com)

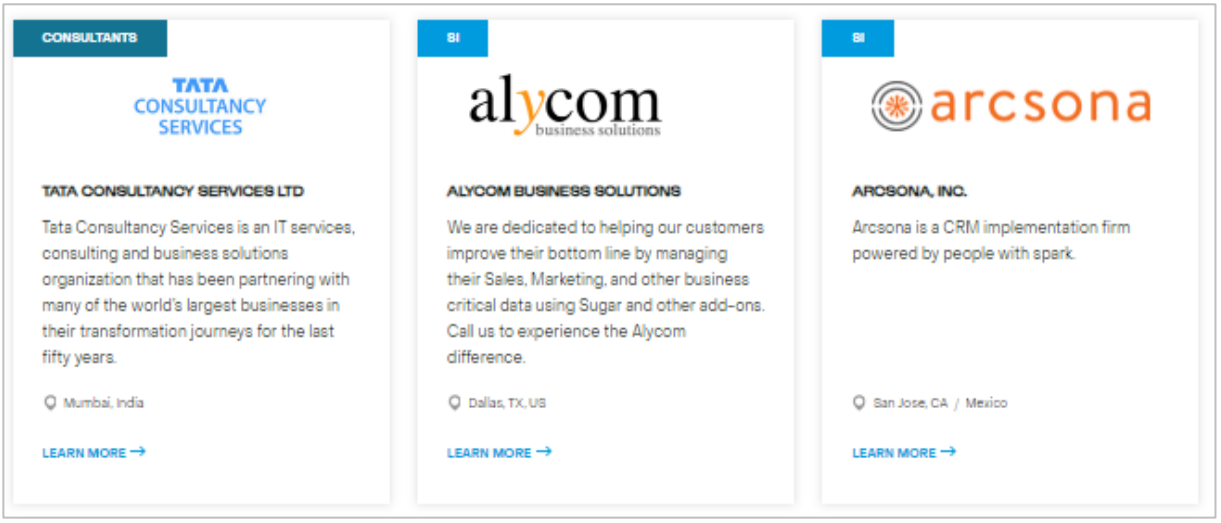
Partenaires distributeurs :

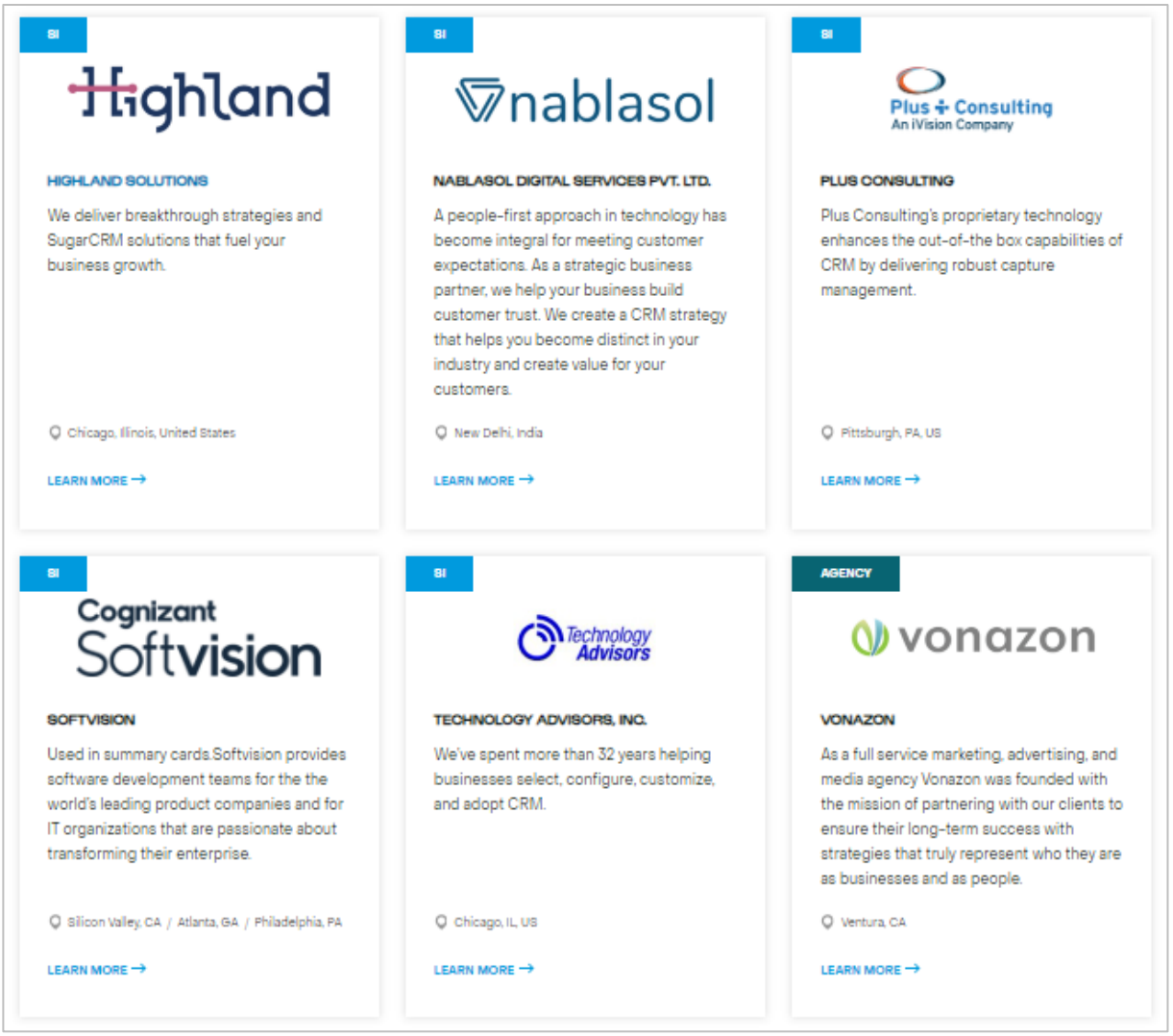


(Sugarcrm.com)

Partenaires de solutions :



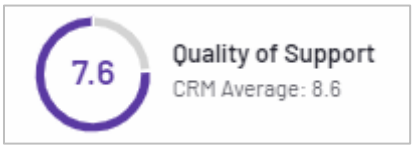


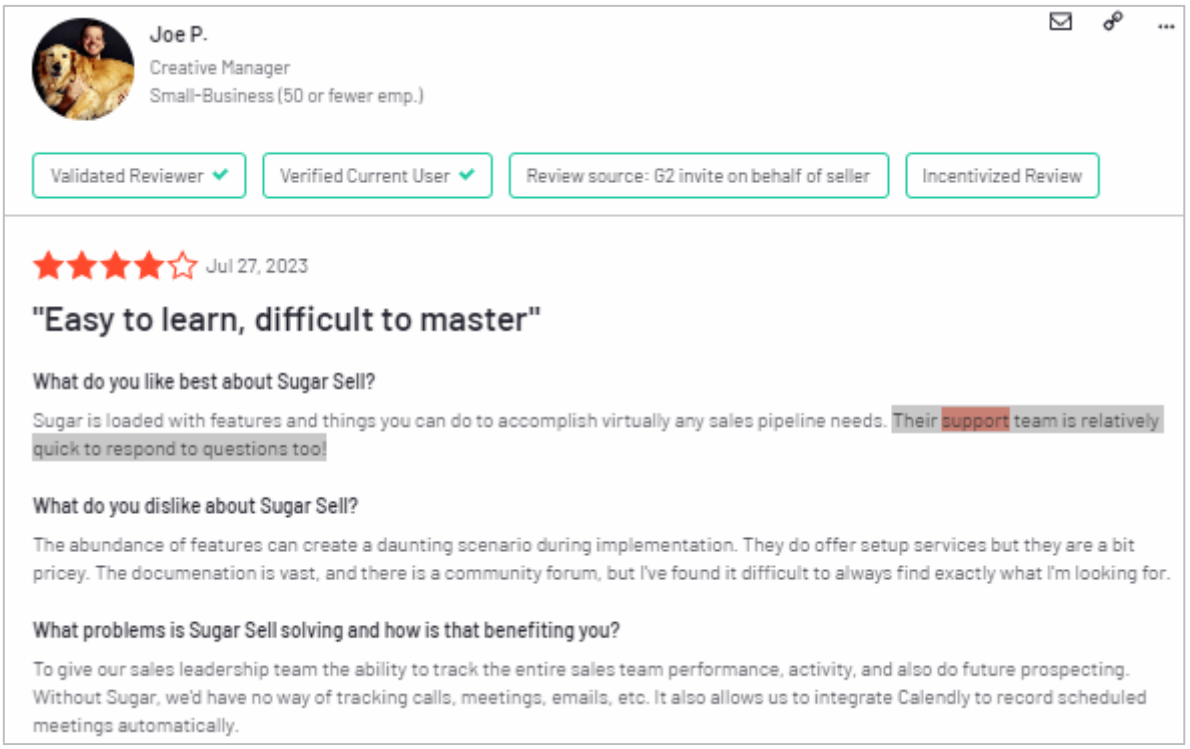


(Sugarcrm.com)

Analyse : Bien que SugarCRM dispose d'un important réseau de distributeurs et d'intégrateurs aux États-Unis, en France, son réseau se résume à un seul partenaire officiel. Et même si ce partenaire (synolia) est sérieux, reconnu et dispose de plusieurs agences, cela ne laisse pas de choix aux clients.

Support : 8/10





Joe P.
Creative Manager
Small-Business (50 or fewer emp.)

Validated Reviewer | Verified Current User | Review source: G2 invite on behalf of seller | Incentivized Review

Jul 27, 2023

"Easy to learn, difficult to master"

What do you like best about Sugar Sell?

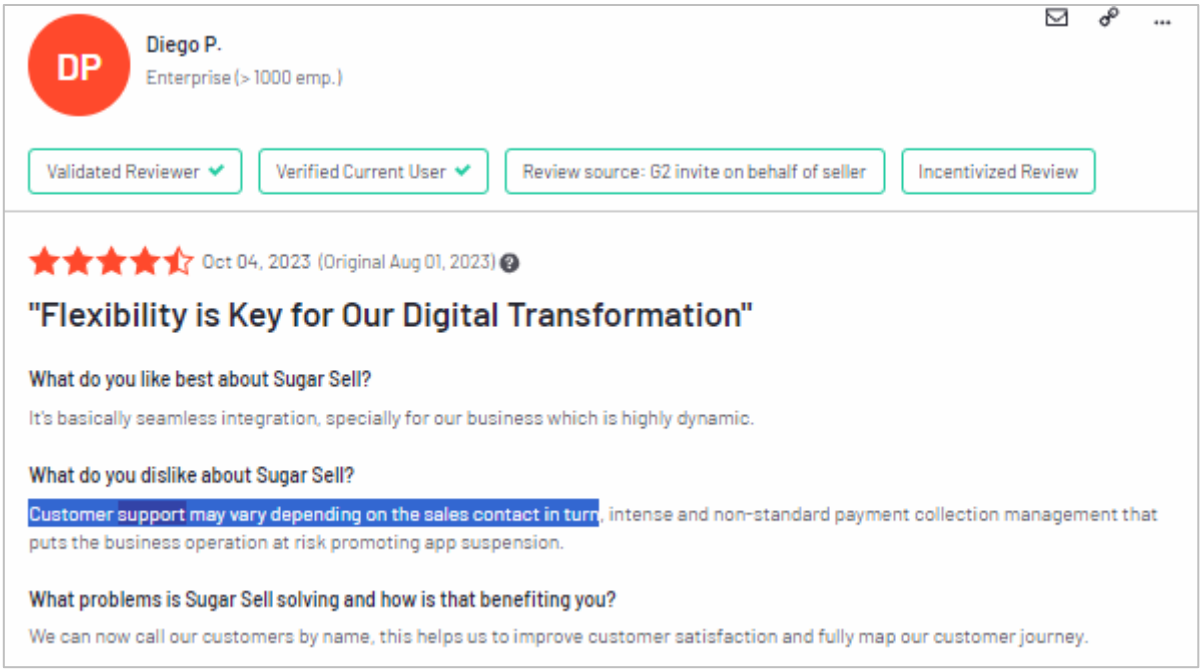
Sugar is loaded with features and things you can do to accomplish virtually any sales pipeline needs. Their support team is relatively quick to respond to questions too!

What do you dislike about Sugar Sell?

The abundance of features can create a daunting scenario during implementation. They do offer setup services but they are a bit pricey. The documenation is vast, and there is a community forum, but I've found it difficult to always find exactly what I'm looking for.

What problems is Sugar Sell solving and how is that benefiting you?

To give our sales leadership team the ability to track the entire sales team performance, activity, and also do future prospecting. Without Sugar, we'd have no way of tracking calls, meetings, emails, etc. It also allows us to integrate Calendly to record scheduled meetings automatically.



DP

Diego P.
Enterprise (> 1000 emp.)

Validated Reviewer | Verified Current User | Review source: G2 invite on behalf of seller | Incentivized Review

Oct 04, 2023 (Original Aug 01, 2023)

"Flexibility is Key for Our Digital Transformation"

What do you like best about Sugar Sell?

It's basically seamless integration, specially for our business which is highly dynamic.

What do you dislike about Sugar Sell?

Customer support may vary depending on the sales contact in turn, intense and non-standard payment collection management that puts the business operation at risk promoting app suspension.

What problems is Sugar Sell solving and how is that benefiting you?

We can now call our customers by name, this helps us to improve customer satisfaction and fully map our customer journey.

Teresa B.
Office Manager
Small-Business (50 or fewer emp.)

Validated Reviewer ✔ | Verified Current User ✔ | Review source: Organic

May 24, 2023

"Great program, easy to use and easy to customize."

What do you like best about Sugar Sell?

It is easy to use and customize, and the customer support is excellent! It allows us to keep track of conversations with customers as well as keep email records.

What do you dislike about Sugar Sell?

It is a bit overkill for what we need, but what we do need, it does perfectly.

What problems is Sugar Sell solving and how is that benefiting you?

It helps us keep track of the companies and the people that we deal with. It allows us to create custom fields to show what customers can buy what products. We are able to write reports to export contacts based on these fields so we can focus specific product email campaigns on the appropriate customers. We also keep track of interactions with each customer so that when they call, any customer service rep can help them.

Gayle R.
Head of Systems & Information Security
Mid-Market (51-1000 emp.)

Validated Reviewer ✔ | Verified Current User ✔ | Review source: G2 invite on behalf of seller | Incentivized Review

Dec 21, 2022

"Great out the box CRM, super configurable, fantastic support"

What do you like best about Sugar Sell?

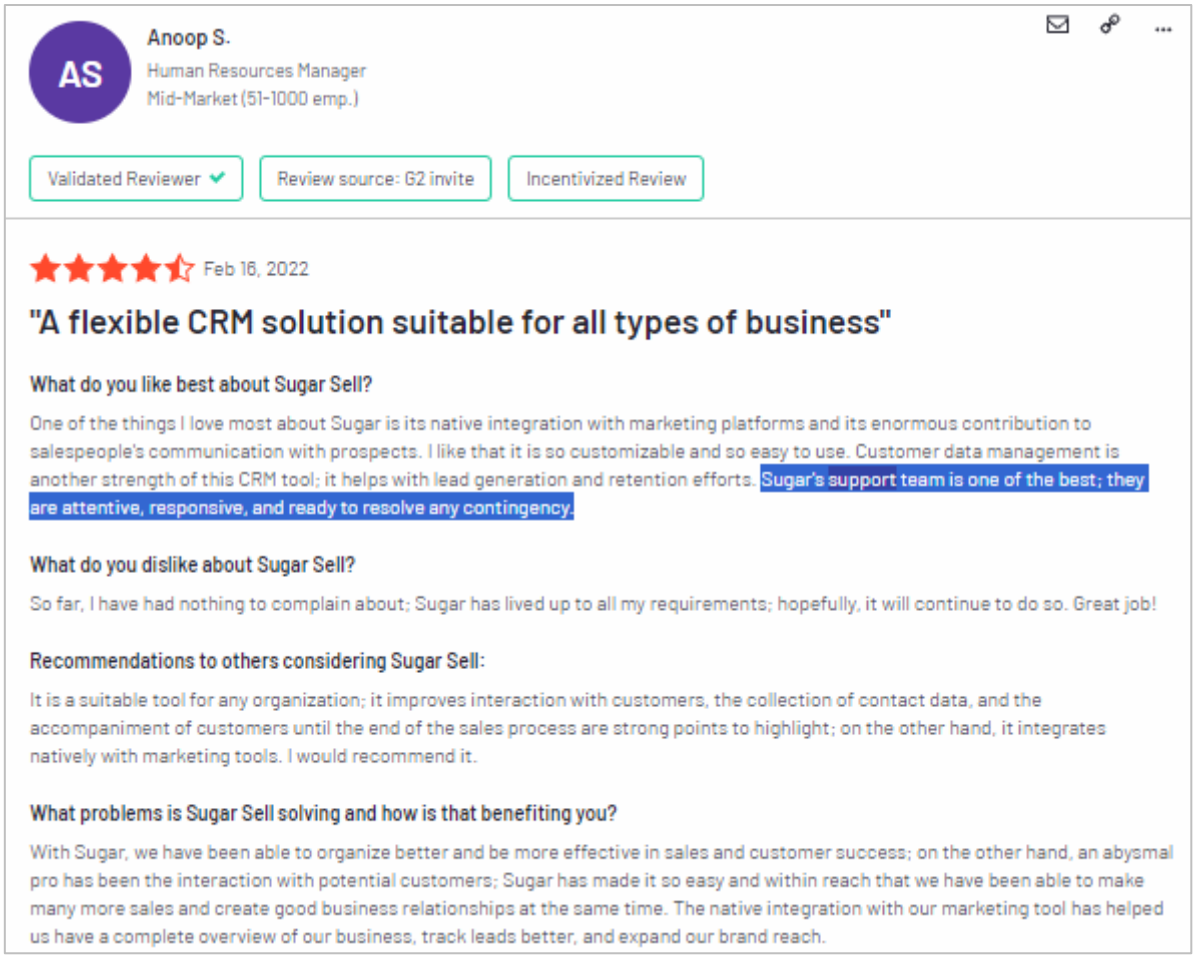
Sugar Sell has great out of the box features but really comes into its own and stands out from competitors when it's customised to support individual processes and business needs.

What do you dislike about Sugar Sell?

To maximise the potential of the system, it is useful to have an in-house developer but luckily Sugar have a team of developers who can support clients who don't have the internal skills set required.

What problems is Sugar Sell solving and how is that benefiting you?

Through the use of Sugar Sell dashboards and reports we have been able to solve the problem of being able to report on the entire business from lead generation to revenue realisation and customer retention and can easily identify cross sell opportunities.



AS

Anoop S.
Human Resources Manager
Mid-Market (51-1000 emp.)

Validated Reviewer ✔ | Review source: G2 invite | Incentivized Review

★★★★½ Feb 16, 2022

"A flexible CRM solution suitable for all types of business"

What do you like best about Sugar Sell?

One of the things I love most about Sugar is its native integration with marketing platforms and its enormous contribution to salespeople's communication with prospects. I like that it is so customizable and so easy to use. Customer data management is another strength of this CRM tool; it helps with lead generation and retention efforts. Sugar's support team is one of the best; they are attentive, responsive, and ready to resolve any contingency.

What do you dislike about Sugar Sell?

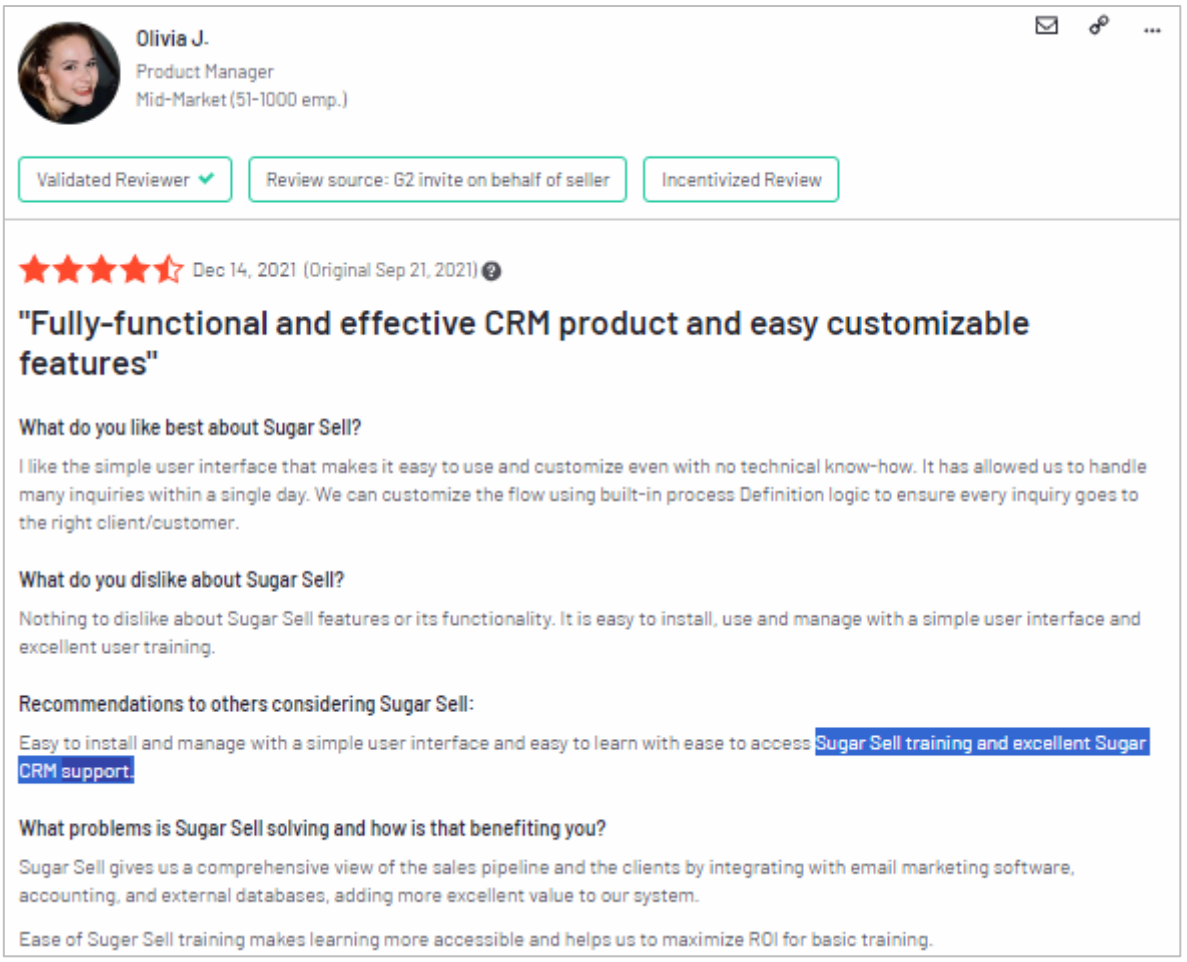
So far, I have had nothing to complain about; Sugar has lived up to all my requirements; hopefully, it will continue to do so. Great job!

Recommendations to others considering Sugar Sell:

It is a suitable tool for any organization; it improves interaction with customers, the collection of contact data, and the accompaniment of customers until the end of the sales process are strong points to highlight; on the other hand, it integrates natively with marketing tools. I would recommend it.

What problems is Sugar Sell solving and how is that benefiting you?

With Sugar, we have been able to organize better and be more effective in sales and customer success; on the other hand, an abysmal pro has been the interaction with potential customers; Sugar has made it so easy and within reach that we have been able to make many more sales and create good business relationships at the same time. The native integration with our marketing tool has helped us have a complete overview of our business, track leads better, and expand our brand reach.



Olivia J.
Product Manager
Mid-Market (51-1000 emp.)

Validated Reviewer | Review source: G2 invite on behalf of seller | Incentivized Review

Dec 14, 2021 (Original Sep 21, 2021)

"Fully-functional and effective CRM product and easy customizable features"

What do you like best about Sugar Sell?

I like the simple user interface that makes it easy to use and customize even with no technical know-how. It has allowed us to handle many inquiries within a single day. We can customize the flow using built-in process Definition logic to ensure every inquiry goes to the right client/customer.

What do you dislike about Sugar Sell?

Nothing to dislike about Sugar Sell features or its functionality. It is easy to install, use and manage with a simple user interface and excellent user training.

Recommendations to others considering Sugar Sell:

Easy to install and manage with a simple user interface and easy to learn with ease to access Sugar Sell training and excellent Sugar CRM support.

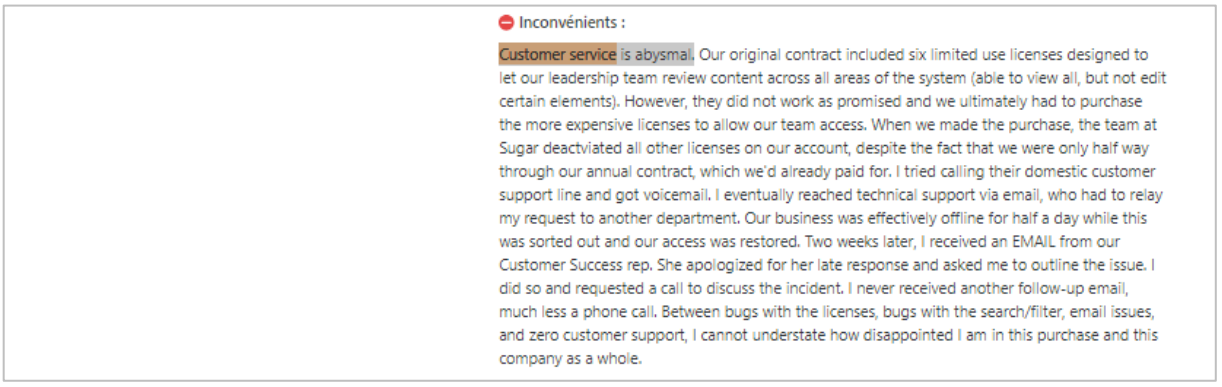
What problems is Sugar Sell solving and how is that benefiting you?

Sugar Sell gives us a comprehensive view of the sales pipeline and the clients by integrating with email marketing software, accounting, and external databases, adding more excellent value to our system.

Ease of Suger Sell training makes learning more accessible and helps us to maximize ROI for basic training.

([G2])

Service client ★ 3,7



Inconvénients :

Customer service is abysmal. Our original contract included six limited use licenses designed to let our leadership team review content across all areas of the system (able to view all, but not edit certain elements). However, they did not work as promised and we ultimately had to purchase the more expensive licenses to allow our team access. When we made the purchase, the team at Sugar deactviated all other licenses on our account, despite the fact that we were only half way through our annual contract, which we'd already paid for. I tried calling their domestic customer support line and got voicemail. I eventually reached technical support via email, who had to relay my request to another department. Our business was effectively offline for half a day while this was sorted out and our access was restored. Two weeks later, I received an EMAIL from our Customer Success rep. She apologized for her late response and asked me to outline the issue. I did so and requested a call to discuss the incident. I never received another follow-up email, much less a phone call. Between bugs with the licenses, bugs with the search/filter, email issues, and zero customer support, I cannot understate how disappointed I am in this purchase and this company as a whole.

Tom
Customer Experience Manager (É.-U.)

Produits chimiques, 51–200 employés
Temps d'utilisation du logiciel : plus d'un an
Source de l'avis

Alternatives envisagées précédemment :

Zoho CRM

TRADUIRE EN FRANÇAIS

Lots of bugs, terrible customer support. Spend a little more for something that works.

★★☆☆☆ 2,0 il y a 2 ans

Commentaires : You get what you pay for. It's an average platform with some significant drawbacks that aren't realized until you've signed on the line and are trying to onboard it. We use Sage as our base platform and had intended to use Sugar to allow our teams to work in one system and have it communicate with Sage. In theory, this saves us time, entering data in one window instead of multiple tabs in Sage. However, in many instances, Sugar cannot write to Sage. That's a one-way street, so many tasks still require manual entry in Sage. It's also very clunky. The data refreshes/synchs very slowly, so you're rarely looking at real-time data. It will refresh and reload pages while you're actively working in them, deleting your progress and forcing you to start the process over. Creating dashboards and reports requires the user to be literate in tech talk and computer logic. Trying to navigate the back end to find the data you're looking for takes ages. I haven't even tried playing with the workflow builder because I can't find the time to teach myself how to build a report or dashboard, much less anything more complex. We have identified numerous shortcomings, but when we contact Sugar Support, they tell us it's a bug they're working on with no timetable for a solution. Apparently, there are a LOT of bugs.

Avantages :

The system is easy to use in theory. The UI is decent and processes are intuitive. The price point is attractive since the company boasts that it parallels other higher-priced options in features and functionality. The onboarding was fairly simple and adjusting to the system was not difficult.

Josh
Sales support Mgr (É.-U.)

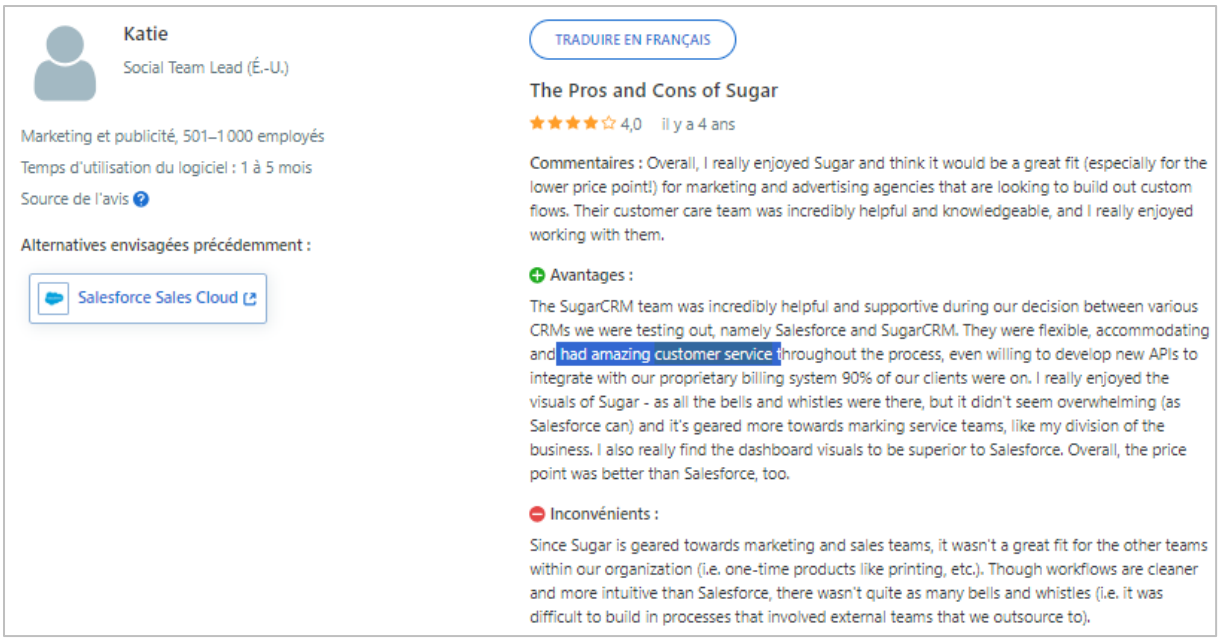
Transport routier/ferroviaire, 11–50 employés
Temps d'utilisation du logiciel : plus de deux ans
Source de l'avis

TRADUIRE EN FRANÇAIS

SugarCRM Review - Walz Scale

★★★☆☆ 3,0 il y a 7 ans

Commentaires : We have been using Sugar for several years, but only in the past six months have we really dug down to fully utilize the software. The tool is fairly simple to use, I like the reporting functions, but the feedback I get from my sales team is that it is just 'clunky' to use. I'll give you one little example. For the Opportunity 'Actual Closed Won' date, I found through coming across some bad sales data for the month, that if you close a sale in January, and that same month you mark it as Closed Won. But lets say in March you want to go in and add a note to the description. Once you edit that note, (thus changing the Modify date) you autimatically changed the 'Actual Closed Won' date to March. Really messes up sales reports! When I contacted Sugar, there really wasnt an easy fix. We found SierraCRM (third part software) and Bill Convis from there helped with a solution to this problem. We have now purchased this software and believe that this will help take us to the next level of using Sugar. Sugar Support via email is usually pretty prompt, but as far as hearing from our 'Account Manager', just 2 weeks ago was the first time I heard from someone regarding our account. At that point, I had already reached out to SierraCRM, so I did not need anything from Sugar.
To summarize: Great tool, though a little clunky, but the price is not bad. Customer service could be improved, especially for companies like us who are invested in the process, and just need some help taking our sales process to the next level. Thanks!



Katie

Social Team Lead (É.-U.)

Marketing et publicité, 501–1 000 employés

Temps d'utilisation du logiciel : 1 à 5 mois

Source de l'avis

Alternatives envisagées précédemment :

Salesforce Sales Cloud

TRADUIRE EN FRANÇAIS

The Pros and Cons of Sugar

4,0 il y a 4 ans

Commentaires : Overall, I really enjoyed Sugar and think it would be a great fit (especially for the lower price point!) for marketing and advertising agencies that are looking to build out custom flows. Their customer care team was incredibly helpful and knowledgeable, and I really enjoyed working with them.

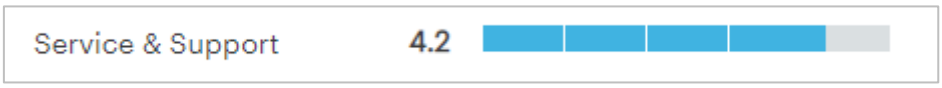
Avantages :

The SugarCRM team was incredibly helpful and supportive during our decision between various CRMs we were testing out, namely Salesforce and SugarCRM. They were flexible, accommodating and had amazing customer service throughout the process, even willing to develop new APIs to integrate with our proprietary billing system 90% of our clients were on. I really enjoyed the visuals of Sugar - as all the bells and whistles were there, but it didn't seem overwhelming (as Salesforce can) and it's geared more towards marking service teams, like my division of the business. I also really find the dashboard visuals to be superior to Salesforce. Overall, the price point was better than Salesforce, too.

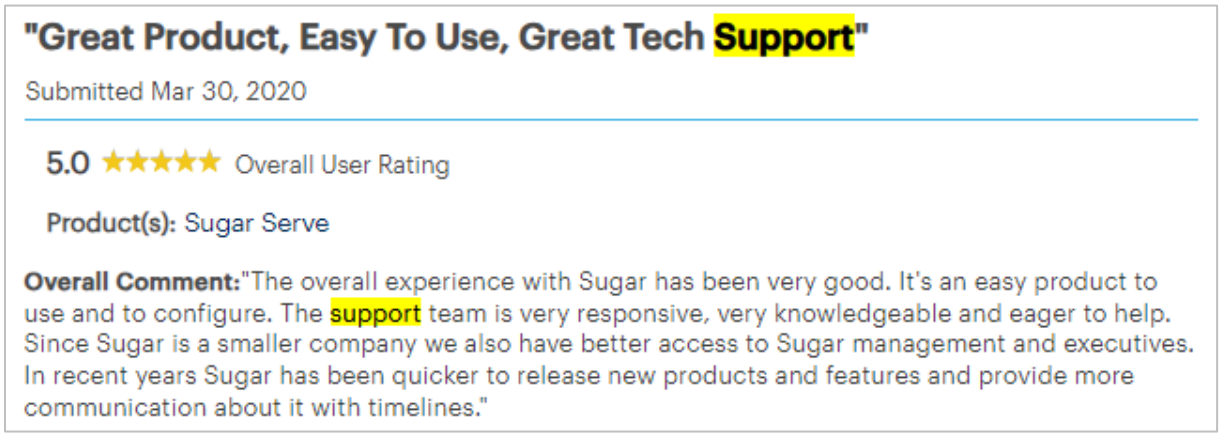
Inconvénients :

Since Sugar is geared towards marketing and sales teams, it wasn't a great fit for the other teams within our organization (i.e. one-time products like printing, etc.). Though workflows are cleaner and more intuitive than Salesforce, there wasn't quite as many bells and whistles (i.e. it was difficult to build in processes that involved external teams that we outsource to).

(Capterra.fr)



Service & Support 4.2



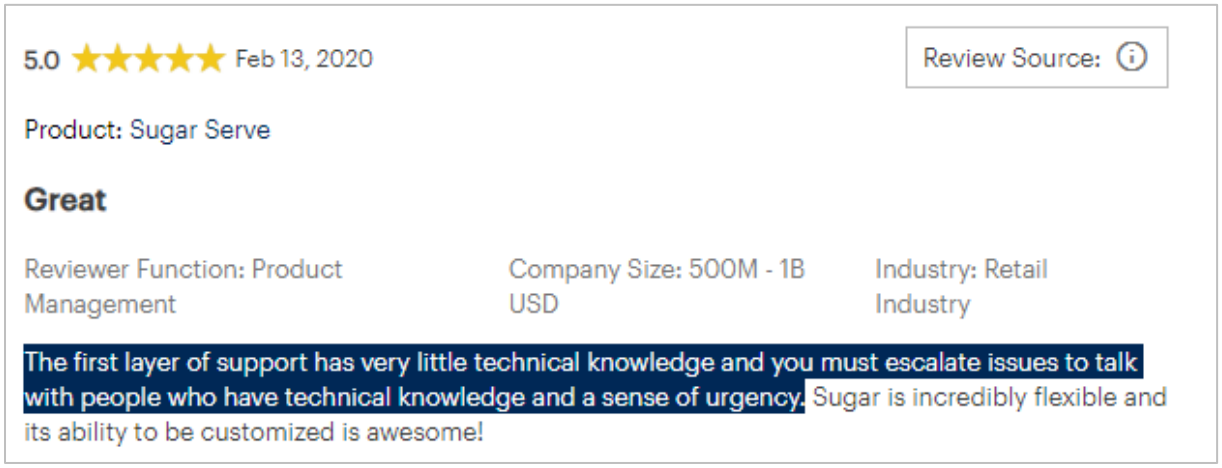
"Great Product, Easy To Use, Great Tech Support"

Submitted Mar 30, 2020

5.0 ★★★★★ Overall User Rating

Product(s): Sugar Serve

Overall Comment:"The overall experience with Sugar has been very good. It's an easy product to use and to configure. The support team is very responsive, very knowledgeable and eager to help. Since Sugar is a smaller company we also have better access to Sugar management and executives. In recent years Sugar has been quicker to release new products and features and provide more communication about it with timelines."



5.0 ★★★★★ Feb 13, 2020

Review Source:

Product: Sugar Serve

Great

Reviewer Function: Product Management

Company Size: 500M - 1B USD

Industry: Retail Industry

The first layer of support has very little technical knowledge and you must escalate issues to talk with people who have technical knowledge and a sense of urgency. Sugar is incredibly flexible and its ability to be customized is awesome!

(Gartner)

Customer Service & Support

This component of CRM software automates help desk, call center and field service management.

8.2
Avg 7.6

> Show Features

AN

MAY 30, 2021

Share Save

Robust and cost effective platform for Lead Management

Aastha Nasa
Account Development Manager
MongoDB (Computer Software, 1001-5000 employees)

Score 9 out of 10 Vetted Review Verified User Incentivized

Use Cases and Deployment Scope

It has really helped us to maximize our sales and marketing efforts. All our info regarding sales opportunities, accounts, contacts, leads, etc are under one platform allowing us to get visibility into our sales efforts and pipeline. Also by automating most of the tasks by setting up workflows helps a lot in saving time and making the process efficient. It is very easy to use and very affordable and also well suited for most businesses. It covers most of the important functionalities required in any CRM like workflow automation, analytics, leads and contacts management, etc. Overall it is a very robust and scalable CRM in the market for small to mid size businesses.

Pros and Cons

- It was easy to set up and didn't take a lot of time during integration.
- Its export functionality is good.
- Their customer support service is fantastic and their technical support is great as well.

APRIL 26, 2019

Share Save

Sugar CRM is cheap, easy, and a must

Rick Giddings
Chief Training Officer
Exact Data (Marketing and Advertising, 51-200 employees)

Score 10 out of 10 Vetted Review Verified User Incentivized

Use Cases and Deployment Scope

SugarCRM is the staple of our sales floor. This application makes my life easy from a sales management standpoint. SugarCRM allows all users to make notes from each time contact is made to a prospect, log the time and date, and keep it assigned to that specific user. This formula can help avoid having multiple sales reps working on the same account/prospect and ultimately eliminate any confusion. Sales managers can check in on any quotes for their teams to help create a funnel that doesn't get pushed to the side.
This application can also easily be manipulated into the way your company needs it most. We implement new functions to the dashboard frequently with ease. Customer support is always prompt as well.

Pros and Cons

- Manages the sales pipeline.
- Creates a funnel of pending sales.
- Tracks all contact being made by each user.

- If SugarCRM created their own click to dial feature, that would be great. For now, we use TenFold to integrate with SugarCRM.

AN

MAY 30, 2021

Share Save

Robust and cost effective platform for Lead Management

Aastha Nasa
Account Development Manager
MongoDB (Computer Software, 1001-5000 employees)

Score 9 out of 10 Vetted Review Verified User Incentivized

Support Rating 9

The support team is pretty responsive . They gave good online and offline support and their technical documentation is pretty comprehensive too.

JUNE 04, 2016

Good for reporting, not so great for integration with marketing for small businesses

Share Save

Verified User

Administrator in Marketing

Mechanical or Industrial Engineering Company, 11-50 employees

Score 3 out of 10 Vetted Review Verified User Incentivized

Support Rating 5

With SugarCRM, you really have to do it yourself. Support can give examples of how to do things, but ultimately it's up to you. With such a complex program, be prepared to sink some considerable FTEs into this effort.

MAY 28, 2021

Af

Share Save

Verified User

Account Manager in Sales

Computer Software Company, 201-500 employees

Score 6 out of 10 Vetted Review Verified User Incentivized

Support Rating 8

They are very knowledgeable and tech Savy. I have no issues with the support team

DECEMBER 07, 2013

SugarCRM: The Perfect, Customizable Sales Tool

Share Save

Verified User

Account Manager in Sales

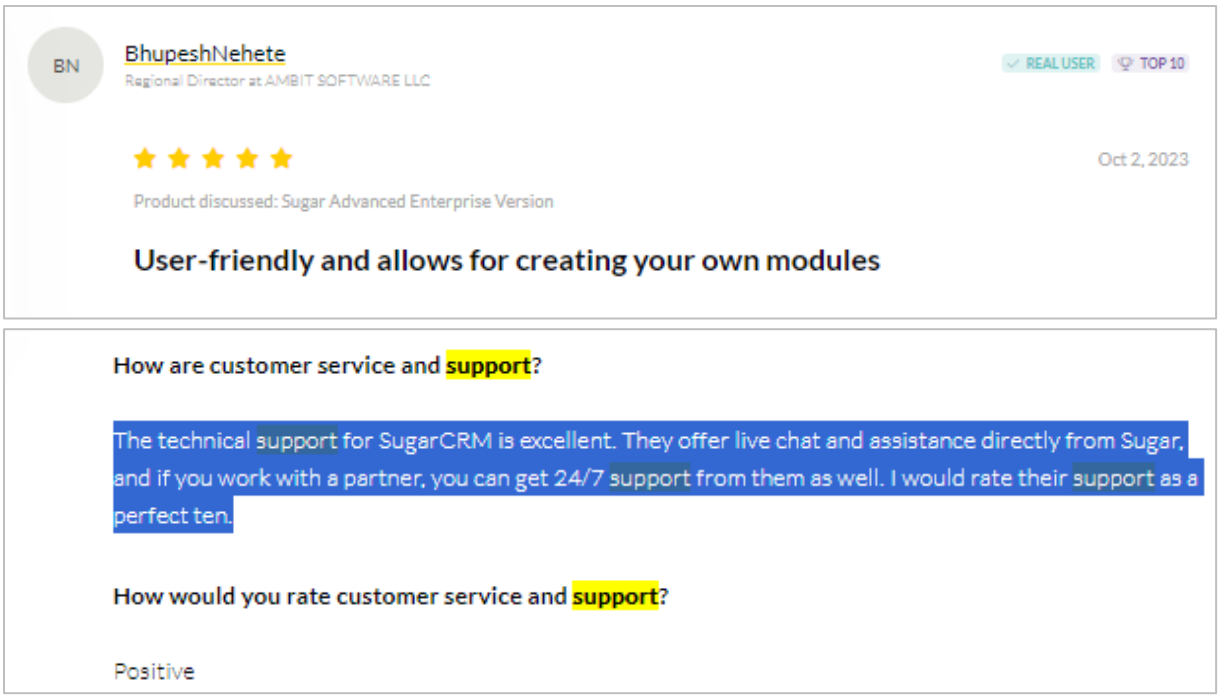
51-200 employees

Score 9 out of 10 Vetted Review Verified User

Support Rating 9

Our SugarCRM support staff is fantastic and definitely better than any other support staff I've used. They are fantastic and will always give me an idea of how long something will take but will often have the request completed within the day. They're extremely respectful and are always willing to show me how the resolved the issue so I can become even more self-reliant going forward.

([Trustradius])



(Peerspot)

Analyse : Nous comprenons que SugarCRM a grandement amélioré son support client. Les notes de Capterra et G2 ne sont pas totalement représentatives du contenu des commentaires récents. De plus, les options de contact sont satisfaisantes et le support est disponible 24/7.

RSE : 6/10

Bard :

« Sugar CRM, l'entreprise, a une relation avec les RSE. L'entreprise a mis en place une politique de responsabilité sociétale des entreprises (RSE) qui vise à intégrer les préoccupations sociales, économiques et environnementales dans ses activités. Cette politique se décline en plusieurs axes, notamment:

- **L'environnement** : Sugar CRM s'engage à réduire son impact environnemental. L'entreprise a notamment mis en place une politique de réduction de la consommation d'énergie et de papier, et d'utilisation de produits et services respectueux de l'environnement.
- **La diversité et l'inclusion** : Sugar CRM s'engage à promouvoir la diversité et l'inclusion dans son entreprise. L'entreprise a notamment mis en place une politique de non-discrimination, et de promotion de l'égalité des chances.
- **Le bien-être des employés** : Sugar CRM s'engage à favoriser le bien-être de ses employés. L'entreprise a notamment mis en place une politique de santé et de sécurité au travail, et de promotion de l'équilibre entre vie professionnelle et vie privée.

Concernant l'environnement, Sugar CRM s'est fixé l'objectif de réduire de 50 % ses émissions de gaz à effet de serre d'ici 2030. L'entreprise a également mis en place une politique de recyclage et de compostage, et d'utilisation de matériaux durables.

En matière de diversité et d'inclusion, Sugar CRM s'engage à promouvoir la diversité au sein de son entreprise, en termes de genre, de race, d'origine ethnique, de religion, d'orientation sexuelle, etc. L'entreprise a notamment mis en place des programmes de mentorat et de coaching pour les employés issus de minorités.

Enfin, Sugar CRM s'engage à favoriser le bien-être de ses employés, en leur offrant un environnement de travail sain et sûr, et en leur permettant de concilier vie professionnelle et vie privée. L'entreprise a notamment mis en place des programmes de télétravail, de congés payés supplémentaires, et de formation.

Voici quelques exemples concrets des actions que Sugar CRM a mises en place pour mettre en œuvre sa politique RSE :

- En 2022, Sugar CRM **a réduit sa consommation d'énergie de 10 %** par rapport à l'année précédente.
- En 2023, Sugar CRM **a obtenu la certification ISO 14001,** qui atteste de son engagement en faveur du développement durable.
- En 2022, Sugar CRM **a mis en place un programme de mentorat pour les employés issus de minorités.**
- En 2023, Sugar CRM a **signé la Charte de la diversité et de l'inclusion**.

En conclusion, Sugar CRM est une entreprise engagée en faveur de la responsabilité sociétale des entreprises. L'entreprise a mis en place une politique RSE ambitieuse, qui vise à intégrer les préoccupations sociales, économiques et environnementales dans ses activités. »

Ressources mise à disposition : 9/10

Ressources	Oui / Non	Commentaires
Forum / communauté clients	Oui	Source
Livres blancs, infographies, études	Oui	Source
Tutoriels et formations	Non	
Blog	Oui	Source
Webinaires, vidéos	Oui	Source
Témoignages clients	Oui	Source
Études de cas	Oui	Source
Démonstrations	Oui	Source
Si autre, préciser	Podcast , Analyst report, Interactive, Video	

Notoriété : 8/10

Notoriété de l'éditeur :

SugarCRM est très populaire aux États-Unis et dans certains pays anglosaxons. Il fait partie des CRM connus et internationaux. Cependant en France, le CRM n'est pas encore très populaire, même si récemment l'éditeur a affirmé l'intention de s'implanter mieux sur le marché hexagonal.

Notoriété de la solution :

- **Nombre de résultats** : 15 100 000 résultats (Sugar CRM sur Google)
- **Popularité dans les sites spécialisés : SugarCRM**, quant à lui, est largement reconnu dans l'industrie du CRM. Il bénéficie d'une forte présence sur des sites spécialisés renommés, recueillant des centaines d'avis positifs. Sur les plateformes d'évaluation, SugarCRM affiche une moyenne impressionnante de 4.5/5, témoignant de la satisfaction des utilisateurs. Il est également mentionné et évalué dans des études de renom telles que le Magic Quadrant de Gartner, l'IDC Marketscape et Forrester, ce qui souligne son statut de leader et sa pertinence dans le paysage concurrentiel du CRM.
- **Nombre de clients** : 2M+ utilisateurs dans 120 pays(Choisirpro.com).
- **Trafic sur le site web** (données Similarweb) : 99.4K de visiteurs (Octobre 2023)

Compatibilité :

SECTEUR D'ACTIVITÉ	Nom	Chiffre d'Affaire	Activité	Nombre d'employés	Pays du siège
Services					
	DATAFIRST	$5.7M	L'entreprise fournit des services de collecte, de traitement et d'analyse de données	<25 Employees	France
	Crown & Caliber	$11.6M	L'entreprise fournit des services de vente et de réparation de montres	31 Employees	United States
	Agriconomie	$7.7M	Une plateforme en ligne qui met en relation les agriculteurs	26 Employees	France
	Interflora	$110M	Fournit des services de livraison de fleurs.	549 Employees	France
	L'intelligence Apprentie	<$5M	un centre de formation en alternance qui propose des formations	<25 Employees	France
	Access Group	$204.9M	une entreprise qui fournit des services informatiques	1,000 Employees	London, England
	Audio Visual Design Group	<$5M	Accounting, Media	<25 Employees	CA
	Business News	$5.1M	Media	<25 Employees	Australia
	Cells4Life Builds Trust	$6.4M	activité de biotechnologie et de médecine cellulaire	<25 Employees	UK
	Savoye	$169.1M	Ingenierie	800 Employees	France
	Cision Ltd.	$274.5 Billion	L'entreprise fournit des logiciels et des services de relations publiques	154000	United States
	Aberdeen Group	$21 Million	L'entreprise fournit des services de recherche et de conseil	104	United States
	RCN	$1 Billion	Fournit des services d'hébergement à ses clients.	1,386	United States
	Sirius Facilities	$79 Million	Une entreprise de services de nettoyage et d'entretien	304	United States
	EIS	$353 Million	Une entreprise de services informatiques et d'ingénierie	1300	United States
	Fever Labs	$298.8 Million	Fournit des expériences immersives à ses clients.	250	United States
	Zendesk Inc.	$402 Million	Une entreprise de logiciels de service client	5860	United States
	UDR Inc.	$1.15 Billion	Fournit des services de gestion immobilière à ses locataires.	1,219	United States
	Hrsmart	$50 Million	Fournit des solutions de gestion des ressources humaines aux entreprises.	266	United States
	Getty Images	$446 Million	Fournit des images et des vidéos à des clients professionnels et grand public.	2000	United States
	Vmware	$12 Billion	Fournit des solutions de virtualisation	37500	United States
	The Tova Company	<$5 Million	Développe et commercialise un outil de diagnostic utilisé pour évaluer l'attention et l'inhibition.	<25	United States
	HCL Technologies Ltd	>1000M	Fournit des solutions et des services informatiques aux entreprise	>10000	India
	Infosys Ltd	>1000M	Fournit des solutions et des services informatiques aux entreprises.	>10000	India
	HTS Inc. Consultants	10M-50M	Consultants fournit des services de conseil en gestion aux entreprises.	500-1000	United States
	Fujitsu Ltd	>1000M	Fournit des solutions et des services informatiques aux entreprises.	>10000	Japan
	ABL Life Insurance	$400.0M	Une entreprise d'assurance-vie qui fournit des produits et services d'assurance-vie	900	South Korea
	Community College of Philadelphia	**$9.7 million**	Fournit des services éducatifs à ses étudiants.	1K - 10K	United States
	l'Université de Pennsylvanie	$14.43 billion.	Fournit des services éducatifs	10K - 50K	United States
	Caltech	$3.4B.	Institut de technologie	1K - 10K	United States
	Getty Images	225,68 M	Fournit des services intangibles.	1K - 10K	United States
Production industrielle					
	Carolina Industrial Trucks	$18.9M	L'entreprise fabrique des chariots industriels	42 Employees	United States
	Acnos Pharma GmbH	<$5M	une entreprise qui produit des médicaments	<25 Employees	Germany
	Agfa	$2B	la production de produits et de services d'imagerie médicale	6,688 Employees	Belgium
	HAcare	<$5M	Industrie pharmaceutique	<25 Employees	France
	LOOK Cycle	<$5M	produit des vélos et des pédales automatiques.	<25 Employees	France
	AB Enzymes	$63.3M	une entreprise qui produit des enzymes	296 Employees	Germany
	AcnosPharma	<$5 Million	Produit des médicaments.	25	Germany
	Latham Pool	$630 Million	Fabrique et vend des piscines et des accessoires pour piscines.	2,388	United States
	Tetley	$9 Million	Produit du thé.	105	United States
	Tyson	$47 Billion	Produit de la viande.	137000	United States
	Abena	$300.0M	produire des produits éducatifs.	1300	Denmark
	Hunter Industries	$500.0M	Fabrique des biens physiques, qui sont des produits et systèmes d'irrigation.	1K - 10K	United States
	Avery Products Corporation	**$174.2 Million**	Fabrique et commercialise des produits d'étiquetage et de papeterie.	1K - 10K	United States
	EIS	$283.6M	Fabrique et commercialise des produits et solutions d'impression	1K - 10K	United States
	Tyson Foods	$3,28 milliards USD	Production de viande et de volaille	10K - 50K	United States
Construction					
	Isocomble	$5.8M	fournit des services d'isolation des bâtiments.	<25 Employees	France
	BIG	<$5M	une entreprise de construction mondiale	<25 Employees	New York City
	The Pool Company	$1.8B	Concepteur, fabricant de piscines résidentielles creusées	1K - 10K	United States
Distribution					
	Lewis Inc.	$300 Million	Une entreprise de distribution de médicaments	450	United States
Activités financières					
	Easybourse	$5M	Services financiers et assurance	<25 Employees	France
	credaris	<$5M	L'entreprise offre des produits et des services financiers	<25 Employees	United Kingdom
	The Goldman Sachs Group Inc	$14.8 Billion	L'entreprise est une banque d'investissement et de services financiers	43900	United States
	Bank of America	94,95 milliards USD	banque commerciale et d'investissement	10K - 50K	United States
Gouvernement - ONG					
Énergie					
	Aboitiz Equity Ventures	$4.20B	industrie énergétique	12908	Philippines
Transport - logistique					
	Millet SAS	$18.2M	transporter ses produits de ses usines aux magasins de ses clients	64 Employees	France
	RTCR	$26M	exploite des services de transport en commun dans le département de la Charente-Maritime	58 Employees	France
	Buckland	$27.1M	transport maritime, le transport aérien, le transport terrestre et la logistique.	191 Employees	Canada
Aérospatial - défense					
	Panasonic Corp	>1000M	Fournit des produits et services à l'industrie aérospatiale et de la défense	>10000	Japan
TAILLE					
0 à 2M					
2 à 10M					
	Easybourse	$5M	Services financiers et assurance	<25 Employees	France
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10 à 50M					
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50 à 200M					
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200 à 1mrd					
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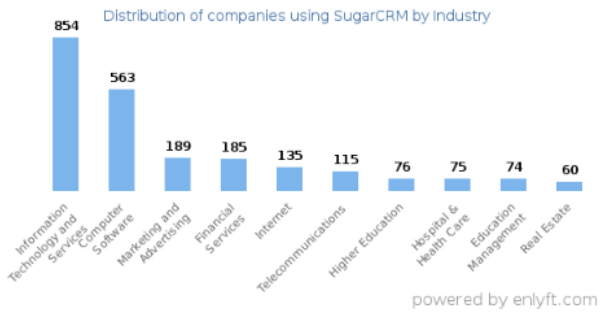
(Rapport de références)

Top Industries that use SugarCRM

Top Industries that use SugarCRM

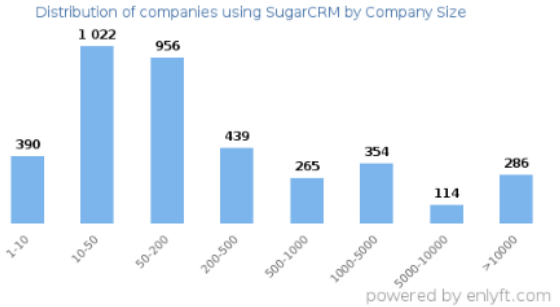
Looking at SugarCRM customers by industry, we find that Information Technology and Services (22%) and Computer Software (14%) are the largest segments.



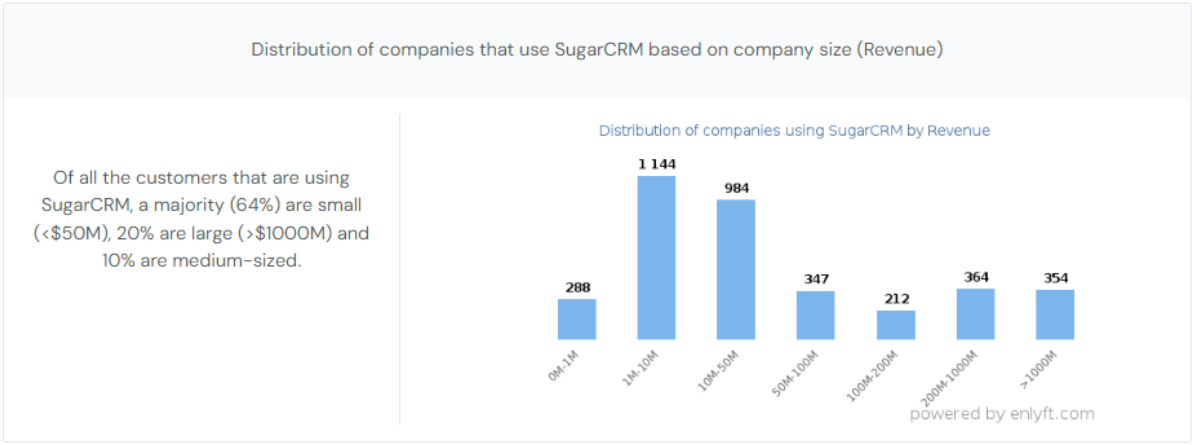
Distribution of companies that use SugarCRM based on company size (Employees)

Distribution of companies that use SugarCRM based on company size (Employees)

Of all the customers that are using SugarCRM, 36% are small (<50 employees), 43% are medium-sized and 20% are large (>1000 employees).



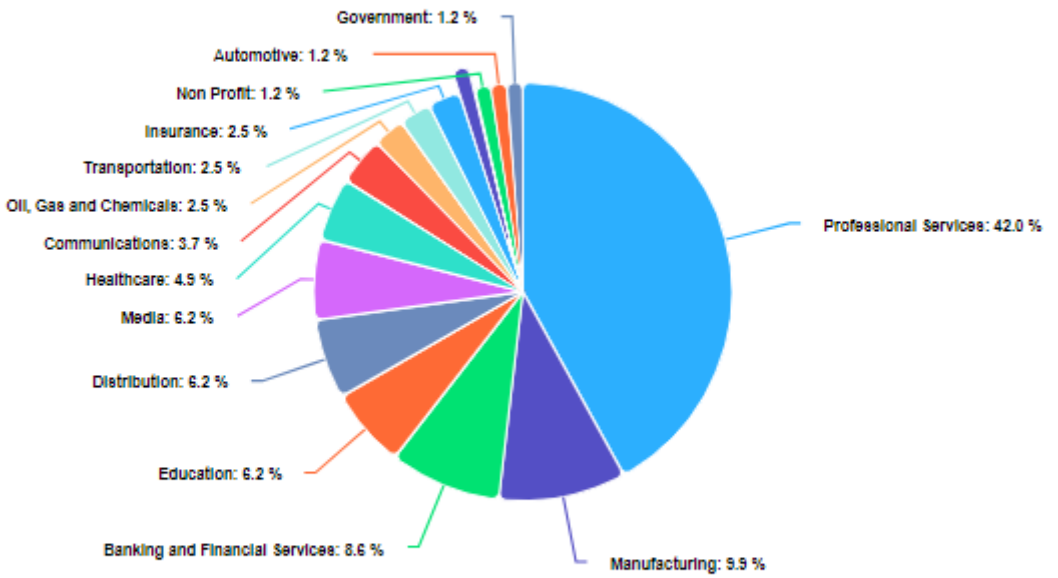
Distribution of companies that use SugarCRM based on company size (Revenue)



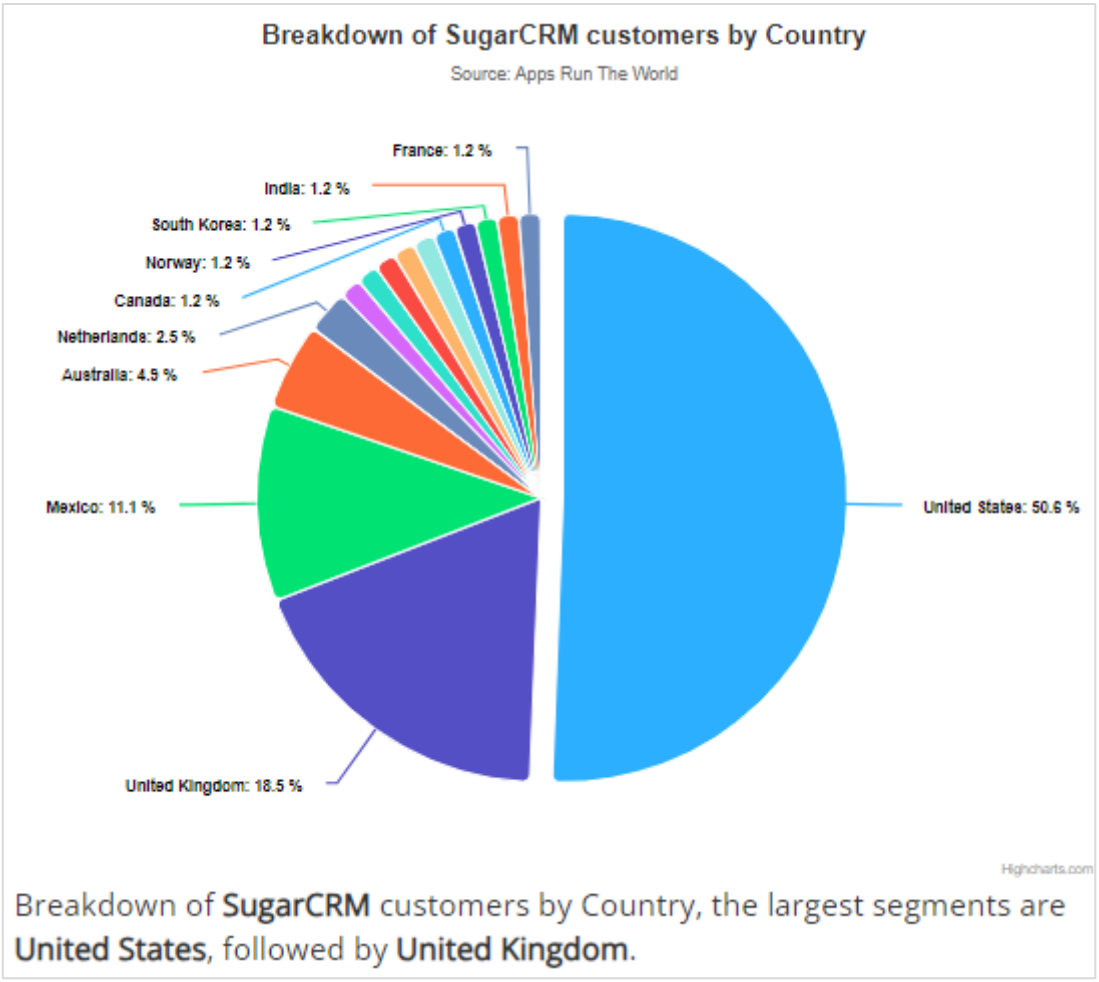
(Enlyft.com)

Breakdown of SugarCRM customers by Industry (21 Verticals)

Source: Apps Run The World



Breakdown of **SugarCRM** customers by industry, the largest segments are **Professional Services**, followed by **Manufacturing**.

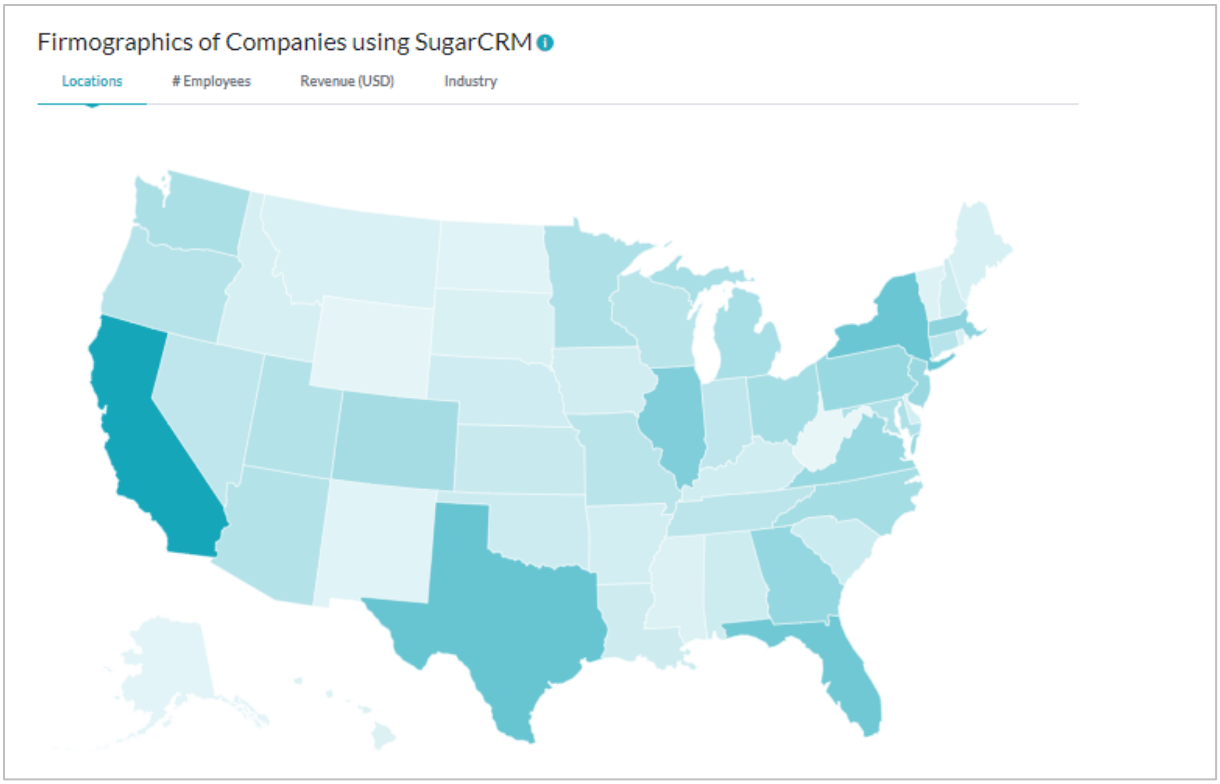


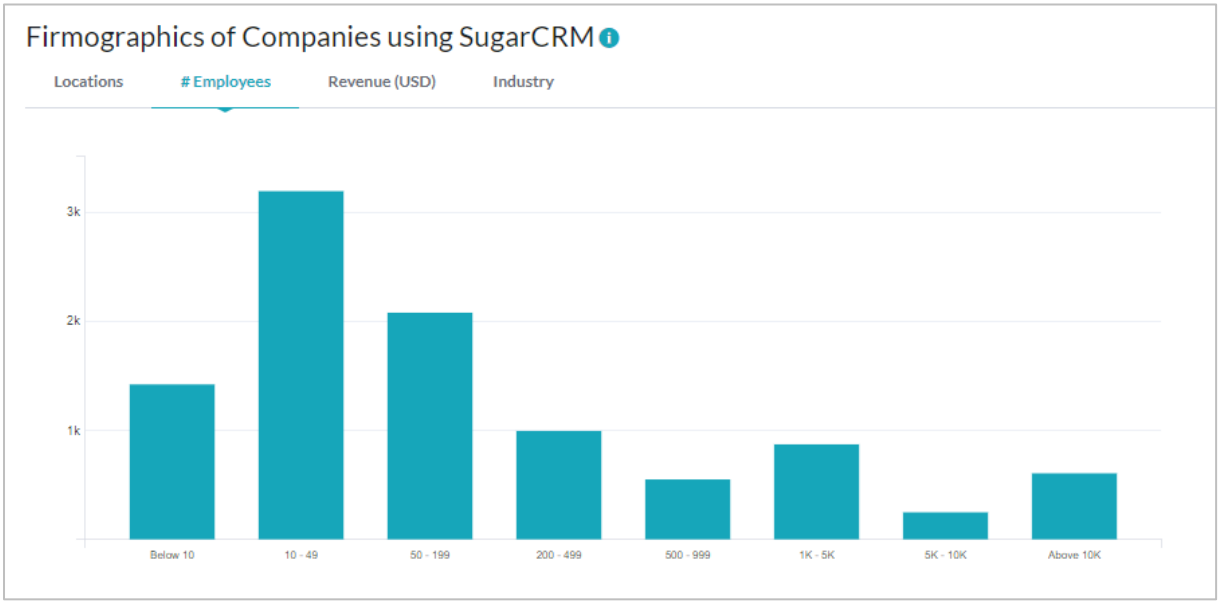
(Appsruntheworld.com)

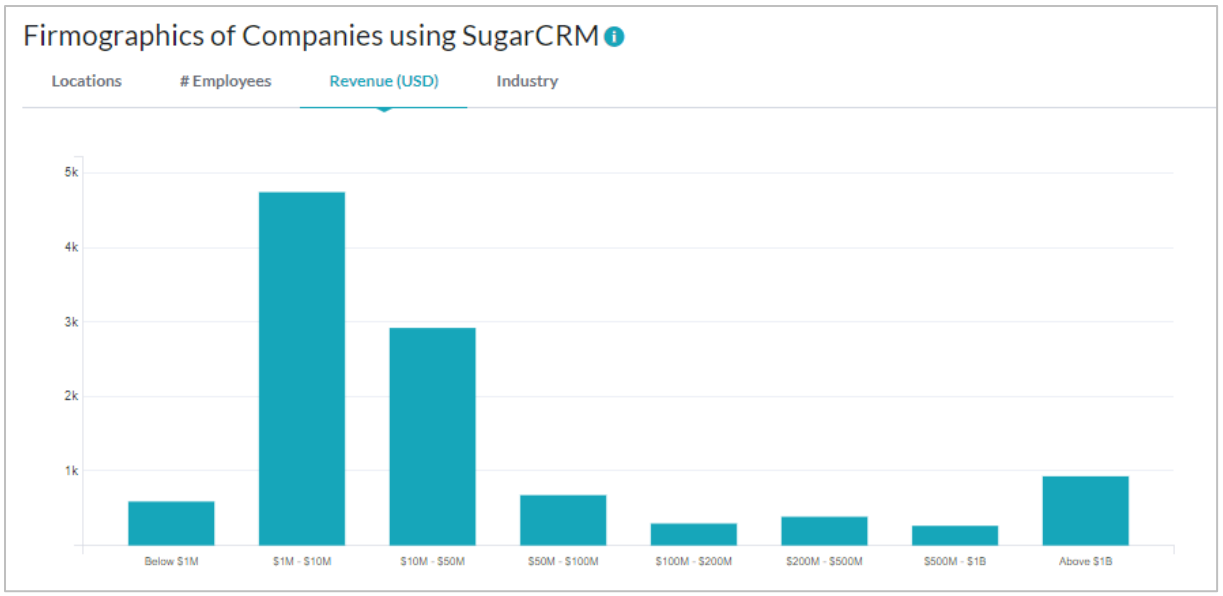
Reviewer Insights and Demographics

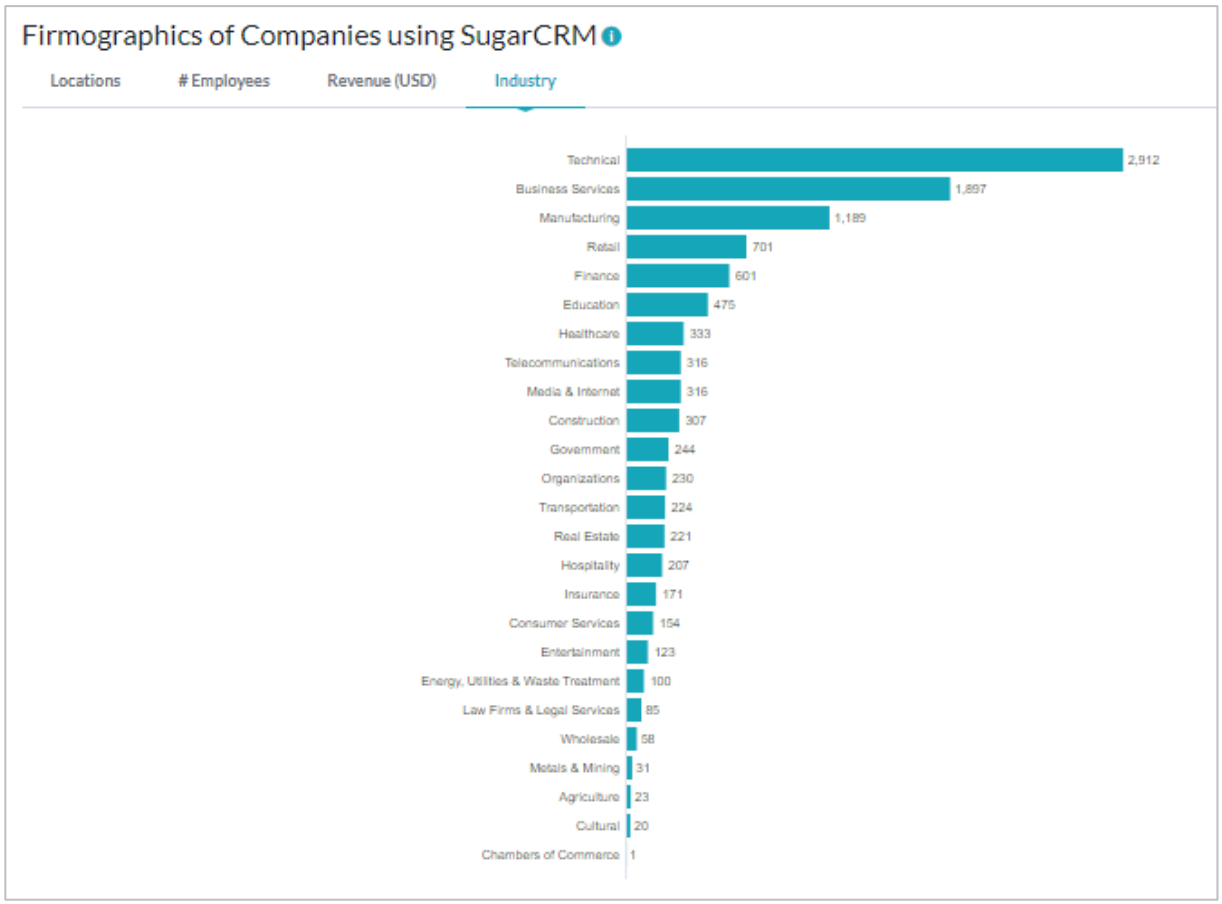
Company Size		Industry		Deployment Region	
<50M USD	37%	IT Services	19%	North America	51%
50M-1B USD	43%	Services (non-Government)	13%	Asia/Pacific	20%
1B-10B USD	10%	Consumer Goods	8%	Europe, Middle East and Africa	20%
10B+ USD	6%	Telecommunication	7%	Latin America	9%
Gov't/PS/Ed	5%	Other	53%		

(Gartner.com)


Firmographics of Companies using SugarCRM
Locations
Employees
Revenue (USD)
Industry


Firmographics of Companies using SugarCRM
Locations
Employees
Revenue (USD)
Industry
3k
2k
1k
Below 10
10 - 49
50 - 199
200 - 499
500 - 999
1K - 5K
5K - 10K
Above 10K





(Discovery.hgdata.com)

Services	8
Production industrielle	8
Distribution	7
Activités financières	8
Gouvernements et ONG	7
Énergie	0
Transport et logistique	7
Construction	7
Aérospatial et défense	7

0 à 2 millions d'€	0
2 à 10 millions d'€	9
10 à 50 millions d'€	9
50 à 200 millions d'€	8
200 millions à 1 milliard d'€	6
Plus d'1 milliard d'€	6

Positionnement éditeur et solution : 7/10

SugarCRM Named A Visionary in Gartner's Magic Quadrant for Sales Force Automation for 8th Consecutive Year

(Sugarcrm.com)

(Salesforce.com)

Forrester Wave for Core CRM Solutions 2022

The 2022 Forrester Wave Strong Performers in Core CRM Solutions

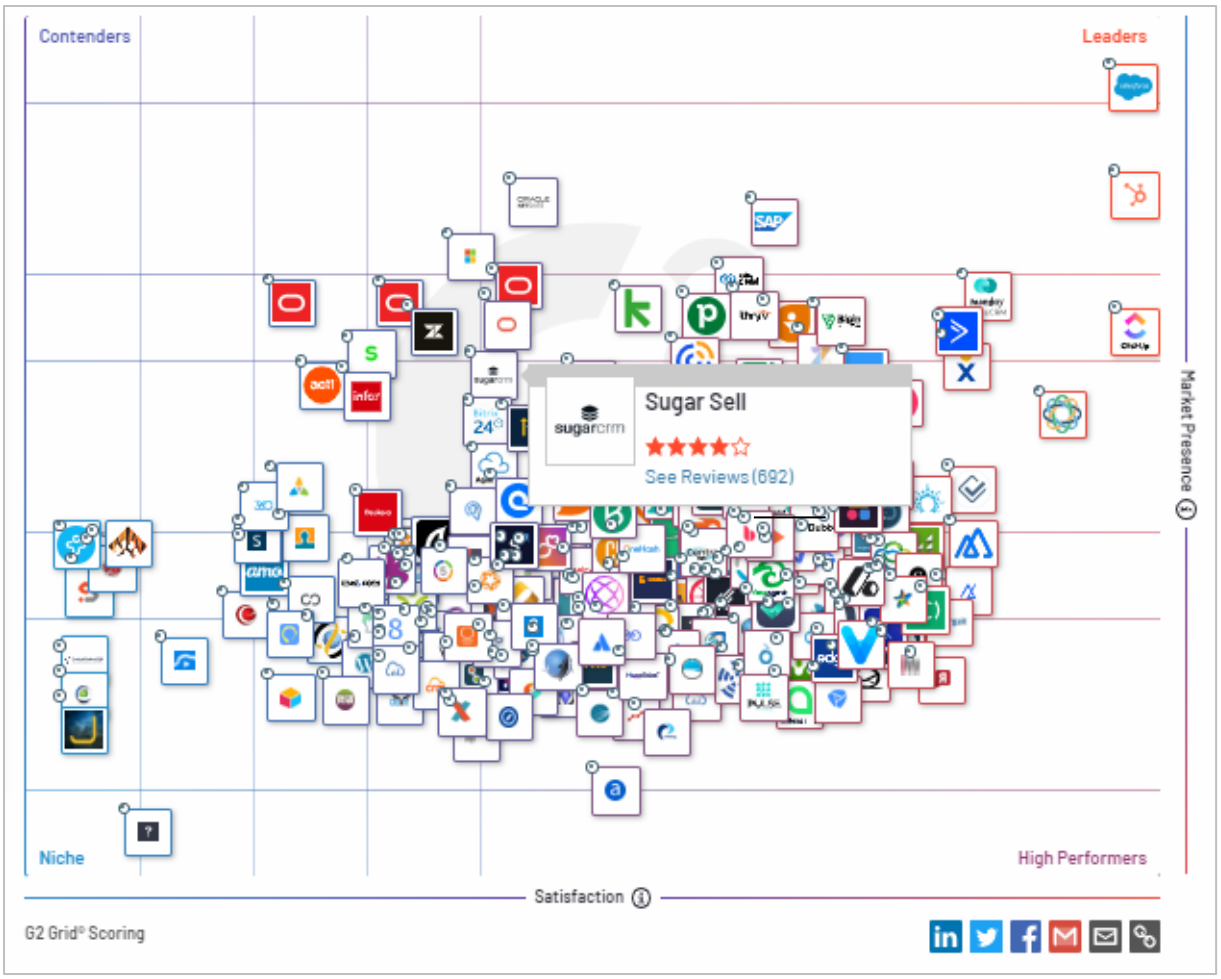
Forrester Wave Strong Performers may fall short of industry leaders. However, these vendors offer impressive use cases and an intriguing future strategy. This year's Strong Performers are:

- Creatio
- SAP
- SugarCRM

SugarCRM

Tying together Sugar Sell and Sugar Serve on a single platform, SugarCRM aims to "automate work, accelerate engagement, and predict what's next." In striving towards the objective, it has developed impressive no-code process automation, pipeline inspection, and journey visualization tools. Nevertheless, Forrester recommends that the vendor enhances its conversational intelligence capabilities and support for newer digital channels.

(Cxtoday.com)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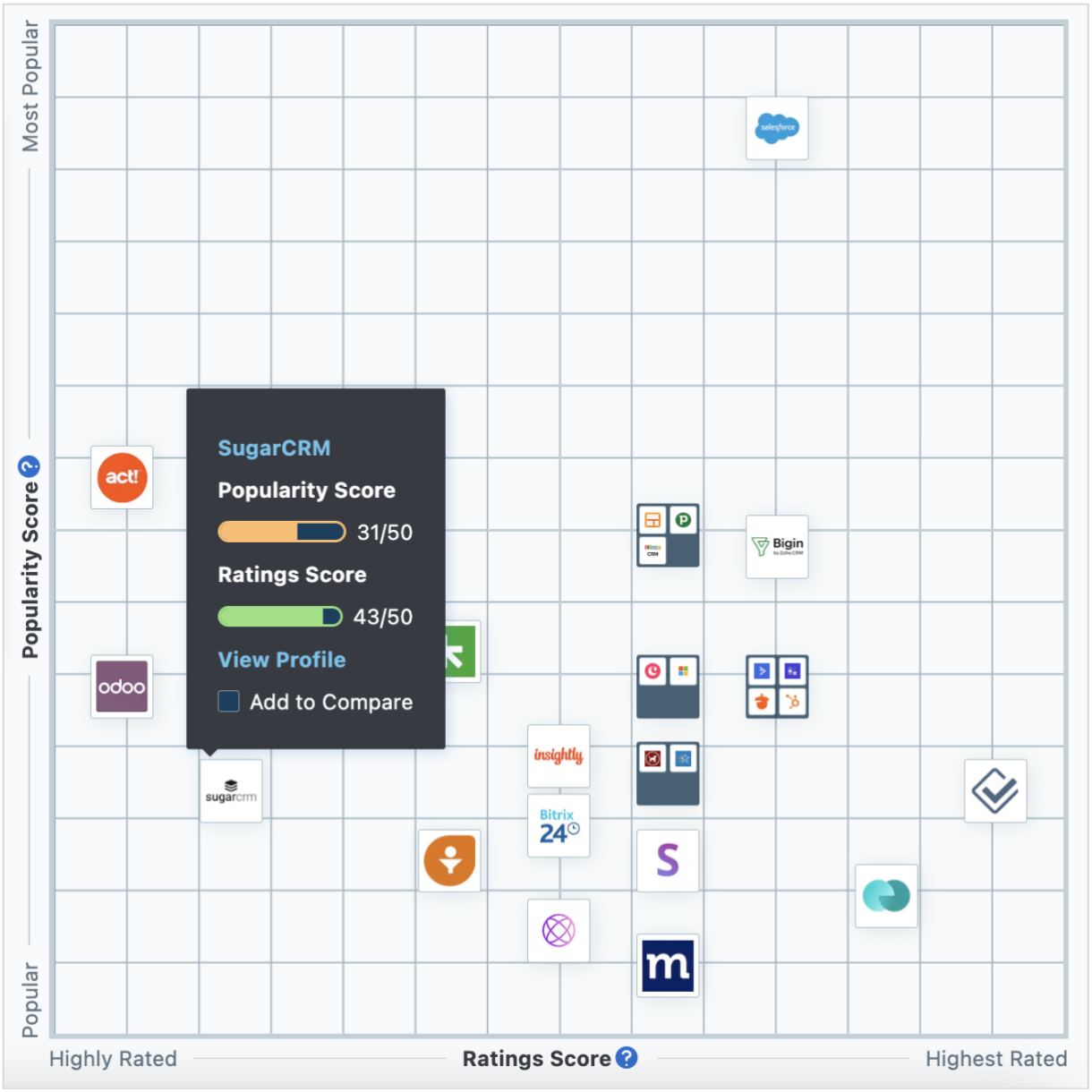
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(Capterra)