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The Best Thing About CRMSugar as a Company by [Zoltan Mesko](#)

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SugarCRM is a highly configurable, deeply customizable platform that surprises people more often than not with its completeness. But while the SugarCRM platform doesn't have a beautiful interface it has a reasonably nice looking almost intuitive and easily navigable appearance. This is a huge plus, because the user experience rests at the center of software failure and success. Users can have all the functionality they want but if no one knows how to find it or when they do, how to use it, then it really doesn't matter what's in it, does it? But SugarCRM has handled this very efficiently and gives users a seamless CRM experience.

The best thing about CRMSugar as a company is that they remain absolutely laser focused on CRM. Sugar builds its ecosystem around a CRM product that focuses, as a good CRM product should, on sales, marketing and customer service. This also allows them an unusual benefit - an interesting way to market size.

Sugar doesn't target small business, mid-sized businesses or the enterprise per se, but the individual user. This offers them a big market, according to their CEO Larry Augustin.

SugarCRM products are developed, distributed and sold through a partner ecosystem that is now 400 VARs and 30,000 registered developers. Because it is open source that provides the developers with source code and some support, these developers are quite actively not only improving the platform but building products that are being registered on the fairly young SugarExchange - over a hundred products at this point. There are also over one thousand projects underway that are on SugarForge - their open source development/collaboration community.

Also, SugarCRM has tapped the Open Cloud as a capability and lets users have data wherever they want. Cloud simply means that SugarCRM can be delivered anyway users want it. Want it on a private cloud? Done. Via the public cloud? Done. SugarCRM on demand? Done. On site? Done. This is an appropriate focus because the biggest drawback around the cloud and SaaS has been the myth that your data was unsafe on someone else's servers.

According to a latest report, International Business Machines Corp. disclosed it will replace its Oracle/Siebel customer relationship management software with products made by SugarCRM. The company has also signed a deal with Ingram Micro that will give SugarCRM access to IBM VARs who are enabled through IM. This allows SugarCRM and IBM to create bundles of Sugar/IBM products that IM can get to the VARs.

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