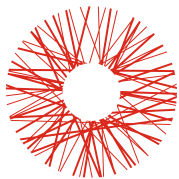




RESEARCH NOTE

PROGRAM: CUSTOMER RELATIONSHIP MANAGEMENT

DOCUMENT NUMBER: W190 NOVEMBER 2022



NUCLEUS
RESEARCH

SUGARCRM ANALYST SUMMIT UPDATES 2022

ANALYST

Cameron Marsh

THE BOTTOM LINE

At the 2022 SugarCRM Analyst Summit, the vendor unveiled some of the key components of its product roadmap that is designed to further its upmarket expansion and growth objectives. Notable announcements include a redesigned user interface, new ISV partnerships, and deeper integrations between the Sugar platforms. The foundation of Sugar's growth initiative is facilitating the growth of its users by equipping them with the tools to manage complexity and maintain agility as their needs evolve.

OVERVIEW

At the 2022 SugarCRM Analyst Summit, the vendor unveiled new and ongoing initiatives centered around improving the experiences of users and their customers. Major updates include a redesigned user interface, strengthened integrations, and new independent software vendor (ISV) relationships.

REDESIGNED USER INTERFACE

SugarCRM customers routinely cite the platform's overall ease of use as a major factor in its selection, and Sugar has built on this with the launch of a newly redesigned user interface. Modifications to the UI were constructed using industry best practices, and are designed to streamline user navigation across each of the Sugar platforms. Notable additions and enhancements include dynamic focus drawers, dynamic dashboard configuration, and a responsive design for optimized views on all devices. Nucleus has seen an industry shift towards the prioritization of usability in a CRM platform, and Sugar's newly redesigned UI is expected to further the vendor's comparative advantage in the overall ease of use of its software offerings.

STRENGTHENED INTEGRATIONS

One of SugarCRM's value propositions is its platform approach, providing users with native applications that encompass the entire buying journey with Sugar Market, Sugar Sell, and Sugar Serve. At the Summit, Sugar announced tighter integration between Sugar Market and its Sell and Serve platform, with new dynamic distribution lists and the synchronization of field mappings to enhance the seller experience.

NEW ISV RELATIONSHIPS

Building on the February 2022 launch of SugarOutfitters, SugarCRM's third-party software marketplace, the vendor announced three new strategic partnerships that will extend the functionality of the Sugar platform in the account-based marketing, field service, and CPQ areas. The CRM market is signaling a push toward solutions that deliver industry-specific functionality, as it enables organizations to avoid costs tied to building and maintaining custom applications. Sugar's continued expansion of its ISV network is expected to equip customers with the tools to increase operational flexibility while providing specialized domain expertise for industry-specific applications.

CUSTOMER EXPERIENCE

Nucleus spoke with a series of customers at the Analyst Summit to understand the driving factors behind the decision to move to Sugar and to assess the benefits of their deployments.

LUXURY TRANSPORTATION PROVIDER

This organization provides luxury transportation services across global locations. Before implementing Sugar Market and Sugar Sell, the organization was using Salesforce, but costs tied to managing the system limited its ability to scale operations. Following a true 80/20 strategy, the organization leveraged Sugar to focus on nurturing repeat customers with automated touchpoints. The ability to identify revenue opportunities through enhanced visualizations of sales pipelines across a growing number of revenue streams was the primary objective of the implementation. Since the adoption of Sugar, the organization has expanded its sales staff by 400 percent and is now operating in more than 20 countries.

REAL ESTATE MANAGEMENT FIRM

This organization provides property management services in the United States. As it expanded into new geographic locations, it recognized that it required a solution to centralize operations and streamline customer self-service. The organization also considered Salesforce and Pegasystems, but ultimately selected Sugar due to its alignment with specific business requirements and attention to detail throughout the RFP process. Upon the deployment of Sugar, the organization was able to automate its application process, resulting in more efficient approvals and enhanced customer experiences. In addition, marketing automation with Sugar Sell enabled the organization to reduce headcount by approximately 50 percent, and customer self-service capabilities further offloaded 20 percent of low-value tasks.

PHILANTHROPIC FUNDRAISING COMPANY

This US-based organization manages fundraisers to support environmental sustainability efforts. They chose the Sugar platform for two primary reasons: its low/no code configuration capabilities and users' ability to generate customized reports within the solution. Prior to the implementation of Sugar, users were tasked with manual report generation to provide breakdowns of fundraising efforts. With Sugar, users can track custom aspects of fundraising and have reduced the time required to build a report by 42 percent. This time savings enables users to spend more time performing tasks like prospecting and customer nurture.