



Highlights

- Boost sales, retain customers, and save money
 - Communicate with prospects, share sales information, and close deals faster
 - Flexibly deploy with no need for compromises
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SugarCRM on IBM PowerLinux servers

Transform your sales processes and deliver real business value to your customers

Customer-relationship management (CRM) has become integral to businesses around the world as they strive to more efficiently and more effectively support customers that are likely spread across the entire globe. In fact, CRM is a critical success factor for any business. Strong competition and constantly narrowing margins mean that every savvy business organization must do more with less.

CRM is now one of the most widely adopted categories of enterprise applications.¹ This is the result of several factors: current economic conditions, the strategic benefit of capturing and better understanding customers, digital commerce, just to name a few.

CRM and Linux, a perfect pair

SugarCRM, headquartered in Cupertino, California, has become one of the world's fastest-growing CRM providers: supporting 1.2 million end-users with over 400 partners in more than 80 countries. Clint Oram, CTO of SugarCRM, says, "The reason for this growth is that we take the complexity out of CRM. Our client adoption rate is off the charts, which is a testament to how easy it really is to use our CRM offering to empower an organization to impress their customers on a routine basis."

¹ 36% of US and Canadian organizations had CRM systems in place in 2009. In 2011, that figure increased to 51%, according to a June 2012 Computer Economics study (www.computereconomics.com/article.cfm?id=1739).



“Linux fits in with IT strategies around the world. Marrying SugarCRM – which has had so much success in the last 8 years – with IBM’s world-class hardware and IBM’s ease of management for virtual machines matches IT strategies for today and tomorrow.”

— Clint Oram, CTO, SugarCRM

As co-founder and CTO of the world’s fastest-growing open source CRM solution, Oram touts the fact that SugarCRM runs on IBM PowerLinux™ servers running the Linux® operating system. *“Sugar was initially written on Linux. We have been running on Red Hat and SUSE from the beginning, and extending our support to IBM PowerLinux is a very natural evolution. Of all organizations running SugarCRM, two-thirds of them are running Linux. We are proud to add PowerLinux to our supported ecosystem; the capabilities of PowerLinux are going to be fantastic assets to our customers.”*

PowerLinux, perfect for CRM with ease of deployment

Unique for the CRM market, SugarCRM can run anywhere the customer wants, on the cloud, hosted or on-premise. Customers can begin on one of those paradigms and switch to any other at any time with SugarCRM. The combination of SugarCRM and IBM PowerLinux has the unique differentiation of offering customers a place to start and a place to grow with the same application and hardware family. For customers who want ease of deployment and an on-premise implementation, PowerLinux is ideal because of its management and virtualization capabilities.

Oram stated, “Linux has become a standard for production business application systems. For ease of deployment and ease of management, Linux fits in with IT strategies around the world. Marrying SugarCRM – which has had so much success in the last 8 years – with IBM’s world-class hardware and IBM’s ease of management for virtual machines matches IT strategies for today and tomorrow.”

“With the IBM PowerLinux platform, our customers and business partners can enjoy the openness, flexibility and cost advantage of Linux, coupled with the robustness and scalability of the IBM Power Systems platform.”

— Chuck Coulson, VP,
Business development, SugarCRM

SugarCRM with IBM PowerLinux servers offers customers flexibility and ease of deployment.”

Why PowerLinux

Making the decision to run your Red Hat or Novell SUSE Linux applications on PowerLinux servers brings exceptional value to your Linux IT investments. The IBM Power Systems™ family is designed to provide outstanding performance, availability, scalability and dynamic-resource allocation. Unique IBM virtualization features allow you to process more information on a single server, creating the potential to save on total cost of system ownership, as well as space and energy costs.

Equally important, both Red Hat and Novell SUSE Linux run natively on Power Systems servers. IBM has worked to enable its entire server and storage product line to interoperate with Linux. This includes ensuring that Linux uses the unique advantages and enhanced functions provided by IBM Power Systems. IBM pioneered the use of Linux for mission-critical workloads on Power Systems servers, while also ensuring that key business application workloads and the IBM software family run with the stability and efficiency demanded of IBM Systems.

For more information

To learn more about SugarCRM and IBM PowerLinux servers, contact your IBM marketing representative or IBM Business Partner, or visit the following websites:

ibm.com/partnerworld/powerlinux and www.sugarCRM.com



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IBM Systems and Technology Group
3039 Cornwallis Road
RTP, NC 27709

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