



Product Comparison Chart

The following information is a side-by-side comparison of SugarCRM products. The features listed in this table are high-level descriptions of functions and may not be implemented identically in all Sugar products. If you have additional questions, please speak with your SugarCRM representative.

	Sugar Enterprise		Sugar Professional		Sugar Sell		Sugar Serve		Sugar Market	
	Deployment		Cloud		Cloud		Cloud		Cloud	
	On-Site	Annual	Quarterly	Quarterly	Quarterly	Quarterly	Quarterly	Quarterly	Quarterly	Quarterly
SALES										
Purchase Data					●		●			
Purchase Line Items					●		●			
Account Management	●		●		●		●		●	
Contact Management	●		●		●		●		●	
Activity Management (meetings, calls, tasks, etc.)	●		●		●					
Lead Management and Routing	●		●		●				●	
Campaign Management	●		●		●				●	
Opportunity Management	●		●		●				●	
Product Level Opportunity Management	●				●					
Personalized Dashboards and Homepage	●		●		●		●		●	
Product Catalog, Categories, and Types	●		●		●		●			
Quote templates, PDF generation, support for multiple currencies and tax rates	●		●		●					
Product catalog that tracks manufacturers and inventory	●		●		●					
Revenue Line Items	●				●					
Service-Based Line Items	●				●					
Sales Opportunity Forecasting	●		●		●					
Product Level Forecasting	●		●		●					
Sales Team Management	●		●		●					
Team Collaboration for Sales	●		●		●					
Quotas	●		●		●					
Sales Email Campaigns	●		●		●				●	
Contracts	●		●		●					
Lead Conversion	●		●		●					
Lead response Sales Centers for SLA	●		●		●					
Tile View for Opportunities and Tasks	●		●		●					
Out-of-the-Box Workflows for Common Sales Processes					●					
Out-of-the-Box Sales Reports	●		●		●					
Renewals Console					●					
Active Subscription Dashlet					●					
Co-terminous Add-ons					●					
SugarPredict AI - Lead Analysis, Scoring & Prioritization					●				●	
SugarPredict AI - Ideal Company Profile (ICP)					●					
SugarPredict AI - Opportunities Closed-Win Predictions					●					

	Sugar Enterprise	Sugar Professional	Sugar Sell	Sugar Serve	Sugar Market
SERVICE					
Account Management	●	●	●	●	
Contact Management	●	●	●	●	
Activity Management (Meetings, calls, tasks etc.)	●	●	●	●	
Case/Ticket Management	●	●		●	
Bug and Feature Request Management	●	●		●	
Internal and Self-help Knowledge Base	●	●	●	●	
Case Deflection and Knowledge Search				●	
Service Console for Agents				●	
SugarLive - Omnichannel Customer Engagement (Voice, Chat via Amazon Connect)				●	
Portal - User management	●			●	
Portal - Secure communications with agent	●			●	
Business Centers for Response SLA Management				●	
Team Collaboration for Service	●	●		●	
Service Reports	●	●		●	
Tile View for Cases and Tasks (visual view at agent or supervisor level, drag and drop interface)				●	
Workflows for Common Service Processes				●	
MARKETING					
SugarPredict AI - Lead Interest Prediction					●
Lead Nurturing with real time control and Stats					●
Account Management					●
Buyer Journey Analysis					●
Account Based Marketing (ABM)					●
Personalized Marketing Dashboards and Homepage					●
Web Analytics and Activity Dashboards					●
Social media Publishing, Tracking, and Analytics					\$
Social Media Publishing Advocacy					\$
Sugar Market Google Ads Management					●
Drag and Drop Responsive Landing Page Builder					●
Landing Page Best Practices Templates					●
Mobile Optimization (Email, Landing Pages, Forms)					●
Form Builder/External Form Connector					●
Website SEO Auditing with Competitor Comparison					●
Webinar and Event Management					●
Drag and Drop Email Marketing Builder					●
Email Best Practices Templates					●
Single Factor and Multi-factor A/B Email Testing					●
Email Rendering and Preview Analysis Across Devices					●
Advanced Email Spam Diagnostics					●
Unlimited Lead & Account Scoring Profiles					●
Dynamic List Segmentation					●
Event-based Segmentation					●
Campaign Insights Dashboards					●
Pre-built Reports					●
Custom Reporting					●
Advanced Analytics and Reporting					●
Interactive Drill-through Reporting Dashboards					●
Scheduled Reports					●
Notification Management					●
Lead / Contact Interaction Listener					●
Support for Custom Fields					●
User Roles and permissions					●
Import Wizard					●
Web Service REST API					●
Native CRM Integrations (SugarCRM, Salesforce, Dynamics, Bullhorn, Sage, Netsuite, Infor) SSL Certificate					●
Custom URLs					●
Dedicated IP Address					\$
Pages and Forms Dashboard					●
Trigger Campaigns					●
Activity Management (Tasks)	●	●	●		●
Drip Campaigns	●	●	●		●
Convert Lead Form	●	●	●		●
Campaign Wizard	●	●	●		●
Email Marketing	●	●	●		●
Newsletter Management	●	●	●		●
Landing Pages					●

	Sugar Enterprise	Sugar Professional	Sugar Sell	Sugar Serve	Sugar Market
BUSINESS PROCESS MANAGEMENT (SUGARBPM)					
Business Process Visual Designer	●		●	●	
Business Process Email Template Designer	●		●	●	
Process Execution and Monitoring	●		●	●	
Business Process Rules Designer	●		●	●	
Activity Streams	●		●	●	
MOBILE					
Mobile Web with optional dark mode	●	●	●	●	
Native Applications running iOS and Android	●	●	●	●	
Administration and Customization	●	●	●	●	
Sugar Logic	●	●	●	●	
Online Access	●	●	●	●	
Collaboration Comment Log	●	●	●	●	
One-click multiple attachments support	●	●	●	●	
REPORTING					
Advanced Graph and Chart Support	●	●	●	●	●
Customizable Dashboards and Homepage	●	●	●	●	●
Custom Report Editor	●	●	●	●	●
Matrix Reports	●	●	●	●	
Read-only Report Access	●	●	●	●	●
Scheduled Reports	●	●	●	●	●
Advanced Reporting (SQL based)	●		●	●	●
COMMUNICATION					
Customizable Email Templates	●	●	●	●	●
Email Management, Archiving and Email Templates	●	●	●	●	●
CTI Connectors	+	+	+	+	
SMS	+	+	+	+	
ADMINISTRATION CAPABILITIES					
Reminders, Alerts and Pop-ups	●	●	●	●	
Shared Calendar	●	●	●	●	
Employee Directory	●	●	●	●	
Custom Fields and Modules	●	●	●	●	
Module Builder	●	●	●	●	
Calculated Fields	●	●	●	●	
Customizable Home Page	●	●	●	●	
Multiple Dashboards on Homepage	●	●	●	●	
Role-based-views Configuration for Admin	●		●	●	
Web Services SOAP API	●	●			
Rest API - Third party integrations	●	●	●	●	●
Project Management	●	●			
Sugar Studio	●	●	●	●	
INTERNATIONALIZATION					
38 Supported Languages	●	●	●	●	
Additional Language Packs	+	+	+	+	
Multi-Currency Support	●	●	●	●	
RTL Support	●	●	●	●	
SUGARCRM PROVIDED CONNECTORS/ADD-ONS					
<u>Customer Journey Plugin</u>	\$	\$	\$	\$	
Google Apps (Google Drive, Google Contacts)	●	●	●	●	
Microsoft Word and Excel (WPI/EPI plugins)	●	●	●	●	
Exchange, Yahoo, and other IMAP Mail	●	●	●	●	
Sugar Connector for LinkedIn Sales Navigator	\$	\$	\$	\$	
DocuSign Connectors (via 3rd party)	+	+	+	+	
<u>Sugar Exchange</u> : 3rd Party Applications Marketplace	+	+	+	+	
<u>Sugar HINT</u> : Relationship Intelligence	\$	\$	\$	\$	
<u>Sugar Connect</u> : Direct Access via Email Apps	\$	\$	\$	\$	
<u>Sugar Discover</u> : Historical Pipeline Analytics			\$		
<u>Sugar Integrate</u> : Pre-built API access to other common tools	\$		\$	\$	
Salesforce CRM					●
InforCRM					●
Microsoft Dynamics					●
NetSuite					●
Sage					●
Bullhorn					●
SugarCRM	●	●	●	●	●
Google Analytics & Google Ads & Paid Search					●
SEO Audit Tool					●

	Sugar Enterprise	Sugar Professional	Sugar Sell	Sugar Serve	Sugar Market
Social Media Management (Oktopost)					•
Webinar Platforms (Go-to-Webinar, Webex)					•
Advanced Reporting & Analytics (Looker)					•
SECURITY					
Access Control by User	•	•	•	•	•
Access Control by Team	•	•	•	•	
Access Control by Role	•	•	•	•	
Advanced Password Management	•	•	•	•	
LDAP / Microsoft Active Directory	•	•	•	•	
Single Sign-on (SAML)	•	•	•	•	
DATA MANAGEMENT AND BACKUP					
Data Import	•	•	•	•	•
Relational Database Backup	•	•	•	•	•
Isolation of Customer Data	•	•	•	•	•
Automated Secure Backups - Access and Download		•	•	•	
SugarCloud Hosted Database		•	•	•	•
Support for MySQL Database	•				
Support for Microsoft SQL Server (2)	•				
Support for Oracle Database (2)	•				
Support for DB2 Database (2)	•				
Full Access to Database (On-Site Only)	•				
SUGARCLOUD					
Disaster Recovery		•	•	•	•
<u>Products Availability Portal</u>		•	•	•	•
Data Encryption at Rest and Transit		•	•	•	•
Performance Optimization and Database Tuning		•	•	•	•
Operations - 24/7 Monitoring		•	•	•	•
Automated Secure Backups - Access and Download		•	•	•	•
Compliance (SOC2 Type2)		•	•	•	
Storage (DB + Attachments)		15 GB	60 GB	60 GB	No Limit
Sandboxes			•	•	\$
Rest API - Third party integrations		•	•	•	•
Connectors Framework		•	•	•	•
Web Services REST API		•	•	•	

KEY:

- + Can be built in Sugar Studio or is available as a downloadable application on SugarExchange for free or at an additional fee, contact your SugarCRM representative to discuss this addition
- \$ Additional subscription fees apply, contact your SugarCRM representative for more information
- (1) Available for Sugar On-Premises, partner and public cloud deployments. Not available in Sugar On-Demand. Contact your SugarCRM representative for availability.

Rev. 05032021.1

About SugarCRM

SugarCRM is how marketing, sales, and service teams finally get a clear picture of each customer to help businesses reach new levels of performance and predictability. Sugar is the CRM platform that makes the hard things easier.

Thousands of companies in over 120 countries rely on Sugar to achieve high-definition CX by letting the platform do the work. Headquartered in Silicon Valley, Sugar is backed by Accel-KKR.

To learn more visit www.sugarcrm.com or follow [@SugarCRM](https://twitter.com/SugarCRM).