1. Screenshot Comparison — what kind of graphical interface do the software platforms have? Is one better than the other?

a. Dynamics CRM —

Pros — Microsoft’s dashboards have come a long way since 2011’s version. You can use a chart or a web resource as a visualization in Microsoft Dynamics CRM. For charts, you can use their chart designer. Chart designer works much the same as excel, and the customization capability is high. Like Sugar, you are able to create company-wide dashboards as well as user-only dashboards.

Cons — to use a web resource in a visualization, you must either use the SDK or import a custom visualization XML into Microsoft Dynamics CRM. This requires a high learning curve, and because Dynamics CRM doesn’t have as many plugins to choose from, you may not have some of the same functionality as SugarCRM would through their marketplace of developer plugins. In addition, if you are not an excel expert, reporting and creating dashboards may not be as easy in dynamics as it is in Sugar.
**b. SugarCRM —**

**Pros** — SugarCRM has built itself up as having a beautiful user interface. “Beautiful on Mobile, Embracing the Cloud” was one of the phrases used by Sugar to promote its new, 3.0 look. In the example above, you can see a Sugar dashlet, which is extremely customizable and can pool in data from all sorts of places (something it does better than Microsoft). Sugar is taking measures with its developers to create fun, out-of-the-box dashboards that won’t bore you during your daily schedule.

**Cons** — You cannot necessarily show joined tabular data from two separate modules in Sugar dashboards without customization. Tabular data (spreadsheet-type data) is non-graphical, spreadsheet-formatted data and out of the box you can only display tabular data belonging to one module (contacts, accounts, etc.) on a dashboard. You can, however, display cross-module data in graphical charts but they may not be as detailed as a table or spreadsheet.

2. **On-premise vs. Cloud hosting** — is the CRM typically supported on-premise, or is it typically held in the cloud?

![53% On-premise](image1)

![56% Cloud-hosted](image2)
Both software platforms have on-premise and cloud capabilities, but Dynamics CRM is a bit more heavily related to on-premise installations (53 percent on-premise) compared to Sugar (44 percent on-premise) based on G2Source data. It is important to note that Sugar has a free cloud-only version (Sugar CE, 35 percent of user base), but that version is no longer going to be updated by Sugar. This means that CE is going to become obsolete over the next few years, and more and more people should be looking to move to the paid version of Sugar which can be hosted in the cloud.

3. **Average time to go live with the software** — how long does the software take to implement?

Because Sugar is a fairly lightweight system, the implementation time is far less than Microsoft. You may require a full time IT person to help assist an implementation of Microsoft or just to keep it going. According to G2Source, there is a 155% increase in time spent developing Microsoft Dynamics CRM compared to Sugar. First time installations of CRM systems can go faster because there is little or no data to migrate.

“Go live time” also depends on the skill of the implementation/consulting team. For example, consultants at BrainSell can take less time to implement Dynamics CRM than other teams because of their experience and familiarity with dozens of existing CRM systems.

4. **Licensing costs/Price per user** — how much does the most popular version of Dynamics CRM cost compared to the most popular version of SugarCRM?

5. **Comparison Overview:**

   a. **Microsoft Dynamics CRM** — as an overview, Microsoft Dynamics CRM has more total users than SugarCRM and has a large niche following (7% of total CRM market share according to Forbes). IT specialists tend to love Dynamics, but if your team isn’t quite as tech-savvy, it may not be the right fit. Although it lacks diversity of third party integration plugins (APIs), Dynamics CRM does seamlessly integrate with all Microsoft products. According to G2Source, Dynamics
CRM has a larger average client size than SugarCRM (39% mid-market users). Graphically speaking, Microsoft has done a good job in recent years improving the interface and dashboards to be more user-friendly, but we still think Sugar is a bit easier on the eye.

**b. SugarCRM** — in comparison to Dynamics CRM, SugarCRM is just as scalable and can provide big value for how much you spend on the tool. Although Sugar is utilized heavily by the mid-market, it is a great option in delivering ERP, marketing automation and email integration that scale businesses well into the enterprise level. More and more Enterprise level companies are using Sugar every day. SugarCRM also has a large development community because of their open source API and PHP-based backbone (it’s easy to work on). We at BrainSell have even created our own Outlook integration for SugarCRM — **BrainLink**. Compared to Dynamics CRM, Sugar is going to be less expensive. As you can see, Microsoft Dynamics CRM dashboard is graphically similar to SugarCRM (pictured below), and both allow for dashlet customization. Be sure to contact BrainSell if you want a hands-on, apples–to-apples comparison about how each of the platforms will work based on your own business processes.

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