

Podcast Script – CRM Outsiders Blog

Welcome to this sixty second Sugar snippet. My name is Susie Williams. Today we're going to talk about a new blog called CRM Outsiders.

CRM Outsiders started as an experiment for Colin Beasty and Martin Schneider to share ideas as they moved from analyzing CRM software, to working for a CRM vendor. Colin was an editor with CRM magazine and Martin was an analyst with the 451 Group. Given the miles and time zones between them, they thought a collaborative tool such as a blog would be a good way to get ideas across when neither of them was available.

As they began to use this as a communication platform, others became aware of their hobby. Over the ensuing weeks, the blog kind of took on a life of its own, and became a cool little forum for them to discuss happenings in the CRM space, but also software and technology trends in general, or simply something they thought was interesting and worth noting. Fortunately, SugarCRM didn't seem to mind they were borrowing their bandwidth to discuss such a random array of topics.

Since the blogosphere is such an open, welcome environment, they have decided to open their doors as well. Instead of blogging in private to each other, they wanted others to join the conversation and comment and augment the topics that bubble to the top of their minds. Martin and Colin will contribute a lot of the content, but other guest bloggers, or so they hope, will also have a say – both outsiders and insiders alike.

So feel free to drop by, as CRM Outsiders will be an honest, thought-provoking, and perhaps controversial, marketplace of ideas that covers the world of IT and technology.

You can find the CRM Outsiders blog at <http://www.crmoutsiders.com>.

And that's your sixty second Sugar snippet. Goodbye!