

Podcast Script – What’s in a Name?

Hi, my name is Susie Williams, and welcome to this sixty second Sugar snippet. There, I said it again ... Sugar. We say it so often that it just rolls off our tongues. We never give it a second thought. But just how did the name “Sugar” come about? It must have come from somewhere, right?

Well, if you’re looking for some deep inner meaning or some folklore, you won’t find it here.

You see, SugarCRM represents a new approach to CRM. There’s no CRM out there that is as modern, flexible and open as Sugar. When we set about to create Sugar we paid particular attention to the user experience. It had to be engaging. It had to be compelling. It had to be ... well, fun. In short, it had to be a marked change from the stodgy, clumsy UI we’ve come to expect with earlier CRM vendors. I mean, really, how many sales reps do you know that actually want to use a UI that looks all the world like it runs on a mainframe? Sales reps in particular are an emotional lot so we focused hard on satisfying those emotions with things like cool themes, personalization, and so on.

So with our initial launch back on July 4th, 2004, with the unveiling of “Sugar Sales” functionality, we took great pains to make it ... cool.

The only thing left was to come up with a cool name. Not some TLA (three-letter acronym). Not some “blah blah blah application blah”. Not some “fill-in-the-blank Management System”. No. The name had to represent, it had to convey, the coolness of the product.

And “Sugar” was born.

So, why “Sugar”? Well, why not? It’s sufficiently hip. It rolls off the tongue nicely. Sure, it compels newcomers to inevitably chime in with “Sugar Suite” (that’s s-u-i-t-e). It’s airy, and cool. “Hey, go into Sugar ...” “Run this Sugar report ...”

After a while it settles in to the vernacular and, like at the beginning of this script, you don’t even realize you’re referring to amazingly powerful software by the whimsical name ... “Sugar”

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