

SugarCRM: Sixty Second Sugar Snippets

Podcast Script: Cloud Computing

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Hello and welcome to this sixty second Sugar Snippet, the second installment of the CRM Outsiders Take of the Week. The Take of the Week is a weekly distillation of trends and events in the CRM world, an offshoot if you will from the CRM Outsiders blog myself and Colin Beasty write up every day at www.crmoutsiders.com.

Last week I tackled social CRM, and this week I wanted to take a look at another major buzzword flying around the CRM world – Cloud Computing. There are a lot of software providers talking about “the cloud” and how it is going to solve every problem from application deployment to world hunger. But really – what is cloud computing?

We at SugarCRM see cloud computing as having a few core facets. First – the central tenet of cloud computing is the removal of the source of computing power away from the consumer. Sounds confusing, but it simply means that – for example – the main infrastructure running your CRM application in a Cloud model is not on your laptop, or on servers at your location. Instead, they are “somewhere else” – which could be SugarCRM’s datacenter or one of our partner’s via a SaaS cloud model, or perhaps at a central, but off-site location operated by a large organization using Sugar’s Data Center Edition technology.

Simply put – the cloud allows people to tap into application and processing power like a utility. When you plug your toaster into the wall, you expect it to work. CRM in the cloud is the same idea – if you’re plugged into the internet, you can access great CRM software. And just as you can access great software in the cloud – with tools like Module Builder you can also develop and customize great software without having a dev instance on your servers. Pretty cool.

Another aspect of CRM in the cloud is that it must be portable. After all clouds move across the sky – shouldn’t you be able to move your CRM system between different cloud environments? Take another example – If you initially deploy SugarCRM in our cloud environment but later opt to move to a cloud environment from Amazon or Rackspace – you should be able to do that with ease. Some CRM vendors calling themselves cloud computing providers do not make it so easy for you to move off of their cloud.

Those are just a few of the main aspects we see as important drivers of cloud computing. As the term defines itself – we’re sure that more criteria will find themselves being associated with cloud computing. But at the heart – decentralized power, off site development and portability are three very important aspects of the cloud in this early stage. Be sure to look into these capabilities closely when deciding

whether to run your CRM in the cloud. Some providers may simply be riding the coattails of a hot buzzword without truly offering the potential that cloud computing brings to your CRM deployment.

And that – my friends – is the CRM Outsiders Take of the Week.

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