

SugarCRM: Sixty Second Sugar Snippets

Podcast Script: Green CRM

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Hello and welcome to this sixty second Sugar Snippet, another 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 that myself and Colin Beasty write up every day at www.crmoutsiders.com.

Like many organizations out there, we here at SugarCRM are looking to create a more eco-friendly work environment. But in addition to the usual recycling and making sure the lights are turned off when we leave, we also want to help others go green when it comes to their applications.

I would like to think that a lot of the momentum in the Sugar portfolio supports the concept of green CRM. But what does this mean? What can make a CRM initiative more “green” than others?

At its heart, Sugar is designed to be lean and mean. The web-based nature of Sugar is a lot more efficient than some older systems - so going with a web-based model is a good start in going green with your CRM. Think about it – 10 years ago, most companies were running several servers and managing applications and servers on a 1-to-1 basis. With virtualization, more powerful servers and web-based technologies, less servers sucking up energy are needed to run complex applications stacks.

Depending on their needs, some businesses can also opt for On-Demand or SaaS solutions like Sugar On-Demand, further decreasing the amount of energy used inside the organization. As SaaS becomes more and more commonplace, a small business of 5 or 6 employees could have no IT resources at all save for laptops or blackberries.

For larger businesses, reducing the number of data centers in the organization can create a serious cost savings but also major reduction in energy use. SugarCRM’s Data Center Edition (DCE) can help here, eliminating inefficiencies by creating a central deployment, maintenance and management scenario for multi-site complex CRM deployments.

Also, use of energy efficient Netbooks versus fully equipped laptops can save energy among large organizations as well. If all a user needs is the web to access a CRM system, why equip that employee with a fully loaded laptop that wastes costs and energy due to larger energy guzzling batteries inside?

We are just at the beginning when it comes to Green CRM. I just hope we continue to make further strides, and quickly, when it comes to driving energy costs and inefficiency out of the CRM system...

And that – my friends – is your Sixty Second Sugar Snippet.

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