

# SugarCRM: Sixty Second Sugar Snippets

## Podcast Script: Sugar Cloud Services Preview

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Hello and welcome to this sixty second Sugar Snippet, the latest 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](http://www.crmoutsiders.com).

I wanted to take some time with this Take of the week to review a few best practices scenarios I mentioned in the blog over the past few days. They all focus on the new Cloud Services features in the latest Sugar release.

The new Cloud Connectors can be used for a number of different purposes – from lead qualification, to relationship mining – using the LinkedIn connector to find connections to shorten the sales cycle with prospects. But it can also be used more strategically. As I noted in the blog – a user could create a simple HR module for tracking new hires – and use Connectors to LinkedIn and Facebook to see if they have strong recommendations, accurate resumes and if they are the type of employee you want to hire. I mean, a children’s day camp may not want to hire the guy with nothing but frat party binge drinking photos on Facebook as their lead counselor or life guard.

Also, the Sugar Social feeds can be used as ad hoc workflows – but alerting fellow CRM users instantly when status changes occur in a CRM module. For instance, when a lead escalates, everyone on the sales team can get motivated to close the next sales stage instantly without waiting for emails, running a report or waiting for other triggers to occur. I see a lot of cool uses for this Twitter-like feature.

Finally, the Portal Dashlets open up the application to all sorts of dynamic content and web properties, such as Google Docs and maps. A good use case is embedding a YouTube video channel created by your organization with training videos. This way – CRM users could instantly tap into embedded training courses right inside the CRM system – with little effort on the part of the CRM admin.

These Cloud Services open up Sugar to a seemingly unlimited number of data sets and sources – creating more dynamic work environments for users. Ultimately, it is about driving productivity and adoption inside the Sugar system.

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

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