

## **SugarCRM: Sixty Second Sugar Snippets: Mobile CRM**

### **Podcast Script: Outsiders Take of the Week for February 13, 2009: Mobile CRM – Getting Easier Every Day**

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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).

This week I would like to take a quick look at a topic that is sometimes overlooked, and often misunderstood – CRM and mobility. Now, “mobile CRM” has meant different things to different people over the years. In the old client/server days, we had what we called “offline clients” which put a slice of the CRM data on the user’s computer. Once the user was connected to the server again, the data was synched up with the master data set.

The concept of the offline client has persisted well beyond the invention of Web-based apps, mainly because Internet connectivity was not yet ubiquitous, and because with so many different mobile devices out there, no software vendor wanted to write a specific app for every different device. It would be mayhem.

But, in the past few years, mobile devices are now equipped with highly functional web browsers. That fact, combined with more widespread broadband networks and wifi capabilities in devices, means that CRM providers can now more easily push their apps into the mobile realm. What I mean is that CRM providers, SugarCRM included, can write their application on a common web-based platform, and that CRM system can be accessed anytime through the mobile device networks as long as the user has a browser and a login. Pretty cool.

Now, before I move on, I want to say that while browser-based applications are clearly the dominant way of delivering business applications now, the “resident application” – or one downloaded on the device – are still rampant as well. These are great for purpose-built solutions where a focused set of app functionality and data can be more easily managed through 3G networks. But the days of the fat client application that takes hours to synchronize data with a server are numbered, more so than ever.

In addition to making it easier to empower mobile CRM users, SugarCRM is also hard at work making it easier for developers and admins to build more “mobile specific” user experiences. A new Mobile Layout editor in the upcoming Sugar 5.5 release will enable the design and roll out of all kinds of user interfaces optimized for the mobile screen experience.

And that, my friends, is your Outsiders Take of the Week...

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