



Understanding the 3 R's of Migrating to SugarCloud: Risk, Reliability, and ROI





The decision to implement key business solutions on-premises or as Software-as-a-Service (SaaS) in the Cloud has been debated for many years. The reasons for one or the other has changed over the years, but it is still a strategic one that depends on an organization's circumstances. This guide highlights considerations when determining if migrating to the Cloud is the right move for your business, and how this decision helps you get the most out of your SugarCRM investment.

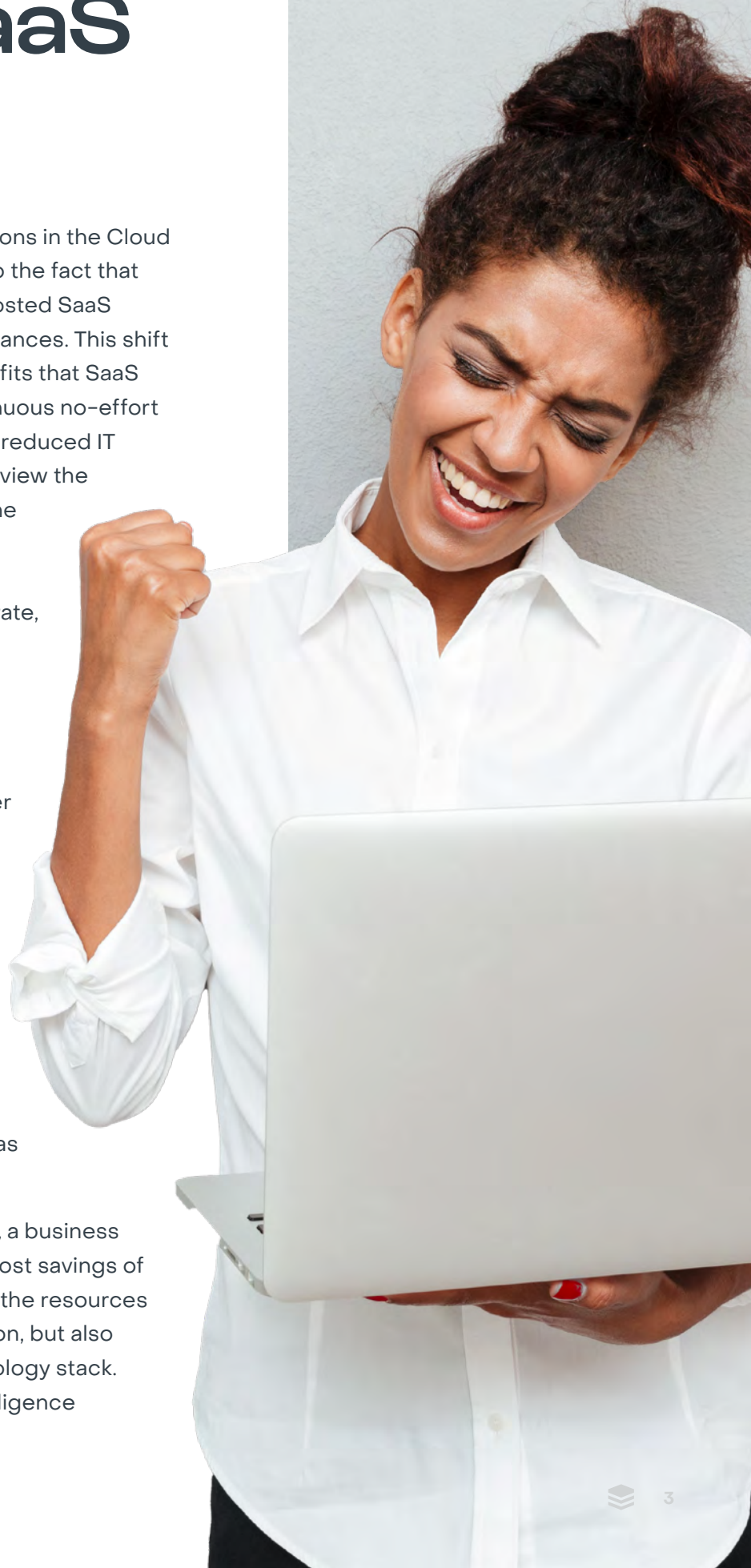


Modern SaaS Solutions

The decision to host strategic business solutions in the Cloud continues to gain momentum, primarily due to the fact that many of the historical concerns with cloud-hosted SaaS solutions are no longer valid in many circumstances. This shift has enabled organizations to realize the benefits that SaaS solutions offer, such as high availability, continuous no-effort updates, pay-as-you-go cost structures, and reduced IT infrastructure costs. Many organizations now view the time-to-value and continuous innovation of the SaaS model as a key competitive and cost-saving advantage. As the introduction of new technologies and options continue to accelerate, the need to stay agile and competitive while improving time to market will fuel further adoption of cloud-hosted SaaS solutions.

One benefit of a SaaS offering is a reduced time-to-value for some systems like Customer Experience (CX) solutions. With a SaaS solution, you avoid the manual time-suck involved in the implementation and maintenance of the solution on-premises, which can often be significant. There may also be easier access to third-party applications that can be integrated via pre-built REST API's that the SaaS vendor has already developed, rather than building one-on-one integrations behind the firewall, as required by on-premises solutions.

Additionally, by implementing a SaaS solution, a business lowers financial barriers through immediate cost savings of IT resources. Not only do businesses save on the resources needed to implement and maintain the solution, but also the cost of the hardware and software technology stack. For example, with the growth of Artificial Intelligence



(AI) technologies that analyze vast amounts of data, comes the exponential cost to store and process that data. The Cloud is a perfect solution, particularly with the renewed emphasis on a scalable architecture, and the data ingestion and storage capabilities that allow organizations to consume the massive amount of data generated during the lead management process. A SaaS solution allows businesses to scale and pay for data storage at their own pace of business and without additional spend on excess capacity in anticipation of growth.

SaaS solutions can also help organizations take advantage of new innovations and level the competitive playing field. It is impossible for most companies to match the resources of very large competitors who adopt new technologies to improve their business advantage. By utilizing a cloud solution, organizations can benefit from the same technology innovations as their large competitors without having to match their IT spend. In addition, the old thinking that SaaS limits customizability is no longer valid. Modern SaaS solutions offer organizations the ability to make extensive customizations and tailor applications to the unique needs and processes of their business.



SugarCloud Advantage

With the introduction of SugarCloud portfolio of CX solutions (Sugar Market, Sugar Sell, Sugar Serve, Sugar Discover, Sugar Integrate, Sugar Hint, Sugar Live, Sugar Professional, and Sugar Connect), Sugar is fully leveraging the power and flexibility of modern cloud services. We have chosen Amazon Web Services (AWS), the leading public cloud solution provider in the world, to partner with. Hosting software is only a small fraction of the value of a modern cloud infrastructure provider. By making extensive use of our provider's advanced cloud computing services, SugarCloud-based offerings provide our customers with cutting-edge technology, such as machine learning, serverless event bus, in-memory caching, and software robotics.

SugarCloud hosted products can be provisioned and delivered in a matter of minutes, and we're focused on making it as fast and simple as possible to configure Sugar to suit your organization. We're continuously driving operational efficiencies into the delivery and implementation of Sugar products and passing that value on to our customers. Many businesses can be running on Sugar within days, not months. Along with faster time-to-value, there are minimal up-front costs – no servers or server software, firewalls, load balancers, or networking appliances, and there is no IT time and effort required to set up, configure, manage or maintain the technology stack.





Sugar also gives you the flexibility to tailor your CX in a way that suits your unique brand and business needs. We are focused on enabling customization through configuration. With our extensions framework, [Sugar Module Builder, and Studio](#), you can create your own modules, fields, and relationships to customize Sugar in a way that makes sense for your industry and your operations. Our professional services and support organizations work with you to ensure that your customizations are functional, future-proof, and upgrade safe. Almost all of the customizations you make in SugarCloud are done without a single line of code, and we continually invest in creating ways for Sugar customers to make their CX solution their own.

Data privacy rules, security protection, and regulations are constantly being modified to address new threats. IT security officers will be pleased to know that SugarCloud leverages many security layers for authentication (covered in detail on our support site). Including:

- Password Management
- Bot Protection
- CAPTCHA
- External Authentication
- SSO
- OAuth 2 Framework

Your organization's ability to respond to data privacy requirements and requests has an important and ever-growing impact on your brand and reputation. Adopting SugarCloud provides a way for your company to address your customers' data privacy rights and work in accordance with regulations such as GDPR and CCPA and be better positioned for any future new regulations from around the world.

All of the benefits of a SaaS solution are lost if there is no user adoption. People expect software that's intuitive to use and helpful to their daily life. This is why Sugar's design philosophy is no-touch and time-aware Information Management. It automatically processes and enhances data with AI-powered predictive insights and delivers it directly to users in-context with what they're doing, within their tools of choice, so that they receive key critical and timely insights just when they need them.



Migrate to SugarCloud Today

Sugar is ready to assist our customers and partners with their migration to Sugar Cloud by offering a complimentary migration assessment. Sugar is also on hand to provide deployment and customization guidance advice to tailor to your business needs easily. Comprehensive administration and end-user documentation, intuitive and configurable user interfaces, and flexible workflow provide Sugar users a successful path to robust functionality and user adoption. Our commitment to our customers is paramount, and we understand that a cloud-hosted solution may be the next right move for your organization.

[BOOK YOUR 3-STEPS CLOUD CHECK-IN](#)

About SugarCRM

SugarCRM is how marketing, sales, and service teams finally get a clear picture of each customer to help businesses reach new levels of performance and predictability. Sugar is the CRM platform that makes the hard things easier.

Thousands of companies in over 120 countries rely on Sugar to achieve high-definition CX by letting the platform do the work. Headquartered in Silicon Valley, Sugar is backed by Accel-KKR.

To learn more visit www.sugarcrm.com or follow [@SugarCRM](https://twitter.com/SugarCRM).



| Let the platform do the work

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