

# Sugar Sell Editions Overview & Comparison Chart

Accelerate Your Sales Cycle and Increase Your Win Rate

RECOMMENDED			
<b>Sell Premier</b>  Comprehensive sales force automation, including sales intelligence, advanced forecasting & analytics, productivity tools, and enhanced support.	<b>Sell Advanced</b>  Sales force automation and extensibility with mail and calendar integration, and standard support.	<b>Sell Standard</b>  Starter sales force automation including online support. Mail & Calendar integration is an optional add-on.	<b>Sell Essentials</b>  Standalone sales force automation for growing teams of 3-9 with basic support and ease of upgrade.

The following information is a side-by-side comparison of Sugar Sell editions. The features listed in this table are high-level descriptions of functions. If you have additional questions, please speak with your Sugar Partner or SugarCRM representative.

Capability	Description	Sell Premier	Sell Advanced	Sell Standard	Sell Essentials
Account Management	Get a 360-degree view of everything happening with your customer's organization.	•	•	•	•
Contact Management	Grow a personal relationship with key contacts within your account. Convert leads to contacts and cultivate deeper insights to better serve all contacts.	•	•	•	•
Lead Management	Manage how leads are processed, analyzed, and qualified so you can convert and keep track of the leads that become opportunities.	•	•	•	•
Opportunity Management	Keep track of and cultivate each individual opportunity. Manage each opportunity from start to finish and keep track of your progress. Have everything you need to know always at your fingertips.	•	•	•	•
Quote Management	Quickly create quotes & contracts and shorten the time to close; Coordinate discounts, inventory, and delivery dates to meet your customer needs.	•	•	•	•
Activity Management	Sugar's intuitive interface and data capturing capabilities make it easy to collect customer conversations and interactions and surface critical insights.	•	•	•	•
Pipeline Management	Get visibility into your entire pipeline across all opportunities and how close they are to becoming new customers.	•	•	•	
Quota Management	Give sales reps and sales managers role-specific views of their forecasting commitments while improving accuracy and visibility into quota attainment.	•	•	•	•
Intelligent Account Management	Support subscription-based business models and renewals management. Generate renewal opportunities, prorate cross-sell and up-sell opportunities, and track and manage customer entitlements by uniting front-and back-office data.	•	•	•	•
Reporting and Analytics	Access and customize reports and interactive dashboards, giving you real-time, actionable customer insights and visibility into business activities, KPIs, and trends.	•	•	•	•
Collaboration & Teamwork	Better together: boost teamwork and alignment across different business units or departments collaborating to nurture leads and close opportunities.	•	•	•	•
Forecasting	Automatically create an accurate sales forecast based on current pipeline and seller commitments. Understand your pipeline, quota, forecast, and attainment in an intuitive and interactive experience.	•	•	•	
Revenue Intelligence	Get additional context into pipeline, account, and lead status insights across all departments. Receive recommendations on additional products, and easily drill into business metrics like spend mix and product slippage.	\$	\$	\$	\$
Pipeline Analytics	Empower your sales teams and leaders to review current pipeline health and key metrics at any time. Validate, identify risk, and take action across all relevant opportunities in a single view.	•	•	•	

Capability	Description	Sell Premier	Sell Advanced	Sell Standard	Sell Essentials
Mobility	Enable your road warriors to take the power of Sell with them in their pocket. Available for iOS and Android with offline capabilities and customizable layouts. Sellers can trigger automation, access dashboards, create opportunities and quotes, generate documents, and interact with customers.	●	●	●	
Case Management & Bug Tracking	Ensure all your customer-facing staff can easily check the status of any case using our case management tool. It provides a comprehensive list of cases within an account, empowering your team to be fully prepared when interacting with customers.	●	●		
Omni-channel Communications	Communicate with customers via email, call, or chat. Gain access to relevant customer details during conversations without navigating away from their current view.	●	●	●	
Business Process Management	Define, design, and standardize complex business processes. Manage approvals and automate the execution of repetitive tasks.	●	●	○	
Intelligent Lead Prioritization	Prioritize leads based on AI-powered predictive lead-conversion scores. Expand on past successes by leveraging insights from matching lead profiles to similar accounts.	●	●		
Intelligent Opportunity Prioritization	More accurately predict the fate of sales opportunities and ultimately increase your win rates by focusing your efforts on the right opportunities.	●	●		
Mail & Calendar Integration <sup>1</sup>	Work with your Sugar data directly within Outlook or Gmail. Hassle-free meeting scheduling. Automatically sync conversations, meetings, and people into your CRM.	●	●		
Extensibility	Easily integrate with 3rd-party solutions and processes with unlimited API calls and flexible workflows.	●	●	●	
ERP Integration	Connect to your ERP system using proven field mapping techniques to streamline sales processes.	●	●		
Generative AI	Revolutionize sales with generative AI features that boost team productivity and make each interaction count.	\$	\$		
Smart Guides	Design, visualize, and automate sales processes. Create playbooks and templates for sales plays, sales methodologies, guided selling, lead nurturing, and more.	●	\$		
Data Enrichment and News Feed	Automatically enrich your customer and prospect data with relevant external insight and news. Add customers and competitors to a customizable newsfeed.	●			
Geo Mapping	See which accounts and leads are in closest proximity to each other. Plot the results on a map and chart the most efficient path. Route leads or accounts by territory.	●			
Enhanced Forecasting	Use time-aware data to predict future outcomes and guide sellers. Get immediate visibility into changing business conditions without manually poring over dozens of reports, dashboards, and spreadsheets.	●			

## Pricing and Features Comparison Chart

	Sell Premier	Sell Advanced	Sell Standard	Sell Essentials
User Limits	Min 10	Min 10	Min 10	Max 9, min 3
Managed Storage <sup>1</sup> (new customers only)	30GB Database Storage 30GB File Storage	15GB Database Storage 15GB File Storage	10GB Database Storage 10GB File Storage	7GB Database Storage 7GB File Storage
Additional Managed Storage/User <sup>2</sup>	0.5GB Database Storage 0.5GB File Storage	0.25GB Database Storage 0.25GB File Storage	0.25GB Database Storage 0.25GB File Storage	Optional
Support	Enhanced	Standard	Basic	Basic
Integrates with Sugar Market and Sugar Serve	Yes	Yes	Yes	Not supported
Code Customizations	Supported	Supported	Supported	Not supported
Sandboxes	2	2	1	N/A
Backups	Daily	Daily	Daily	Semimonthly

<sup>1</sup> An open bullet point denotes that the feature is limited in this edition.  
<sup>2</sup> The storage allocation above applies to orders placed by new customers on or after February 1, 2022. Does not apply to renewals of customer orders placed prior to February 1, 2022.

## About SugarCRM

SugarCRM offers software solutions that helps marketing, sales, and service teams reach peak efficiency through better automation, data, and intelligence so they can achieve a real-time, reliable view of each customer. Sugar’s platform provides leading technology in the sales automation, marketing automation, and customer service fields with one goal in mind: to make the hard things easier. Thousands of companies in over 120 countries rely on Sugar by letting the platform do the work. Headquartered in the San Francisco Bay Area, Sugar is backed by Accel-KKR.

For more information about SugarCRM, visit [www.sugarcrm.com/uk](http://www.sugarcrm.com/uk).