



Sugar Sell Editions Overview & Comparison Chart

Accelerate Your Sales Cycle and Increase Your Win Rate

| RECOMMENDED | | |
|---|---|--|
| <p style="text-align: center;">Sell Premier</p> <p>Comprehensive sales force automation, including sales intelligence, advanced forecasting & analytics, productivity tools, and enhanced support.</p> | <p style="text-align: center;">Sell Advanced</p> <p>Sales force automation and extensibility with mail and calendar integration, and standard support.</p> | <p style="text-align: center;">Sell Standard</p> <p>Starter sales force automation including online support. Mail & Calendar integration is an optional add-on.</p> |

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 |
|---------------------------------------|--|--------------|---------------|---------------|
| 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 |
|--|---|--------------|---------------|---------------|
| 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 Integration¹ | 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 |
|--|--|--|--|
| User Limits | Min 10 | Min 10 | Min 10 |
| Managed Storage¹ (new customers only) | 30GB Database Storage 30GB File Storage | 15GB Database Storage 15GB File Storage | 10GB Database Storage 10GB File Storage |
| Additional Managed Storage/User² | 0.5GB Database Storage 0.5GB File Storage | 0.25GB Database Storage 0.25GB File Storage | 0.25GB Database Storage 0.25GB File Storage |
| Support | Enhanced | Standard | Basic |
| Integrates with Sugar Market and Sugar Serve | Yes | Yes | Yes |
| Code Customizations | Supported | Supported | Supported |
| Sandboxes | 2 | 2 | 1 |
| Backups | Daily | Daily | Daily |

¹ An open bullet point denotes that the feature is limited in this edition.

² 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 helps sales teams reach their highest potential. Companies choose SugarCRM to cut through complexity, prioritize opportunities, and increase upsell using the resources they already have. SugarCRM is ideal for complex, relationship-driven industries - such as manufacturing, wholesale and distribution - looking to accelerate growth and drive smarter decision-making.

Learn more at www.sugarcrm.com