



# Why Choose Zoho CRM over Sugar CRM

Zoho CRM serves a substantial customer base, ranging from small businesses to large enterprises. We're continuing to add new features and constantly fine-tuning our service. Zoho hosts a wide array of solutions covering nearly every business requirement you can imagine.



We have been at Sugar CRM for many years. We did not have a lot of tech support needs, but when we did, we were greeted harsh. This gave us a very uncomfortable experience. We reached out to the Zoho team and instantly received an overwhelming response. When we decided to change, the Zoho team took our Sugar data export, and within hours had it populated in to Zoho. The surprise I found with Zoho is that it is constantly adding features, integrations and updates. For a small business, I highly recommend this platform; it's cost effective, easy and reliable!



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# Zoho CRM vs Sugar CRM

## Edition Comparison

FEATURE	Zoho CRM Professional	Sugar Professional 60GB	Zoho CRM Enterprise	Sugar Enterprise	Zoho CRM Ultimate	Sugar Ultimate
Pricing	\$20 Per user/month billed annually \$30 month-to-month	\$40 per user/month billed annually	\$35 Per user/month billed annually \$45 month-to-month	\$65 per user per month billed annually	\$100 Per user/month billed annually	\$150 per user per month billed annually
Maximum no.of users	No upper limit	No upper limit (minimum of 10 users)	No upper limit	No upper limit (minimum of 10 users)	No upper limit	No upper limit (minimum of 10 users)
Data storage (leads, contacts, etc.)	Unlimited	-	Unlimited	-	Unlimited	-
File storage (DOC, PDF, etc.)	1 GB/org + 512 MB/user	15 GB	1 GB/org + 1GB/user	60 GB	10GB/org + 1GB/user	250 GB
Technical Support	✓	✓	✓	✓	✓	✓
Premium Support	✓ ( 10 users annual contract, 20% of license fee )	-	✓ ( 10 users annual contract, 20% of license fee )	\$	✓	✓
<b>Sales force automation</b>						
Leads	✓	✓	✓	✓	✓	✓
Accounts	✓	✓	✓	✓	✓	✓
Contacts	✓	✓	✓	✓	✓	✓
Opportunities	✓	✓	✓	✓	✓	✓
Tasks, log a call,calendar, and notes	✓	✓	✓	✓	✓	✓
Feeds – Team collaboration	✓	✓	✓	✓	✓	✓
CRM views	✓	✓	✓	✓	✓	✓
BluePrint	-	-	-	✓	200 bp/module	✓

FEATURE	Zoho CRM Professional	Sugar Professional	Zoho CRM Enterprise	Sugar Enterprise	Zoho CRM Ultimate	Sugar Ultimate
SalesSignals	-	-	✓	-	✓	-
Advanced filters	✓	✓	✓	✓	✓	✓
Macros	✓	-	✓	-	✓	-
Scoring Rules	20/module	-	30/module	-	30/module	-
Sales forecasts	✓	✓	✓	✓	✓	✓
GameScope	✓	-	✓	-	✓	-
BCC dropbox for email	✓	✓	✓	✓	✓	✓
Calendar sync via CalDAV	✓	-	✓	-	✓	-
<b>Social</b>						
User level integration (Fb, Twitter)	✓	✓	✓	✓	✓	✓
Social tab (Fb, Twitter & Google plus)	✓	-	✓	-	✓	-
Social interactions with leads / contacts	✓	✓	✓	✓	✓	✓
Capture Leads from Fb, Twitter	✓	\$	✓	\$	✓	\$
<b>Artificial Intelligence</b>						
Lead and Deal prediction	-	-	✓	-	✓	-
Email Sentiment	-	-	✓	-	✓	-
Best time to contact	-	-	✓	-	✓	-
Zia Reminder ( based on Best time to contact)	-	-	✓	-	✓	-
Lead Enrichment	-	\$	✓	\$	✓	\$
Zia Voice	-	-	10	-	Unlimited	-
<b>Marketing Automation</b>						
Web to lead capture	✓	✓	✓	✓	✓	✓

FEATURE	Zoho CRM Professional	Sugar Professional	Zoho CRM Enterprise	Sugar Enterprise	Zoho CRM Ultimate	Sugar Ultimate
Website visitor tracking	\$	\$	\$	\$	\$	\$
Campaigns	✓	✓	✓	✓	✓	✓
Email insights	✓	✓	✓	✓	✓	✓
Email templates (HTML/Plain-text)	Unlimited	✓	Unlimited	✓	Unlimited	✓
Mass email	500/Day	-	1000/Day	✓	1000/Day	✓
Auto responders	-	✓	3	✓	3	✓
Integration with Google AdWords	✓	-	✓	-	✓	-
<b>Document Management</b>						
Documents Storage (Max storage - 5GB)	✓	✓	✓	✓	✓	✓
Data backup	2 data back-ups/month (\$10/request)	-	2 data back-ups/month (\$10/request)	✓	4/month (i.e weekly free backup)	✓
Notes & file attachment	✓	✓	✓	✓	✓	✓
Folders search	✓	✓	✓	✓	✓	✓
<b>Customer support</b>						
Cases	✓	✓	✓	✓	✓	✓
Case assignment rules	20 rules and 20 rule entries/user	✓	20 rules and 50 rule entries/user	✓	50 rules and 100 rule entries/user	✓
Case escalation rules	-	✓	✓	✓	✓	✓
Solutions (knowledge base)	✓	-	✓	✓	✓	✓
<b>User Portal</b>						
Portals	-	-	✓ ( up to 10K client users )	✓ ( up to 100 concurrent portal users )	✓ ( up to 10K client users )	✓ ( up to 100 concurrent portal users )
<b>Inventory Management</b>						
Inventory Management	✓	-	✓	-	✓	-

FEATURE	Zoho CRM Professional	Sugar Professional	Zoho CRM Enterprise	Sugar Enterprise	Zoho CRM Ultimate	Sugar Ultimate
Sales quotes	✓	✓	✓	✓	✓	✓
Sales orders	✓	✓	✓	✓	✓	✓
Purchase orders	✓	✓	✓	✓	✓	✓
Invoices	✓	-	✓	-	✓	-
Products	✓	✓	✓	✓	✓	✓
Price books	✓	✓	✓	✓	✓	✓
Vendors	✓	-	✓	-	✓	-
Integrated procurement & fulfillment	-	-	✓	-	✓	-
<b>CRM analytics</b>						
Standard reports	✓	✓	✓	✓	✓	✓
Custom Reports	Unlimited	✓	Unlimited	✓	Unlimited	✓
Standard dashboards	✓	✓	✓	✓	✓	✓
Customizable dashboards	Unlimited	✓	Unlimited	✓	Unlimited	✓
Report scheduler	20 schedulers/ user Maximum 100 schedulers/day for Org.	✓	20 schedulers/ user Maximum 100 schedulers/day for Org.	✓	20 schedulers/ user Maximum 100 schedulers/day for Org.	✓
Anomaly Detection ( Powered by Zia )	-	-	10 Detector	-	✓	-
CRM analytics	✓	-	✓	✓	✓	✓
<b>Product Customization</b>						
Home page customization	✓	✓	✓	✓	✓	✓
List View Customization	-	✓	✓	✓	✓	✓
Page layouts	-	-	3/Module	✓	25/Module	✓
Layout Rules ( conditional layouts)	-	-	10/layout	✓	10/layout	✓

FEATURE	Zoho CRM Professional	Sugar Professional	Zoho CRM Enterprise	Sugar Enterprise	Zoho CRM Ultimate	Sugar Ultimate
Validation Rules	5 rules/layout	-	10 rules/layout	-	10 rules/layout	-
Sub Forms	-	-	✓	-	✓	-
Layout editor	✓	✓	✓	✓	✓	✓
Rename tabs	✓	✓	✓	✓	✓	✓
Multi select lookup	-	✓	2/module	✓	2/module	✓
Custom fields	150 fields/module (Note: Activities module has only 140 fields)	✓	302 fields/module (Note: Activities module has only 230 fields)	✓	500 fields/module	✓
Custom formula fields	15 fields/module	✓	15 fields/module	✓	15 fields/module	✓
Custom links	10 links/module	-	10 links/module	-	50 links/module	-
Custom modules	-	✓	50	✓	100	✓
Custom buttons	-	-	50	-	?	-
Custom related lists	-	✓	5/Module	✓	10/Module	✓
Tab groups	10	✓	25	✓	50	✓
Web tabs	-	-	25	-	50	-
<b>Security administration</b>						
Profiles	15	✓	25	✓	50	✓
Roles	10	✓	250	✓	500	✓
Field-level security	✓	-	✓	-	✓	-
Data Sharing Rules	-	-	15	✓	50	✓
Group-level security	-	✓	-	✓	-	✓
Record level sharing	-	✓	✓	✓	✓	✓
Territory Management	-	✓	150	✓	250	✓

FEATURE	Zoho CRM Professional	Sugar Professional	Zoho CRM Enterprise	Sugar Enterprise	Zoho CRM Ultimate	Sugar Ultimate
Data Security by Encryption ( EAR)	-	-	5	-	10	-
<b>CRM Analytics</b>						
Chart	✓	-	✓	-	✓	-
KPI	✓	-	✓	-	✓	-
Funnel	-	-	✓	-	✓	-
Target	-	-	✓	-	✓	-
Comparator	-	-	✓	-	✓	-
Anomaly Detection ( Powered by Zia )	-	-	10 Trends	-	✓	-
<b>Workflow Management</b>						
Workflow rules	20 conditions/ module	-	50 conditions/ module 50 entries/ module	✓	50 conditions/ module 50 entries/ module	✓
Workflow alerts (No. of Users * 100) or 5000 Emails per day depending on the lower limit.)	5 emails/action	-	5 emails/action	✓	5 emails/action	✓
Workflow tasks	5 tasks/action	-	5 tasks/action	✓	5 tasks/action	✓
Workflow field updates	3 field updates/ action	-	3 field updates/ action	✓	3 field updates/ action	✓
Workflow approval	-	-	10	✓	50	✓
Workflow Insights	-	-	✓	✓	✓	✓
Workflow Multiple Condition	5 conditions/ rule	-	10 conditions/ rule	-	10 conditions/ rule	-
Webhooks	1/action 10000 calls/day or 100 calls/ user license (whichever is lower)	✓	1/action 20000 calls/ day or 500 calls per user license for the org. (whichever is lower)	✓	50,000 calls/ day or 1000 calls/ user license	✓
Schedules	-	✓	5/ workflow rule	✓	5/ workflow rule	✓

FEATURE	Zoho CRM Professional	Sugar Professional	Zoho CRM Enterprise	Sugar Enterprise	Zoho CRM Ultimate	Sugar Ultimate
Time-based actions	5/rule	✓	5/rule	✓	5/rule	✓
Custom function via Deluge script	-	✓	1 Instant Action and 5 Scheduled Actions per Rule	✓	1 Instant Action and 5 Scheduled Actions per Rule	✓
Workflow Multiple Condition	5 conditions/rule	✓	10 conditions/rule	✓	10 conditions/rule	✓
<b>Mobile</b>						
iOS	✓	✓	✓	✓	✓	✓
Android	✓	✓	✓	✓	✓	✓
Mobile SDK	-	✓	✓	✓	✓	✓
<b>Globalization</b>						
Multi-currency	✓	-	✓	✓	✓	✓
Multi-language support	✓	✓	✓	✓	✓	✓
Time zone	✓	✓	✓	✓	✓	✓
Number, date, and calendar formats	✓	✓	✓	✓	✓	✓
<b>Add-ons &amp; Integrations</b>						
Plug-in for Microsoft Outlook	✓	✓	✓	✓	✓	✓
Plug-in for Microsoft Office	✓	\$	✓	\$	✓	\$
Office 365 Integration	✓	\$	✓	\$	✓	\$
Email integration (POP/IMAP)	✓	✓	✓	✓	✓	✓
Gmail integration	✓	\$	✓	\$	✓	\$
Google apps integration	✓	\$	✓	\$	✓	\$
Slack Integration	✓	\$	✓	\$	✓	\$
CTI- Hosted PBX systems	✓	✓	✓	✓	✓	✓













FEATURE	Zoho CRM Professional	Sugar Professional	Zoho CRM Enterprise	Sugar Enterprise	Zoho CRM Ultimate	Sugar Ultimate
CTI– On-Premise PBX systems	✓	✓	✓	✓	✓	✓
<b>Developers</b>						
Catalyst	-	-	✓	-	✓	-
Web services api	Max: 10000 calls/day Min: 3000 calls/day	✓	Max: 25000 calls/day Min: 4000 calls/day	✓	Max: 25000 calls/day Min: 4000 calls/day	✓
Third-party Applications Integration	✓	✓	✓	✓	✓	✓

\$ Indicates that the feature is available as a paid add-on.

- Indicates the feature isn't available in this version.

✓ Indicates the feature is available in this paid plan.

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Ready to try Zoho CRM for your team?

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