



# THE MOST INTUITIVE WAY TO INTEGRATE SUGARCRM

SugarCRM connector lets you easily integrate SugarCRM. Unlike with other providers, with Connect Bridge you can **visualize the entire data model of your SugarCRM** and you can test your code using the Query Analyzer tool. With Connect Bridge you will stay in your own software development environment that you are familiar with. You will avoid spending countless hours studying the documentation of SugarCRM and its APIs. With Connect Bridge you will save a lot of time programming. **We guarantee a minimum 2x increase of productivity. In fact increased productivity goes often up until 10x!** Integration can be done with minimum code. **Less code = less bugs.** Moreover, you will reuse the same code in case of a downgrade or upgrade of the SugarCRM.

## SugarCRM connector lets you integrate:

- ✓ Accounts
- ✓ Calls
- ✓ Contacts
- ✓ Campaigns
- ✓ Leads
- ✓ Documents
- ✓ Opportunities
- ✓ Quotes
- ✓ Tasks
- ✓ Reports
- ✓ Cases
- ✓ Notes

and all other entities

The screenshots show the Connect Bridge Query Analyzer interface. On the left, the 'Connections' pane shows a tree view for 'DEMOUSER01\_SALESFORCE' with various entities like Account, AccountContactRole, and AccountHistory. The main window shows a query editor with the following SQL code:

```
SELECT
  Name,
  BillingCountry,
  Phone,
  WebSite
FROM Account;
```

Below the query editor, the 'Results' pane displays a table with columns 'Name', 'BillingCountry', 'Phone', and 'WebSite'. The table contains several rows of data, including 'GenePoint', 'United Oil & Gas, UK', 'United Oil & Gas, Singapore', 'Edge Communications', 'Bullington Textiles Corp of America', 'Pyramid Construction Inc.', 'Dickenson plc', 'Grand Hotels & Resorts Ltd', and 'Express Logistics and Transport'.

# SUGARCRM CONNECTOR



developed by **Connecting Software**

# INTEGRATION OPTIONS

	USING API / WEBSERVICES	USING CONNECT BRIDGE
Code complexity	X HIGH	✓ MEDIUM
Time to market	X LONG	✓ SHORT
Code update & maintenance	X EVERY NEW VERSION	✓ NO NEED
Amount of bugs	X HIGH	✓ LOW
Multiple versions of software	X EXTRA CODE	✓ SAME CODE

## POSSIBLE SCENARIOS

**SCENARIO 1** - Integrate your website or web portal with your CRM system.

**SCENARIO 2** - Connect your ERP data and CRM data to build powerful workflows like order entry becomes invoice. Get live stock and pricing information into your CRM.

**SCENARIO 3** - Sync the contacts with CRM from any other software.

**SCENARIO 4** - Gather CRM data for business intelligence software and use.

**SCENARIO 5** - Store your CRM documents in your DMS such as SharePoint or Alfresco.

**SCENARIO 6** - Build your own application for powerful integration needs for Dynamics CRM.

## EXAMPLE CODE

**CREATE records** - insert new contact



```
INSERT into Contacts(first_name,last_name, description)
values ('Paul','Walker','met him at the exhibition');
```

**READ records** – get list of all contacts



```
SELECT id,first_name,last_name, description from Contacts;
```

**UPDATE records** – update description of contact



```
UPDATE Contacts set description = 'updated description'
where id = 'a6945f09-7d90-5b52-2e60-56b41894892c';
```

**DELETE records** – delete contact



```
DELETE from Contacts where id = 'eaec79c9-16a4-776e-1848-56b418efc9b8';
```

## FEATURES

Encrypted, secured, multiple versions and multiple systems at the same time, cloud, on-premise, hybrid. Can be used with apps written in any programming language such as: Java, C#, C, C++, Ruby, Python, Perl, Visual Basic, Objective-C, JavaScript, jQuery, ASP.NET...

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