

SugarCRM reclaims 15% of ops time by migrating to Amazon Aurora



Case study

Executive Summary

Building customer experience (CX) solutions on Amazon Aurora helped SugarCRM optimize existing MySQL code and enhance their product line offerings. Sugar delivers on their goal of helping companies create customers for life by offering sales automation, marketing automation, and customer service products that put valuable customer information at users' fingertips without tedious data entry.

The Challenge

Sugar first built its products to run in on-premise datacenters. Six years ago, the company migrated to infrastructure-as-a-service (IaaS) to take advantage of cloud benefits. In the face of the industry's exponential increase in data and rising demand for real-time insights, running Sugar's applications on IaaS has necessitated changes in how it is optimized. The company sought a database service that could better meet the expanding requirements of their app without requiring numerous changes to its underlying MySQL code.

The Solution

Amazon Aurora proved to be an excellent solution for providing Sugar with enterprise features and scalability within a fully managed database platform. As a result, the company migrated its Sugar Sell app and built two new apps, Sugar Serve and Sugar Hint, leveraging Amazon Aurora. SugarCRM views deep, native integration with AWS as a major differentiator for their business. It allows the company to launch new, impactful capabilities quickly to Sugar customers, harnessing best of breed AWS services and delivering truly differentiated customer experiences.

" One of our biggest differentiators is that rather than simply hosting our products on AWS, we've built them to be deeply integrated with AWS. "

— Zac Sprckett
SVP Product Management, SugarCRM

About SugarCRM

Sugar delivers CX solutions that help their users engage with customers more productively without spending countless hours entering or digging for data. Each solution connects with the company's underlying, time-aware customer data platform. The platform automatically aggregates, unifies, timestamps, augments, and analyzes data across myriad sources to create 360-degree views of customers that feed back into the applications. Using Sugar, organizations gain rich insight into the past, present, and future of their customer-facing business processes.

" At [Star2Star](#), we are proud of our exceptionally high 99.85% customer retention rate. As such, we have a laser-focus on supporting the channel partners who are so central to our business model which is enabled by SugarCRM. "

— Michelle Accardi
President and Chief Revenue Officer,
Star2Star Communications



Results and Benefits

Amazon Aurora enables key capabilities and savings for Sugar that improve their applications' performance, availability, consistency, and cost-effectiveness.

Increase throughput and performance for users

The data ingestion capabilities of Amazon Aurora have led to improved import times and data throughput. "Now, importing the average customer takes 1/4 the time compared to other hardware, which makes it easy to quickly create a clone of the customer's production environment for testing," said Sprackett. Additionally, "the ability to have multiple replicas serving traffic at the same time in Amazon Aurora has increased throughput to our users, so they more quickly render reports and create better customer experiences."

Enterprise-grade high availability and disaster recovery

Previously, in datacenters and on IaaS, scaling the Sugar Sell system required manual intervention and maxed out at five replicas. With Amazon Aurora, SugarCRM can scale up (or out) to 16 replicas via simple configuration changes. The increase in replicas boosts data throughput and availability and enables Sugar to pass along added-value capabilities, like high availability (HA) and disaster recovery (DR), to their users without the burden of capital investment or maintenance. "We were able to take advantage of all these great things that we didn't have to invent ourselves, like the ability to easily spin up replicas or promote those replicas. Historically, we couldn't do in that our datacenters."

Global delivery of consistent services and experiences

SugarCRM serves companies equally between America and Europe with Asia as a close third market. In order to continue to grow their global business, the company must deliver consistent experiences across all their customers' regions. "Amazon Aurora helps us reach them without changing how we work," Sprackett explained. "Being heavily committed to AWS services and using built-in AWS automation, we are able to deliver the same industry-leading service levels to our users regardless of where they are in the world while comfortably running a lean operations team and passing the savings along to our customers."

Learn more

[Amazon Aurora](#) is a MySQL and PostgreSQL-compatible relational database built for the cloud, that combines the performance and availability of traditional enterprise databases with the simplicity and cost-effectiveness of open source databases. Amazon Aurora is up to five times faster than standard MySQL databases and three times faster than standard PostgreSQL databases. It provides the security, availability, and reliability of commercial databases at 1/10th the cost.

“ Moving to Amazon Aurora allows us to reclaim 15% of our operations team’s time. ”

– Zac Sprackett
SVP Product Management, SugarCRM
