RAPID SAASIFICATION OF A LEADING CRM APPLICATION ON AWS
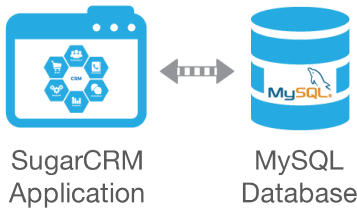
Corent delivered a leading CRM application as a fully instrumented SaaS in different tenancy models on AWS Cloud.

APPLICATION SETUP

The application was set up in a single server. It is an application developed in PHP and utilizes MySQL database server.

SugarCRM
Application

MySQL
Database

BENEFITS

➤ Increased shareability of resources.

➤ Ability to handle increased customer requests.

➤ No engineering cost to move to fully instrumented SaaS.

➤ Single point management for all enterprise tenants.

➤ Avoid large CAPEX investment.

PRODUCT USED: SurPaaS® SaaS™

SugarCRM is one of the popular customer relationship management (CRM) system and it provides many functionalities including sales-force automation, marketing campaigns, collaboration, reporting, etc.

SugarCRM offers customer management teams the ability to manage and view customer information, drive sales leads and increase collaboration within the team.

CHALLENGES

➤ Converting single-tenant application into multi-tenant application.

➤ Required the ability to manage multiple tenants.

➤ Managing the application versions and upgrades.

➤ Planning and managing the application's lifecycle.

➤ Monitoring the application usage of multiple tenants.

➤ Providing access to all the CRM users to a single common CRM environment/platform.

➤ Reducing the number of application deployments but provide access to all the users around the Globe.

SOLUTION

The SaaS Continuum

1   2   3   4

Tenants

SaaS Resources
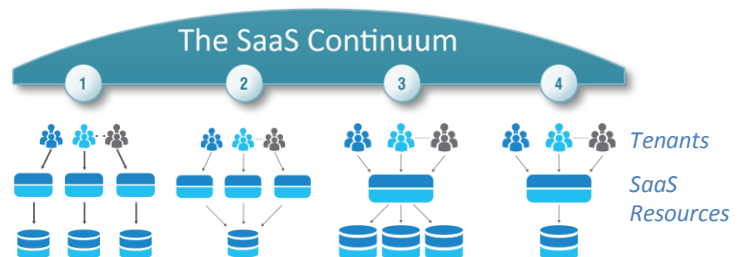
RESULT

Using SurPaaS®, within days and without any programming, SugarCRM was delivered on AWS Cloud as fully instrumented SaaS. It was able to provide a single CRM platform globally and significantly reduce the cost of multiple deployments and new customer acquisition.