



## **PRESS RELEASE – FOR IMMEDIATE RELEASE**

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### **SugarCRM Joins the OW2 Consortium To Fuel Growth of International Community**

**Open World Forum — PARIS — September 22, 2011** — To drive an increase in open source CRM adoption worldwide, [OW2](#), the international consortium which promotes the best technologies for open source middleware, and [SugarCRM](#), the world's fastest-growing Customer Relationship Management (CRM) company, today announced that SugarCRM has become a consortium member. The announcement was made today at [Open World Forum 2011](#) taking place in Paris, France from September 22-24, 2011.

Open source has been part of SugarCRM's roots since its inception, and today, the company is a well-established, global pioneer in open source CRM. To date, there have been more than 10 million downloads of Sugar and its related projects, and there are over 850,000 people currently using the [Sugar Community Edition](#) at more than 70,000 organizations worldwide.

“Market trends call for open source infrastructure software. As the biggest open source organization outside North America, we're committed to growing our community exponentially throughout the world,” said Cedric Thomas, CEO of OW2. “Our mission is to develop a code base of open source software and to foster a vibrant community and business ecosystem. By having SugarCRM join the consortium, they are helping us to further execute upon this vision.”

The advantage of Sugar's open source CRM model, for example, is that developers can provide real-time feedback, resulting in higher quality products designed to meet real-world needs. With full access to Sugar's source code, customers can also run Sugar anywhere: in their own datacenters, in our datacenters, or at any of a variety of cloud service providers.

“By joining the OW2 Consortium, we can more easily reach the global community of open source developers,” said Clint Oram, co-founder and CTO of SugarCRM. “Open source is at the heart of how we develop, distribute and support our products at SugarCRM, and we look forward to joining forces with OW2 so that developers around the world can harness the power of open source CRM.”

To further demonstrate SugarCRM's participation in the open source CRM community, John Mertic, the company's community manager, will also participate in a workshop at Open World Forum with OW2's Cedric Thomas. The workshop, titled, [“Community Summit: Community Citizenship.”](#) will take place on September 22, 2011 at 11 a.m. and will focus on the growth and management of open source communities.

For more information about SugarCRM's open source projects and CRM community, visit the SugarCRM [Open Source Tools](#) website. Also, fan SugarCRM on [Facebook](#), follow the company on [Twitter](#) and subscribe to the company's [YouTube](#) channel.

#### **About OW2**

Founded in January 2007, OW2 is an independent industry community dedicated to developing open source code infrastructure and to fostering a vibrant community and business ecosystem. The OW2 Consortium hosts some one hundred technology Projects, including ASM, Bonita, eXo Platform, Funambol, JOnAS, Joram, Orbeon Forms, PEtALS, SpagoBI and XWiki. More

information at: [www.ow2.org](http://www.ow2.org).

### **About SugarCRM**

SugarCRM makes CRM simple. As the world's fastest growing customer relationship management (CRM) company, SugarCRM applications have been downloaded more than ten million times and currently serve over 850,000 end users in 80 languages. Over 7,000 customers have chosen SugarCRM's On-Site and Cloud Computing services over proprietary alternatives. SugarCRM has been recognized for its customer success and product innovation by CRM Magazine, InfoWorld, Customer Interaction Solutions and Intelligent Enterprise. For more information, call (408) 454-6900 or 1 87 SUGARCRM toll-free in the US, email [contact@sugarcrm.com](mailto:contact@sugarcrm.com), or visit <http://www.sugarcrm.com>.

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