

# SugarCRM Selects Connector Tool for Google Calendar as SugarForge.org

## Connector Tool Allows SugarCRM Users to Integrate Business Activities within Google Calendar to Increase Efficiency and Customer Service

CUPERTINO, Calif. - March 19, 2009 - SugarCRM, the world's leading provider of commercial open source customer relationship management (CRM) software, today announced that it has selected MyCRM GmbH's Connector Tool for Google Calendar™ as the SugarForge.org Project of the Month. MyCRM GmbH, an open source and SaaS systems integrator, created the Connector Tool for Google Calendar to enable users to blend all business and personal activities within the SugarCRM instance into one view in Google Calendar. This new capability makes scheduling activities with customers and other users more efficient.

Each month, SugarCRM highlights a project of the month winner on SugarForge.org, the company's community website. Over 115,000 registered members participate in the SugarCRM forums with 17,000 registered developers who actually develop modules on SugarForge.org. Projects of the Month are selected on the quality of a project's code, its overall activity and its general usefulness as an extension to SugarCRM. The Connector Tool for Google Calendar project clearly meets the criterion and exemplifies the spirit of the Sugar Community.

The Connector Tool for Google Calendar provides access to one view of private, social and business activities. Users can send activities such as calls, meetings or tasks within their SugarCRM instance to the Google Calendar. This way, the transfer of information is seamless and recognizable. MyCRM GmbH also uses NuevaSync and Google Mobile to push Google Calendar events to a user's iPhone™. This allows users to hold meetings or calls planned in SugarCRM that are automatically pushed to the mobile devices without the hassles of a sync-based-client.

"SugarForge.org is the preferred place to exchange concepts and code for developers of SugarCRM, so it's only natural that we create code that we want to share with this platform," said Clemens von Dincklage, MyCRM GmbH. "We currently have many SugarCRM projects in the works and we look forward to developing and delivering these tools to meet the needs of our customers who want to be introduced to SugarCRM."

In addition to the Connector Tool for Google Calendar, MyCRM GmbH is a frequent contributor on SugarForge.org. Most recently, MyCRM GmbH released a new Connector that enables SugarCRM to integrate with Dimdim, the world's easiest web conferencing

platform. Users now have access to enterprise web conferencing and CRM at a fraction of the cost of proprietary offerings.

"We are pleased to recognize MyCRM GmbH's contribution to the SugarCRM community with the development of the Connector Tool for Google Calendar," said Clint Oram, co-founder and vice president of product management. "It is especially critical that developer's like MyCRM GmbH work with open source tools to deliver low cost (and in this case free) solutions that increase productivity in these hard economic times."

To view additional information on the Connector for Google project please visit: <http://www.sugarforge.org/content/project-of-the-month>.

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### **About MyCRM GmbH**

MyCRM GmbH is a system integrator with a proven track record of delivering business value to customers by implementing mission-critical Open Source and SaaS based solutions.

For more information, call +49 711 50887827-0, email [info@mycrm.de](mailto:info@mycrm.de) or visit <http://www.mycrm.de>.

### **About SugarCRM**

Sugar CRM is the world's leading provider of commercial open source customer relationship management (CRM) software. Founded as an open source project in 2004, SugarCRM applications have been downloaded over five million times and currently serve over 500,000 users in 75 languages. Over 4,000 customers have chosen SugarCRM's On-Site and Cloud Computing services over lock-in based, proprietary alternatives. In the last year, 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 tollfree in the US, email [contact@sugarcrm.com](mailto:contact@sugarcrm.com), or visit <http://www.sugarcrm.com>.

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