

Smilehouse Workspace is a packaged e-commerce software for both business-to-consumer and business-to-business solutions.



Workspace has a ready-made integration to SugarCRM. This enables building advanced and integrated e-commerce solutions quickly and easily.

Integrated e-commerce for SugarCRM

About SugarCRM and Workspace

- SugarCRM is the world's leading provider of commercial open source customer relationship management (CRM) software for companies of all sizes. More info: www.sugarcrm.com/crm
- Workspace is a packaged e-commerce software for creating integrated web shops and online stores. More info: workspace.smilehouse.com

Integrated e-commerce

- Modern e-commerce systems are more and more frequently integrated to other IT systems.
- These systems include both merchants back-end systems (e.g. ERP, CRM, financial) and buyers systems (PD, purchase orders)
- The goal is to enable more efficient e-commerce processes, scalability, partner integration and future growth.
- When choosing e-commerce add-on for SugarCRM, Smilehouse Workspace is the right choice.

Benefits for SugarCRM Customers

- Workspace is a packaged e-commerce software:
 - Fast and easy implementation
 - Features for b-to-b and b-to-c
 - Tested data security
 - Technical support by Smilehouse
 - Continuous development by Smilehouse
- Ready-made integration to SugarCRM enables:
 - Tested integration process
 - Low implementation and integration costs

Example Business Case

- Workspace is used to build a web shop serving both resellers and consumers.
- Customer data can be automatically moved from SugarCRM to Workspace.
- Customers can then log in to the web shop using user id and password configured in SugarCRM.
- Based on customer groups in SugarCRM, the web shop could also present different pricing to different customers.

Technology behind integration

- Smilehouse Workspace and SugarCRM are integrated using Smilehouse OpenSyncro, an integration toolkit.
- OpenSyncro has a ready-made Connector Pack that enables building batch transfer integrations to the SugarCRM system.
- Using the Connector Pack, setting up OpenSyncro data transfer pipes between Smilehouse Workspace and SugarCRM can be done quickly and easily.
- Both Workspace and OpenSyncro can be installed on the same server.

For more information please refer to Workspace and OpenSyncro documentation:
www.smilehouse.com