ToolGPA

NOVEMBER 2026

SugarAI (formerly SugarCRM)

The Insider's Guide

B2B sales CRM with AI guidance on opportunities and risk



Every plan, grade, refund rule and rival among CRM tools, read from SugarAI (formerly SugarCRM)'s own pages.

Made by SugarAI · checked Nov 13, 2026 · toolgpa.com

1.6
GPA



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Who made this guide, what else is on the site, and how to cite it

ToolGPA put this guide together from SugarAI (formerly SugarCRM)'s own pages, its app-store listings and our grades. Every fact in it is on SugarAI (formerly SugarCRM)'s page too, where it is kept up to date. Checked Nov 13, 2026.

Welcome

What it is, who it suits, its grades and the ten things to know first

1.6

GPA, above 3 of the 116 other CRM tools we grade

SugarAI, formerly SugarCRM, is a B2B sales platform for pipeline management, forecasting and AI-guided selling. Sugar Sell is sold in three per-user packages billed annually, with ERP-based Sugar Predict packages and an add-on for meeting transcripts priced separately or on request.

To get you started, here are **8 things to know about SugarAI (formerly SugarCRM)**, taken from its own pages and our grades.

> "
>
> **Guided selling and ERP workflows mean a configured rollout, not a sign-up and go.**
>
> From our grade for ease of use

1 **Best for a B2B sales CRM with AI guidance**

SugarAI, formerly SugarCRM, is a sales CRM with AI help on opportunities and risk.

2 **Paid plans start at $68 a month for each person**

As its pricing page puts it: $68 per user / month, billed annually.

3 **It runs on Web**

Web.

4 **Opportunity and pipeline management**

Guided sales processes, opportunity tracking and pipeline management for forecasting, from the Standard+ package up.

5 **AI guidance**

SugarAI flags accounts with the most upside and early warning signs on deals. Sugar Cube AI Assistant starts at Advanced+.

6 **Meeting preparation**

Pulls account context together before each meeting. Advanced+ and Premier+ include meeting preparation.

7 **A 1.6 GPA, above 3 of 116**

That is against the other CRM tools we grade, on value, the free plan, features, ease of use and platforms.

8 **Keep it**

To replace SugarAI (formerly SugarCRM) you would be making an AI model, which you can rent by the request but not make. That is not a weekend's work, with an AI app builder or without one.

SugarAI (formerly SugarCRM) at a glance

PRICING Paid, from $68 per user / month, billed annually	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY SugarAI	CATEGORY CRM Software
OUR GRADE 1.6 GPA, weak	

The report card

Best for a B2B sales CRM with AI guidance

SugarAI, formerly SugarCRM, is a sales CRM with AI help on opportunities and risk. It starts at $68 a user a month on yearly billing, and forecasting, mail and calendar sync and the AI assistant sit on the $98 plan. There is no free plan or trial.

TOOLGPA REPORT CARD **SugarAI (formerly SugarCRM)** Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	D	$68 a user a month billed annually, and the features most teams want start at $98 on Advanced+, against a category middle of $29. Meeting transcripts cost $20 more per user.
Free plan and trial	F	No free plan and no trial on the pricing page.
Features	C	Pipeline management, AI guidance, meeting prep and an ERP link on higher plans. Forecasting and mail and calendar sync need Advanced+ at $98.
Ease of use	C	No store rating on record. Guided selling and ERP workflows mean a configured rollout, not a sign-up and go.
Platforms and integrations	B	Web with mobile on the lower plans, plus Zoom and Microsoft Teams. No desktop app is shown.

Grade point average Weak, out of 4.0 **1.6**

An A is worth 4 points, a B 3, a C 2, a D 1 and an F nothing. The GPA is the average of the five.

Who SugarAI (formerly SugarCRM) is for

- ✓ Fits if you sell B2B and want AI prompts on which deals are at risk
- ✓ Works for teams with an ERP whose purchase data should feed the CRM

Who it is not for

- ✕ Pricey if you want forecasting or mail sync: $98 a user a month
- ✕ Skip it if you want to try it free, as there is no plan or trial
- ✕ Watch out: Zoom and Teams transcripts are $20 more per user a month
- ✕ Watch out: it was renamed from SugarCRM, and the old address redirects

Good to know

Good for

- ✓ B2B sales teams selling to repeat accounts, including distributors
- ✓ Companies that want ERP purchase data inside their CRM
- ✓ Managers who want coaching and forecasting views

Worth knowing

- ⓘ There is no free plan or trial on the pricing page; the entry price is $68 per user a month on annual billing.
- ⓘ Sugar Connect+ for Zoom and Teams meeting transcripts is an extra $20 per user a month.
- ⓘ Forecasting, mail and calendar integration, and the AI assistant need Advanced+ at $98.
- ⓘ The product was renamed from SugarCRM, and sugarcrm.com now redirects to sugarai.com.

PART 02 · PRICING

What it costs

Every plan, the free plan, ways to pay less and how prices have moved

$68

A month to start, for each person

SugarAI (formerly SugarCRM) is a paid product, starting at $68 per user / month, billed annually.

> **No free plan and no trial on the pricing page.**

From our grade for free plan and trial

STANDARD+

$68

per user / month, billed annually

Sales cycle management, business process management, analytics and mobile.

ADVANCED+

$98

per user / month, billed annually

Adds forecasting, mail and calendar integration, geo mapping, AI summaries and the Sugar Cube AI assistant.

PREMIER+

$155

per user / month, billed annually

Adds data enrichment, a news feed, Smart Guides and Discover.

PRECISION+

Custom

Advanced or Premier Plus with Sugar Predict, which uses ERP purchase data for retention and cross-sell. Contact sales.

Read from sugarai.com on Nov 13, 2026.

What it does

Its main features, where it runs, what it works with and who makes it

1

Place it runs: Web

B2B sales CRM with AI guidance on opportunities and risk. Here is what it does, as its own site describes it, and what it covers: AI features, chat assistant, calendar, sales pipeline, workflow automation, reports.

> **Pipeline management, AI guidance, meeting prep and an ERP link on higher plans.**

From our grade for features

Opportunity and pipeline management

Guided sales processes, opportunity tracking and pipeline management for forecasting, from the Standard+ package up.

AI guidance

SugarAI flags accounts with the most upside and early warning signs on deals. Sugar Cube AI Assistant starts at Advanced+.

Meeting preparation

Pulls account context together before each meeting. Advanced+ and Premier+ include meeting preparation.

Sugar Predict

Uses ERP purchase data to suggest cross-sell items, reorder windows and churn signals, in the quoted Precision+ packages.

ERP integration and workflows

The vendor says it connects to modern and legacy systems including most ERPs, with no-code and low-code workflow settings.

Where it runs

Web

What it works with

Zoom

Microsoft Teams

SugarAI (formerly SugarCRM) is made by SugarAI.

PART 04 · STANDING

Where it stands

Its grades against its category, and whether to keep it or make your own

3/116

Other CRM tools it is graded above

SugarAI (formerly SugarCRM)'s GPA of 1.6 is higher than 3 of the 116 other CRM tools we grade, and level with 12.

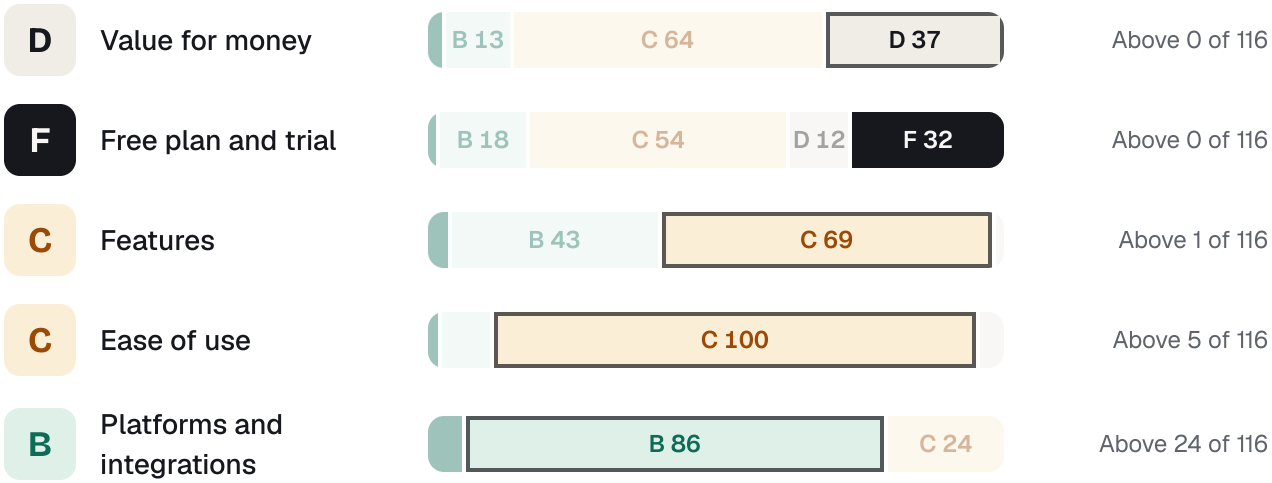
It stands best on platforms and integrations (B, above 24 of 116) and worst on free plan and trial (F, above 0).

Its paid plans start at $68 a month for each person, against a middle price of $29 for the category: 73 of the 93 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 40 tools score higher and cost less.

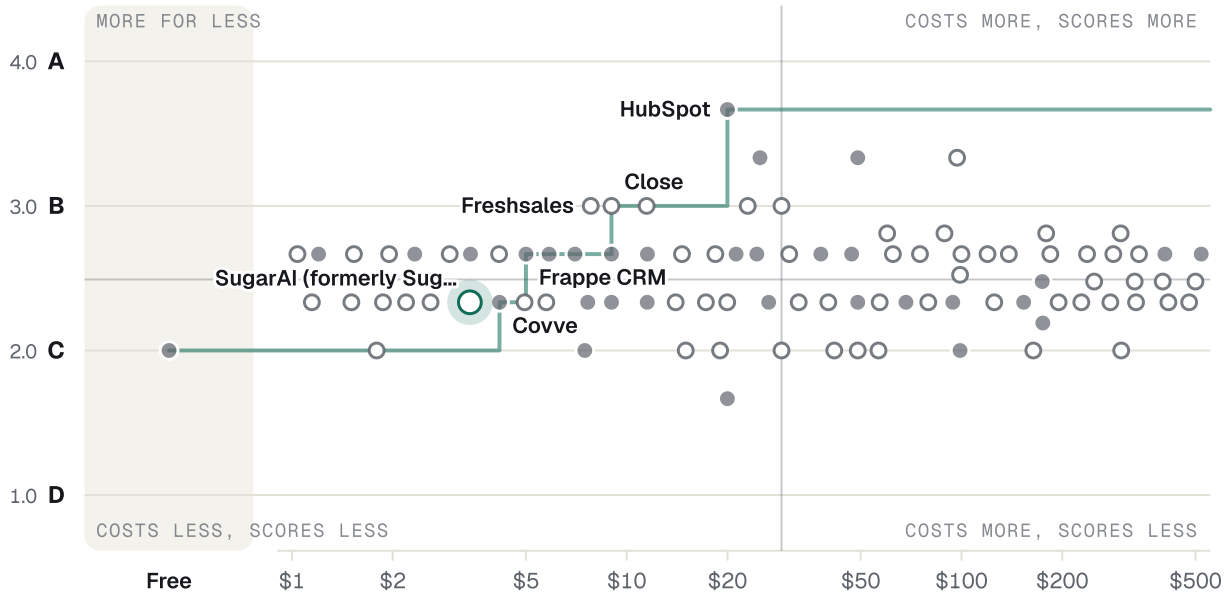
Each grade against the category

Every bar is all 117 CRM tools we grade, cut by the letter each got. SugarAI (formerly SugarCRM)'s own letter is outlined.



Price against what you get

Each dot is one of 95 CRM tools. Further left costs less; higher up scores better on features, ease of use and platforms. SugarAI (formerly SugarCRM) is the marked dot.



What paid plans start at, a month (each step along is roughly double)

Keep it, or make your own?

Whether this is something you could build for yourself with an AI app builder, and what you would give up.

Keep it

To replace SugarAI (formerly SugarCRM) you would be making an AI model, which you can rent by the request but not make. That is not a weekend's work, with an AI app builder or without one.

That makes this kind of software worth paying for, not this one in particular: 101 of the 116 other CRM tools grade higher. It costs $816 a year.

What you could make

- Sales pipeline, reports and calendar: an app builder makes these well.

What you could not

- An AI model, which you can rent by the request but not make.

- ✕ Connections to other products, each kept working as those products change.
- ✕ It is priced for each person, which means accounts and billing for a team.

What this rests on. SugarAI (formerly SugarCRM)'s listing: what it does, where it runs, what it plugs into and what it costs. It is a judgement about the kind of software this is. We have not built a replacement for it, and making your own means looking after it too. How we decide, and every tool's verdict.

The alternatives

The tools it is most often weighed against, side by side



Salesforce, Microsoft Dynamics 365 Sales, HubSpot, Zoho CRM and Vtiger

The 5 tools SugarAI (formerly SugarCRM) is most often weighed against, with where each one differs from it.

2.8 GPA

Salesforce

Free plan · from $25/mo

CRM platform for sales teams with AI agents and a free 2-user suite.

- Salesforce has a free plan. SugarAI (formerly SugarCRM) does not.
- Only Salesforce lists iOS and Android apps.
- Only Salesforce lists a browser extension.

SugarAI (formerly SugarCRM) and Salesforce compared in full

2.2 GPA

Microsoft Dynamics 365 Sales

Free trial · from $65/mo

Microsoft's sales CRM with Copilot and prebuilt sales agents.

- Only Microsoft Dynamics 365 Sales lists iOS and Android apps.
- SugarAI (formerly SugarCRM) also covers chat assistant and calendar.
- Microsoft Dynamics 365 Sales also covers AI agents.

SugarAI (formerly SugarCRM) and Microsoft Dynamics 365 Sales compared in full



3.2
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HubSpot

Free plan · from $20/mo

Free CRM at the center of a marketing, sales and service suite.

- HubSpot has a free plan. SugarAI (formerly SugarCRM) does not.
- Only HubSpot lists iOS and Android apps.
- Only HubSpot lists a browser extension.

SugarAI (formerly SugarCRM) and HubSpot compared in full



2.6
GPA

Zoho CRM

Free plan · from $14/mo

Sales CRM with a free edition, process automation and Zia AI.

- Zoho CRM has a free plan. SugarAI (formerly SugarCRM) does not.
- Only Zoho CRM lists iOS and Android apps.
- SugarAI (formerly SugarCRM) also covers chat assistant, calendar and reports.

SugarAI (formerly SugarCRM) and Zoho CRM compared in full



2.8
GPA

Vtiger

Free plan · from $12/mo

All-in-one CRM with a free cloud plan and an open-source edition.

- Vtiger has a free plan. SugarAI (formerly SugarCRM) does not.
- Only Vtiger lists iOS and Android apps.
- Vtiger is open source and self-hostable, according to its own site.

SugarAI (formerly SugarCRM) and Vtiger compared in full

PART 06 · QUESTIONS

Quick answers

The questions people ask about it, each answered in a line or two

12

Questions, each answered in a line or two

The short version of everything above, for when you only need the answer. Each one is told in full in its part of the guide.

Is SugarAI (formerly SugarCRM) free?

No. SugarAI (formerly SugarCRM) is a paid product, starting at $68 per user / month, billed annually.

How much does SugarAI (formerly SugarCRM) cost?

SugarAI (formerly SugarCRM) lists 4 plans. Standard+: $68 per user / month, billed annually.

What platforms does SugarAI (formerly SugarCRM) work on?

SugarAI (formerly SugarCRM) is available on Web.

Does SugarAI (formerly SugarCRM) have an Android app?

No Android app was listed when its pages were read on Nov 13, 2026. SugarAI (formerly SugarCRM) is listed for Web.

Does SugarAI (formerly SugarCRM) have an iPhone app?

No iPhone app was listed when its pages were read on Nov 13, 2026. SugarAI (formerly SugarCRM) is listed for Web.

Is SugarAI (formerly SugarCRM) open source?

SugarAI (formerly SugarCRM) is not described as open source on its own site, as read on Nov 13, 2026.

What does SugarAI (formerly SugarCRM) integrate with?

SugarAI (formerly SugarCRM)'s listing names Zoom and Microsoft Teams. A listing names up to eight integrations, so it may connect to more.

Who makes SugarAI (formerly SugarCRM)?

SugarAI (formerly SugarCRM) is made by SugarAI.

What are the alternatives to SugarAI (formerly SugarCRM)?

The closest alternatives to SugarAI (formerly SugarCRM) in our directory are Salesforce, Microsoft Dynamics 365 Sales, HubSpot, Zoho CRM and Vtiger.

How does SugarAI (formerly SugarCRM) compare with other CRM tools?

SugarAI (formerly SugarCRM)'s GPA of 1.6 is higher than 3 of the 116 other CRM tools we grade, and level with 12.

Is SugarAI (formerly SugarCRM) good value for money?

ToolGPA grades SugarAI (formerly SugarCRM) D for value for money. Its paid plans start at $68 a month for each person, against a middle price of $29 for the category: 73 of the 93 others that charge start lower.

Could I make my own version of SugarAI (formerly SugarCRM)?

To replace SugarAI (formerly SugarCRM) you would be making an AI model, which you can rent by the request but not make.

Where this guide comes from

The prices, plans, platforms and features were read from SugarAI (formerly SugarCRM)'s own pages on Nov 13, 2026, and the grades were given on Nov 13, 2026. Graded from this listing, whose facts were read from SugarAI's own pages on 13 November 2026. Not based on using the product, and shorter than our full reviews.

Every tool we list gets five grades, A to F, each with its reason, and a GPA that averages them. How each is decided is at toolgpa.com/grades. This guide is ToolGPA's own work; it is not made, paid for or approved by SugarAI. Prices change, so check sugarai.com before you buy.

sugarai.com/pricing

sugarai.com/

About ToolGPA

Who made this guide, what else is on the site, and how to cite it

7,721

Tools graded, in 95 categories

ToolGPA grades software the way a school report grades a pupil: five subjects, a letter for each with the reason written beside it, and a GPA that averages them. Prices, plans and platforms are read from each maker's own pages and dated, so you always know how fresh a figure is.

Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Every tool on the site has a guide like this one, free to download and pass on. It all lives at toolgpa.com.

7,721	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

SugarAI (formerly SugarCRM), kept up to date

Everything in this guide, with prices and grades as they are today

toolgpa.com/tools/sugarcrm

How grades are given

The rules behind every letter and every GPA

toolgpa.com/grades

Value charts

What each tool costs against what it scores, for every category

toolgpa.com/charts

Compare

Any two tools side by side, plan by plan

toolgpa.com/compare

Price changes

Every price rise and cut on record, each with its source

toolgpa.com/price-changes

Prices by country

What apps cost on the App Store in 12 countries

toolgpa.com/prices-by-country

Pay less

Every public discount: yearly billing, students, nonprofits

toolgpa.com/save

Keep or make

Which tools are worth paying for, and which you could build yourself

toolgpa.com/keep-or-make

Scan for the live page

Prices and grades as they are today

Quoting this guide?

Please name ToolGPA and link to the live page, so readers can check the figures for themselves:

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ToolGPA, "SugarAI (formerly SugarCRM): The
Insider's Guide", checked Nov 13, 2026.
https://toolgpa.com/tools/sugarcrm
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Know someone choosing between CRM tools?

Send them this guide:
toolgpa.com/tools/sugarcrm/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded CRM tools after SugarAI (formerly SugarCRM), each with an Insider's Guide of its own.

CRM Software Insider's Guide

Every one of the 117 CRM tools we grade, compared

HubSpot Insider's Guide

Free CRM at the center of a marketing, sales and service suite

3.2 GPA

Frappe CRM Insider's Guide

Open-source CRM with unlimited users, billed by hosting

3.0 GPA

Givebutter Insider's Guide

Free fundraising platform with a built-in nonprofit CRM

3.0 GPA

ToolGPA

Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what SugarAI (formerly SugarCRM)'s pages, its app-store listings and public reviews said on the dates shown. Grades are our judgement under the rules at toolgpa.com/grades. Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. SugarAI (formerly SugarCRM) is a trademark of its owner, and this guide is not made, paid for or approved by SugarAI. Prices and plans change: check sugarai.com before you buy.