



**SUGARCRM.**  
THE CLOUD IS OPEN



# **Cleaning Up with Ajax**

## **Building Great Apps That Users Will Love**

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# Agenda

- Introduction to SugarCRM
- Adding some Ajax to your Sugar
  - Pros
  - Cons
  - Best Practices
  - Lessons Learned
- Announcements

# About SugarCRM

- Founded in April 2004
- 4,500 Customers in 30 countries
- Over 500,000 users on 60,000 systems
- 115,000 Community members
- 150 Partners on five continents



# SugarCRM Products



Express

\$8/user/month

CRM essentials for up to  
10 users

Professional

\$30/user/month

Advanced CRM for small and  
medium-sized companies

Enterprise

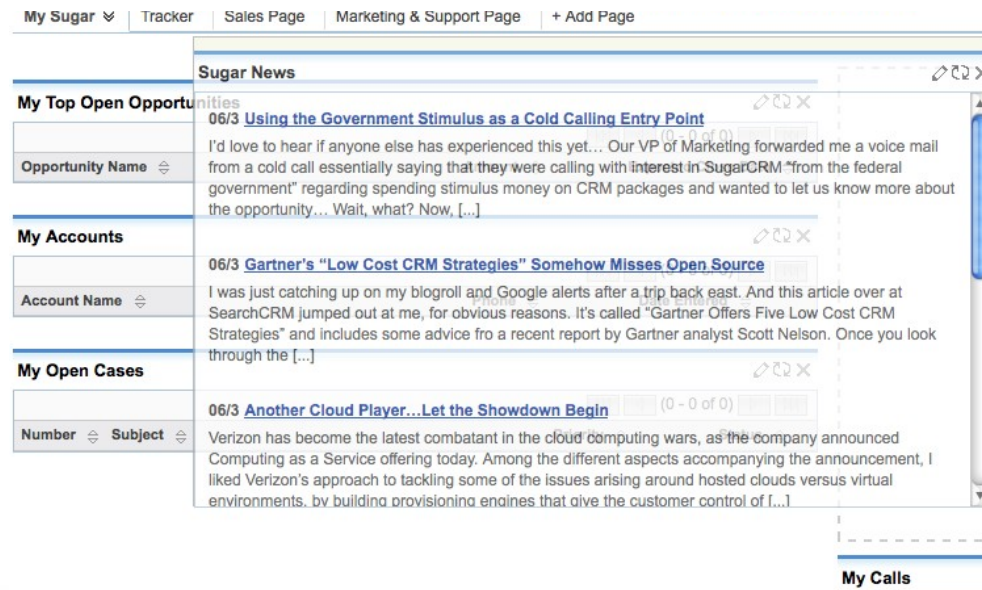
\$50/user/month

CRM for the most  
demanding companies



# Why Ajax Rocks

- Richer UI experience
  - Drag and Drop
- Get the content without the fluff
  - Load the screen first and then push the content down as needed



# What Ajax is NOT

- Not a Design Pattern
- Not a Framework
- Not a Protocol
  
- “Make the UI Ajax!”
  - Fewer page refreshes?
  - Cool drag & drop?
  - Animation?

# Ajax - The Downside

## ● Users Get Lost

- Back/forward and bookmarking broken?
- What changed on the page?
- Why are the screen elements resizing constantly?





# Ajax – The Downside

## ● Connection Issues

- Why is this so slow?
- How come I can't view data offline?
- How come this app is broken in IE 6?



# Ajax – The Downside

## ● Developer Headaches

- Server Error 500
- Inconsistent error handling
- PHP errors break Ajax responses



# Design Questions

- Does the user really want to see this information?
- Will loading this information be heavy on the server?
- Does the information change rapidly?
- Too much information?

# Lessons Learned



- Use a library

- YUI

- Dojo

- Prototype



- Handle your errors

- Progress bars can be your friend

- Nobody likes a friend who won't go home

- Ajax is a hammer

- Not every problem is a nail

- Load what you need

- When you need it

# Announcements

- Sugar 5.5 Beta available for download now
  - <http://developers.sugarcrm.com>
- IBM WebSphere Smash
  - PHP for Java developers
  - PHP run-time engine implemented on JVM
  - Full access to Java libraries
  - SugarCRM runs on WebSphere Smash
  - <http://projectzero.org>

# Questions?