

Boston Web Design Company Kenmore Design Achieves Sugar App of the Month Recognition from SugarCRM

Boston, MA – September 18, 2012 – Kenmore Design, success as a service [Boston web design company](#) today announced that it has achieved the September 2012 Sugar App of the Month recognition from SugarCRM, the market-leading customer relationship management (CRM) company that provides enterprise-level customer engagement solutions. Kenmore Design achieved the recognition for a WordPress plugin they created that integrates seamlessly with SugarCRM. The plugin can be installed on any WordPress-powered website or blog, and it generates a simple contact form that collects a potential client's contact information and creates a lead within SugarCRM.



The plugin comes with a number of features and settings such as the ability to create custom fields; create the contact form in the content, sidebar, or footer area; integrate the contact form using the web-to-lead code provided by SugarCRM.

Kenmore Design's SugarCRM web-to-lead WordPress plugin provides the following benefits:

- **Time and money savings:**
No technical skill required to install the plugin or integrate with SugarCRM
- **Ability to create leads in SugarCRM without any manual work:**
You will never have to copy and paste customer info from an email into Sugar's backend – the information will be delivered as a lead directly to Sugar.
- **Customizable forms:**
Every business is different, and you will have complete freedom to create as many fields in the form as needed. All of the information from the form is posted along the main information in the leads section.

“Our WordPress web-to-lead plugin is used in conjunction with all of our client's websites that require a SugarCRM integration. It literally takes four minutes to install the plugin, describe form fields, input the SugarCRM URL and define the user the lead should be assigned to,” said Hugo Leclancher, the software developer behind the plugin at Kenmore Design. “The plugin generates an aesthetic form that fits into most website designs, but if you know just a little CSS, you can really customize it. Finally, the settings menu includes CAPTCHA testing options to shield your business from spam submissions.”

“All businesses need their websites to help them capture new leads. If that business is using a CRM such as SugarCRM, they’ll want an automated way to pull that prospect data into their system without double entering into the system by hand,” said John Mertic, community manager for SugarCRM. “Kenmore Design knows that WordPress is one of the easiest blogging platforms to adopt, and they saw the need to integrate WordPress and Sugar together. The plugin allows users to create web-to-lead forms with great ease inside of the WordPress admin panel, so we selected Kenmore to be the Sugar App of the Month for September 2012.”

The Sugar App of the Month program was created to recognize developers that build new, exciting applications based on SugarCRM. For more information on the SugarCRM developer community, please visit the [community landing page](#), and for a list of apps developed by the community, please visit [SugarExchange](#). For more information on the SugarCRM and Kenmore Design integration, please visit the [web design company website](#).

The plugin can be downloaded from SugarForge [here](#) or from WordPress plugins [here](#). In addition, check out Kenmore Design’s demo of the plugin during a free [webinar](#) on September 19th at 8:00am US Pacific Time / 11:00am US Eastern Time / 5:00pm Central European Time. You can join the webinar [here](#).

About Kenmore Design

Kenmore Design is a recognized name in the web design industry. For the past six years, we’ve been doing what we love: inventing, conceptualizing, designing, developing and deploying websites and applications that our customers love.

Our services include: [Web design for finance](#), [FOREX web development](#), [web design for universities](#), [Wordpress plugin development](#), [E-commerce web development](#), [iOS development](#), and [Boston SEO service](#).

About SugarCRM

SugarCRM democratizes customer engagement, empowering every professional who interacts with the customer to excel at their job. SugarCRM’s market leading open Customer Relationship Management (CRM) platform delivers the agility, flexibility, and security required to equip each customer facing professional with the relevant information and tools they need to effectively collaborate and engage with their customer, both within and beyond the enterprise. SugarCRM applications have been downloaded more than 11 million times and currently help over 1,000,000 end users across disciplines effectively engage their customers. Over 7,000 organizations 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](#) and [Customer Interaction Solutions](#).

For more information, call (408) 454-6900 or 1 87 SUGARCRM toll-free in the US, email contact@sugarcrm.com, or visit www.sugarcrm.com. You can also connect with SugarCRM on [Facebook](#), [Twitter](#) and [YouTube](#).

Media Contacts:

Alex Sherbakov
Kenmore Design LLC
(617) 381-4865
alex@kenmoredesign.com

Elena Annuzzi
SugarCRM
(408) 792-6952
eannuzzi@sugarcrm.com