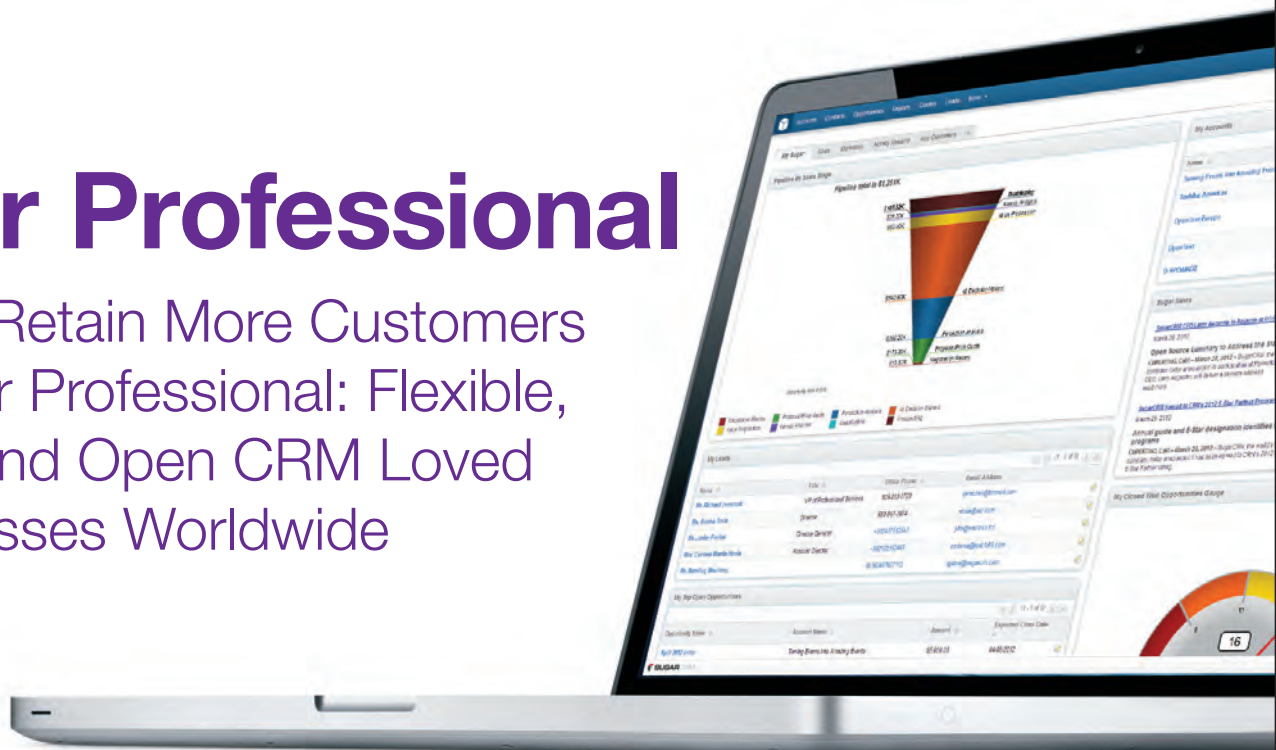**SUGARCRM**

Sugar Professional

Gain and Retain More Customers with Sugar Professional: Flexible, Intuitive, and Open CRM Loved by Businesses Worldwide

Get CRM that Works the Way You Work

Sugar Professional organises sales, marketing, and support information in a single application that keeps CRM simple. It's easy to use and easy to modify. Sugar's intuitive interface doesn't disrupt your business processes and guarantees easy adoption by your team members. The road warriors on your team can access all vital customer information from the award-winning Sugar Mobile application. Discover for yourself why, according to a recent Gartner study, Sugar is one of the top 3 CRM applications in the world.

Boost Team Productivity and Focus on Sales Success

Sugar Professional automates everyday, repetitive sales tasks, so your salespeople can spend more time in front of customers—closing more business—and less time on administrative overhead. Your team will love using Sugar and your customers will love how your sales team's keen insight enables them to tailor their sales efforts to your customer's needs.

Use the Open CRM Solution that Grows with Your Business

Award-winning Sugar Professional is recognized for the ease-of-use and flexibility of its open architecture. It adapts easily to your unique or changing business processes: alter the look and feel of the application, add custom fields or modules, integrate with third-party or legacy systems. Sugar Professional is CRM without limits.

Expand Sales, Enhance Marketing, and Engage Customers

Make CRM easy and intuitive

Monitor sales, marketing, and support

Configure and extend easily to meet changing needs

Access anywhere: from the Web or mobile devices

"Within a few weeks of rolling out Sugar Professional, we were able to realize the benefits. It's changed the way we do business."

Dave Wilson
Director of Technology,
University Readers, Inc.

Increase Sales Effectiveness and Performance

- Reduce sales effort with repeatable processes

- Make the sales cycle shorter and more efficient

- Automate sales reporting and revenue forecasting

Turn Customer Support into Customer Satisfaction

- Improve customer service quality and consistency

- Handle support cases quickly and efficiently

- Diagnose bugs, share knowledge, and track customer issues

Improve Internal and External Collaboration

- Integrate with social media including Facebook, Twitter, LinkedIn

- Schedule, start, or join online meetings directly from Sugar

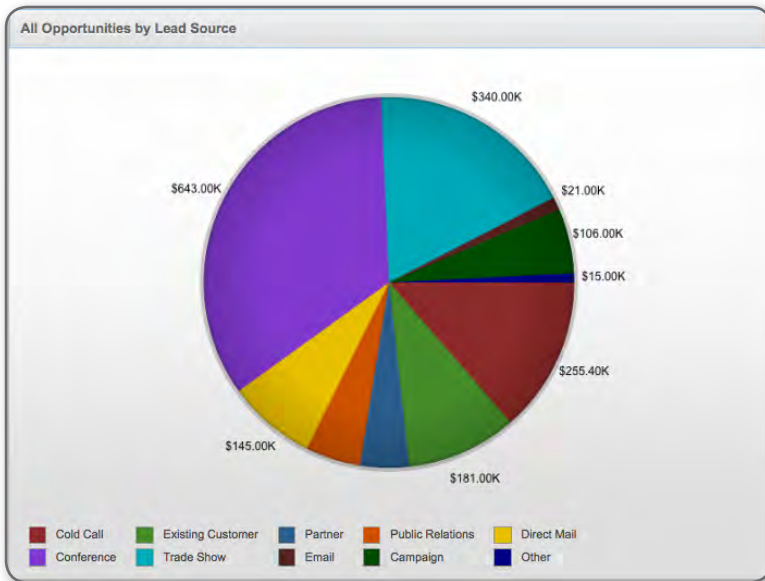- Archive email and files related to accounts, contacts, leads, opportunities, and cases

Grow Your Business with Sugar's Open Platform

- Run Sugar anywhere: in the cloud or behind your firewall

- Own and control your data in your own database

- Integrate with other applications and data sources through open APIs

Access SugarCRM data on the go with Sugar Mobile.

Monitor lead sources and see the impact of marketing expenditures on demand generation.

> " One of the things we love about Sugar Professional is that it is so intuitive. You can tell this was designed by sales people who understand what I need to make my job easier. "
>
> Martin Umeh
> Regional Sales Manager
> Control Technology Corp.

Automate and Measure Marketing Programs

- Capture leads with Web-to-lead forms

- Track and measure lead flow and distribution

- Create, execute, and track campaigns across multiple channels

Boost Efficiency of Mobile Teams

- Provide current customer information any time, in any location

- Access Sugar from any smartphone or tablet

- Give management real-time access to remote sales data

SUGARCRM

Sugar Corporate

Sugar's Intuitive, Flexible, and Open CRM Adds Mobility and Support Features to meet Rigorous Corporate Requirements

CRM Made Simple so You Can Focus on Your Business, not CRM

Sugar Corporate centralizes sales, marketing and support information, to boost employee productivity and improve executive visibility into company performance. Sugar works the way your company works; it's easy to use, configure, and extend, to grow and change with your business.

Advanced Mobile Capabilities

Sugar Corporate includes Sugar Mobile Plus, providing real-time and offline-sync CRM integration with BlackBerry and iOS (iPhone/iPad) mobile operating systems. Your road warriors can access contacts, opportunities, sales, and more. Within seconds, they can update emails, meeting notes, and call reports to Sugar from the road, a customer site, anywhere! Offline capabilities and preloaded data give your mobile team CRM access even in mid-flight or where there is no mobile connectivity.

Extended Support from the Market Leader

Sugar's support has been proven by our customer base of more than 7,000 companies in 192 countries. Sugar Corporate includes enhanced support to better meet the needs of larger businesses: longer support hours and a 50% faster response time, compared to Sugar Professional. In addition, when you subscribe to the Sugar On-demand service, you get 30GB of storage and a development sandbox.

Sugar Corporate includes Sugar Mobile Plus, which provides real-time and offline-sync CRM access to your mobile workforce.

Intuitive CRM that's easy to use

Integrates sales, marketing, and support into a complete business view

Advanced mobile workforce capabilities with offline access

Simple to configure, expand, extend

- Makes critical CRM data available anywhere: contacts, opportunities, sales, meeting notes, and more

- Allows fast remote Sugar updates

- Secures CRM data stored locally on the mobile device (AES encryption support)

- Prevents loss of CRM data by remotely wiping data from mobile device

- Provides offline access for productivity in-flight or in locations without connectivity

- Boosts productivity by enabling immediate collaboration and information sharing

- Synchronizes in the background

- Supports robust access security

- Maximizes user adoption with simple, intuitive interface

- Uses open web services standards (XML/SOAP)

- Deploys and upgrades easily

- Simplifies configuration and scaling

- Includes multi-lingual capability

Get your **free trial** of Sugar Corporate at www.sugarcrm.com/freetrial
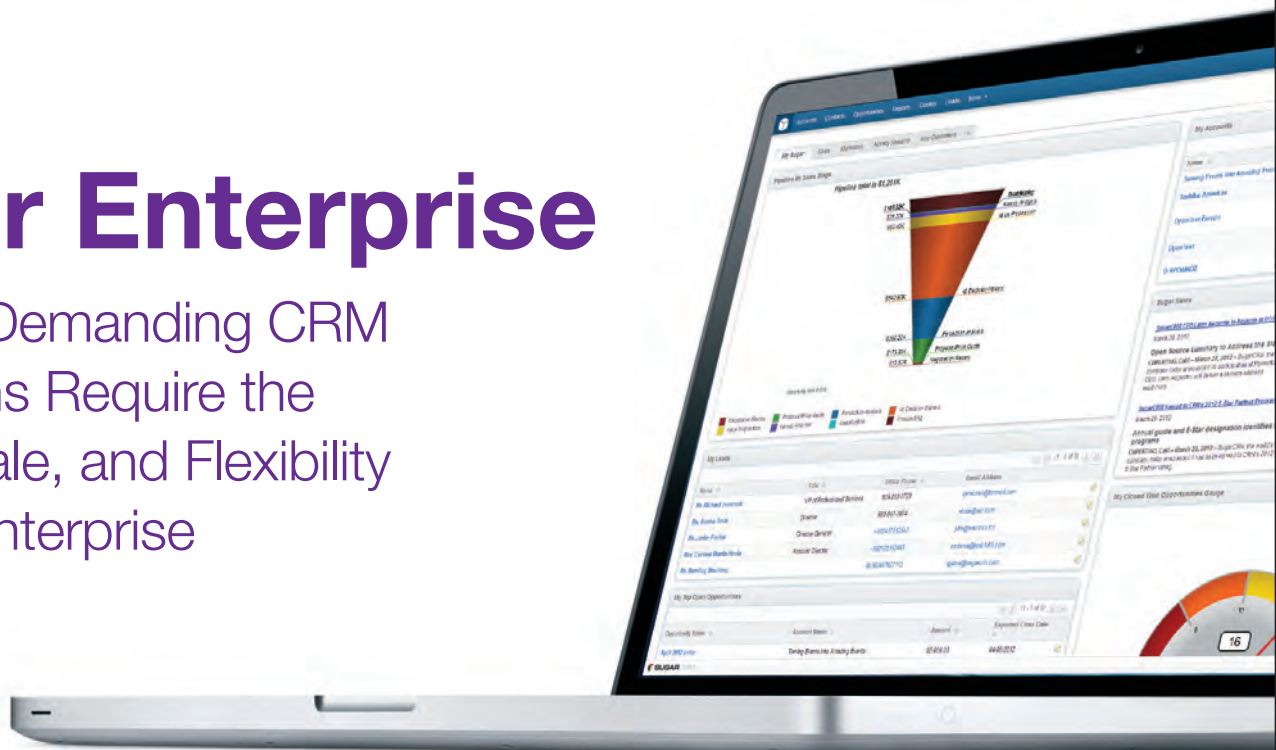
or call SugarCRM at 1.877.842.7276

Sugar Corporate adds mobile capabilities, enhanced support, and more compared to Sugar Professional:

	Sugar Corporate	Sugar Professional
Mobile Device Platform Support	BlackBerry, iPad and iPhone	Android and iPhone. Browser-based access for iPad and Android tablets
Mobile Offline Support	Yes: offline capabilities plus preloaded data	No
CRM Data Stored on The Mobile Device	Yes (securely)	No
Document Storage with Sugar On-demand	30 GB	15 GB
Development Sandbox	1	0
Support Contacts	3	2
Support Hours	12x5 (by region)	8x5 (by region)
Support Cases	Unlimited	Unlimited
P1 Response Time	2 Hours	4 Hours

SUGARCRM

Sugar Enterprise

The Most Demanding CRM Applications Require the Power, Scale, and Flexibility of Sugar Enterprise

Powerfully Intuitive

Sugar Enterprise includes all the capability and functionality expected in the most sophisticated customer-facing applications. Add the ease of use that's a result of the industry's most intuitive user experience and you'll see why people simply love using Sugar. No compromises, just great CRM.

Open and Flexible, Just Like Your Organization

Use the CRM solution that fits your business processes today and in the future. Sugar's open source platform provides unlimited flexibility and control over your CRM deployment. Make unrestricted customizations, integrate with any third-party or legacy system using Web Services or Enterprise Service Bus (ESB) solutions, or build completely new modules with easy-to-use administration tools.

Make Your Business Stand Out with Sugar's Power and Value

Give your customers a differentiated experience and separate your business from your competition with Sugar's powerful tools. Take advantage of Sugar's exceptional value and build a completely unique customer experience at a cost that is right for you.

Key Features that Make Sugar the Best Choice for Enterprise Applications:

The most flexible, intuitive and open CRM platform—CRM without limits.

Complete sales, support, marketing, and collaboration features.

Advanced customization and integration to support end-to-end business processes.

Portal capabilities extend Sugar to both customers and partners.

Deploy on enterprise infrastructure for the most scalable and robust solutions.

Social CRM

Sugar includes pre-built integrations to the most popular collaboration and social media applications.

- Social media: Twitter, LinkedIn, Facebook
- Collaboration: IBM LotusLive, Google Docs, Cisco WebEx, GoToMeeting
- Plug-ins: Microsoft Outlook, Word, Excel, IBM SmartCloud for Social Business
- Sales insight: InsideView and Hoovers
- Gmail, IMAP, Google and LinkedIn contacts import, email archiving

Ready for Global Deployment

Sugar's extensive language support accelerates the localization process.

- 22 languages
- Right-to-left (RTL) language support

Mobile CRM Support? We Hear You!

Mobile applications have become a business necessity, so Sugar Enterprise works with a broad range of devices:

- Sugar Mobile for iPhone, Android, and Blackberry
- Offline Sync for Sugar Mobile Plus
- iPad-optimized browser access with support for HTML5-based charts

- Mobile browser access on most late generation smartphones
- Customized experience optimized for mobile devices

Advanced Reporting

Turn data into insight with Sugar Enterprise's real-time reports.

- Customizable reports, charts, and dashboards
- Multiple homepage dashboards
- Pre-configured dashboards including: sales pipeline, lead source, monthly pipeline by outcome, opportunities by lead source
- SQL reporting integrates data from various sources into a single report

Offline Client

Use Sugar Enterprise without an Internet connection for true "anytime, anywhere" access.

- While in flight
- In remote or secure locations without Internet access

Database and Cloud Integration

Industry-standard database support for high performance and flexible implementation.

- Databases: Oracle, IBM DB2, Microsoft SQL Server, MySQL
- Cloud integration: IBM WebSphere Cast Iron, Talend

Modern User Interface

Our new design makes working with Sugar quicker and easier.

- Enhanced calendar (recurring events, email reminders, iCal integration)
- Full text search
- Convenient single navigation bar
- Performance and caching improvements for faster response

Customer Self-service Portal

For customer support applications, the Sugar Portal enables your customers to open, edit, and access their own trouble tickets.

- Increased customer satisfaction
- Reduced support costs
- Control over the data available to your customers

Enterprise-level Performance

Sugar Enterprise delivers the throughput and sub-second response time required by the most demanding CRM applications.

- Read our technical white paper: "SugarCRM Scalability and Performance Benchmarks"

Remote Database Backups

Receive database backups, via FTP, on a weekly basis.

- Direct access to your valuable business data
- Additional data redundancy
- Offline reports at your convenience

Enterprise-class Premium Support

Sugar Enterprise support reflects the mission-critical nature of CRM applications.

- Live phone support
- 2 hour or less response time for critical issues
- Regular account reviews
- Unlimited number of cases
- 24x7x365 customer support available

Cloud Options to Simplify Implementation

Sugar's flexible deployment lets you host your application where it most benefits your business:

- Sugar on-demand
- Public clouds (IBM SmartCloud Enterprise, Amazon EC2, Microsoft Azure, Rackspace)
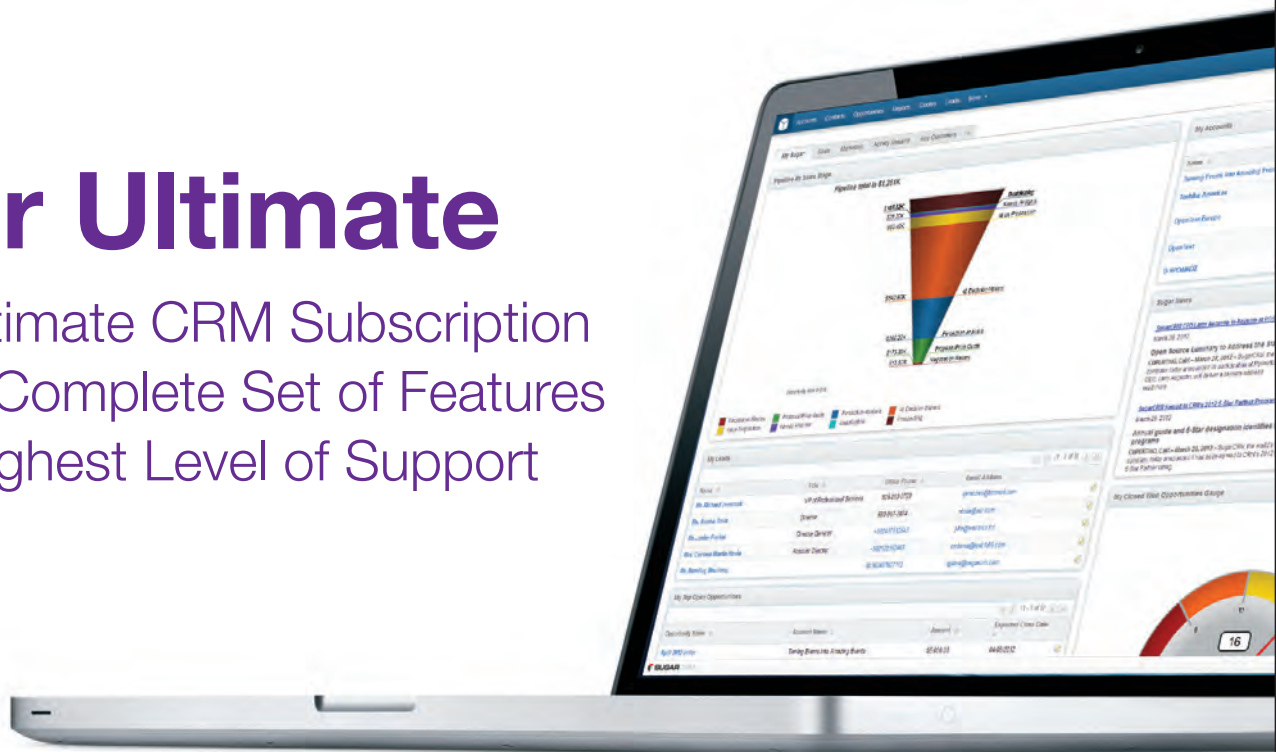- Private clouds (IBM, VMWare)
- On-site behind your firewall

> "Sugar Enterprise has become the mature, mission-critical application that we hoped it would become, and we're only just getting started."
>
> Lee Vinton
> Mgr. of Business Engineering
> Bright House Networks

SUGARCRM

Sugar Ultimate

Sugar's Ultimate CRM Subscription Delivers a Complete Set of Features and our Highest Level of Support

Everything You Need in a CRM Solution

Sugar Ultimate is our most feature-complete subscription, ready to support complex global applications including Mobile CRM and Social CRM components. Even better, this power is delivered with an unparalleled user experience and the brilliant flexibility of Sugar's open source platform.

Ultimate Customization, Ultimate Power

Sugar Ultimate has the capability to integrate with your legacy systems and applications using Web Services or Enterprise Service Bus (ESB) solutions, and it includes an array of administration tools and resources to create custom modules for any CRM application. If you can dream it, Sugar Ultimate has the power to make it a reality.

Unsurpassed Support for Mission-Critical Applications

Sugar Ultimate ensures you'll have both application and developer support at your fingertips, 24 hours a day, every day. An Ultimate subscription includes unlimited support cases, phone support with one-hour P1 response time, an assigned technical support representative, an extended system Health Check and much more.

Ultimate Capabilities for your Applications Now and in the Future

CRM without limits, running on our flexible, intuitive and open CRM platform.

Our most complete package of sales, support, marketing, and collaboration features.

Self-service portal enables cost-effective customer support applications.

24x7 phone support, developer support, and go-live support included.

Enterprise infrastructure deployment, Domino Server connectivity.

Social CRM

Sugar includes pre-built integrations to the most popular collaboration and social media applications.

- Social media: Twitter, LinkedIn, Facebook
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- Plug-ins: Microsoft Outlook, Word, Excel, IBM SmartCloud for Social Business
- Connector: Lotus Domino Server.
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or call SugarCRM: 1.877.842.7276

	Sugar Ultimate	Sugar Enterprise
Support / Development		
24x7x365 Support Hours	Included	Available
Phone Support	Included	Included
P1 Response Time	1 Hour	2 Hours
Assigned Tech Support Rep	Included	Available
Developer Support	Included	Available
24x7x90 Go-Live Support	Included	Available
Support Contacts	5	4
Support Cases	Unlimited	Unlimited
Health Check	Extended	Basic
On-Demand Services		
Dedicated On-Demand	Included	Available
Development Sandboxes	5	2
Document Storage on Sugar	250GB	60GB
Connectivity		
Lotus Domino Server Connector	Included	Available

SugarCRM

Customer relationship management CRM software for business. In the cloud, online, on demand, onsite - the best sales, email and mobile CRM integration.

www.sugarcrm.com

www.fayebsg.com
info@fayebsg.com
T: 818 227 5130

Faye Business Systems Group is a software and technology consulting firm that assists a variety of organizations in the selection, implementation, and customization of the right software for the right task. We specialize in accounting, ERP, and CRM software, and offer specialized services.

10050 North Wolfe Road | SW2-130
Cupertino, CA 95014
T: 408.454.6900 | F: 408.873.2872

SugarCRM Deutschland GmbH
Erika-Mann-Strasse 53 | 80636 Munich | Germany
T: +49 (0) 89 1 89 17 20 | F: +49 (0) 89 1 89 17 21 50
sales-emea@sugarcrm.com

www.sugarcrm.com