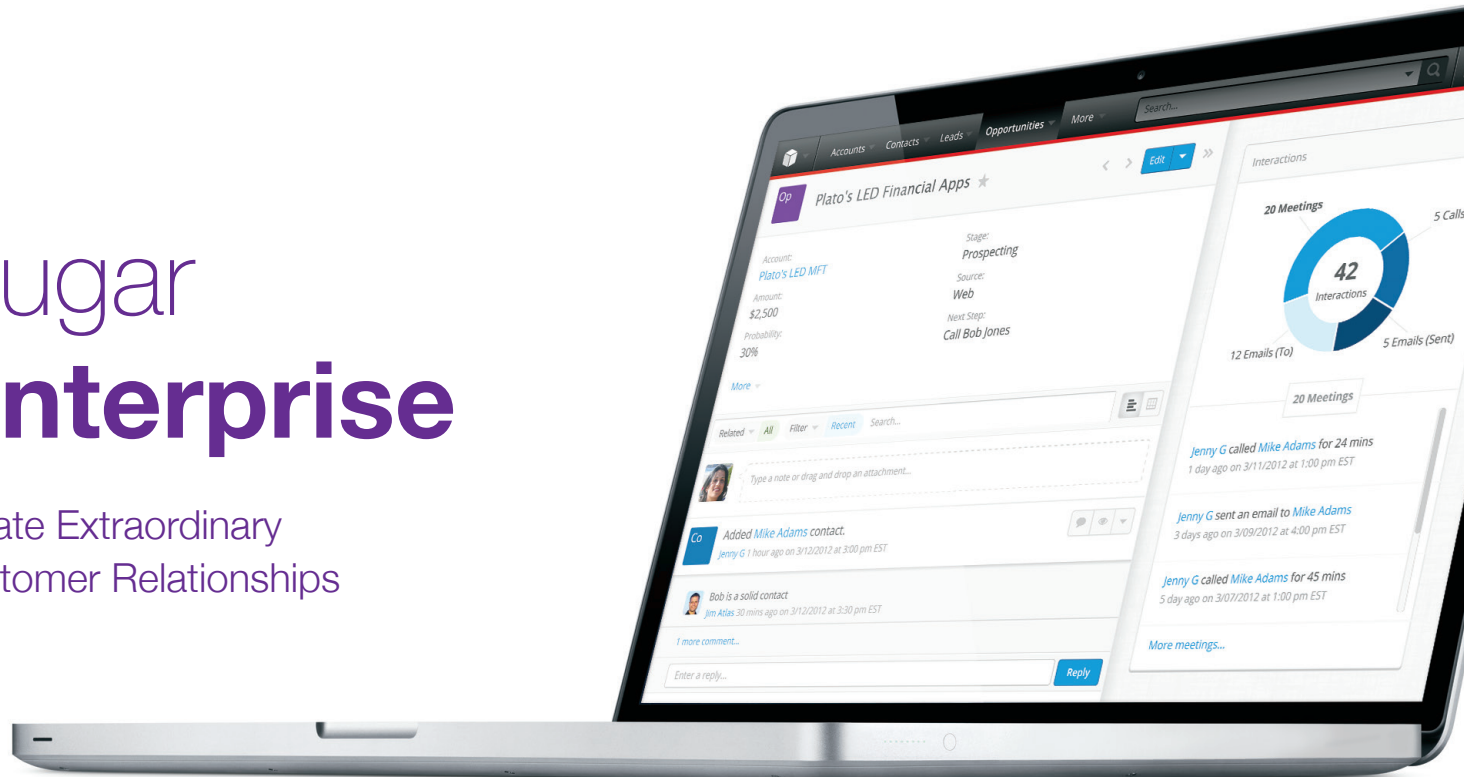


Sugar Enterprise

Create Extraordinary
Customer Relationships



CRM That Puts Individuals First

Sugar helps you make personal, one-to-one connections with every customer. With Sugar, your entire organization can build better customer relationships that set you apart from your competitors, grow sales, improve satisfaction, and drive more effective marketing campaigns.

Sugar puts your individual needs first, unlike traditional CRM systems that focus on tracking and managing sales by using a “one size fits all” approach. Our innovative user-focused design, Sugar UX™, makes Sugar simple and engaging to use whether you’re at your desk or on a mobile device. Sugar UX’s contextual intelligence helps you discover new customer insights, collaborate more effectively, and make better, faster decisions.

Enterprise-Ready CRM

Sugar Enterprise’s powerful, flexible platform will integrate seamlessly with your business processes today and into the future. You’ll have unlimited versatility and control with unparalleled platform configurability. Also, because Sugar is built on industry-standard technologies including HTML5, REST, JavaScript, and PHP, it delivers reduced cost, less risk, and long-term peace of mind.

Sugar’s versatility also makes it the most agile CRM solution. It can be deployed on-premise behind your firewall or on a wide variety of SaaS (cloud) environments managed by SugarCRM, by SugarCRM partners, or by public cloud providers. And, unlike other CRM systems, Sugar gives you control of your data in a dedicated database. You’ll never be locked-in by inflexible solutions that eventually become too expensive and too cumbersome to meet business needs.

Build Personalized Customer Expertise Across your Global Organization to Drive Stronger Sales and Excellence in Customer Service

Save with the Lowest Total Cost of Ownership

Sugar Enterprise delivers an enterprise-ready CRM solution (sales force automation, customer service and support, customer portal, and marketing automation) that will support your customer-facing organization and channels, with no unexpected additions or hidden costs, and no need to invest in an array of products or technologies to build out your CRM platform. Sugar's managed as a single system to significantly reduce IT overhead and complexity.

Deliver individual customer insight to your entire customer-facing organization

Boost productivity by providing your sales and support teams with the right customer information

Facilitate the teamwork and collaboration that contributes to consistent, high value customer interactions

Increase Sales Growth and Productivity

- Help your reps connect and sell, not bog down with data entry
- Focus reps on the right opportunities and tasks to make quota every time
- Provide expertise and team collaboration to your reps when it matters most: when selling

Turn Customer Support into Customer Satisfaction

- Use Sugar's customer insight to improve service and reduce handling time
- Provide consistent service across customer touch points and social channels
- Furnish expert service backed by the power of shared knowledge across the enterprise
- Enhance customer satisfaction by turning every channel into a rapid-response support channel.

Improve Marketing and Sales Effectiveness

- Build customer mindshare by using personalized customer information across your business and social channels to engage and drive responses
- Deliver results by placing useful prospect insight in the hands of the sales organization
- Increase lead conversions by understanding which campaigns, leads, and accounts contribute the most to your sales pipeline

Get Anytime/Anywhere Mobile CRM Access

- Work seamlessly with native apps for iOS, Android, and BlackBerry
- Gain device independence with Sugar's mobile browser support for any smartphone or tablet
- Reduce training and boost productivity with Sugar's common interface for desktop and mobile

Collaborate with Activity Streams and Social Integrations

- Gain immediate visibility into data updates, activities, and interactions with Sugar activity streams
- Engage customers through their preferred channels via integrations with Twitter, LinkedIn, Facebook
- Meet and collaborate from within Sugar using IBM SmartCloud Engage, Google Docs, Cisco WebEx, GoToMeeting
- Use your existing business applications with Sugar: Microsoft Outlook, Word, Excel, IBM Lotus Notes
- Get a more complete customer view with integrated business insight: InsideView and Hoovers
- Capture your business contacts and communications quickly and effectively by importing contacts from Gmail, IMAP, Google and LinkedIn, then archiving email automatically

GET YOUR **FREE TRIAL** OF SUGAR ENTERPRISE AT www.sugarcrm.com/freetrial or call +1 877.842.7276

Deliver Forecasting that Works

- Track early indicators and changes affecting your pipeline so you can stay ahead of your forecast and eliminate surprises
- Focus on the accounts that matter with quota achievement charts
- Explore pipeline “what-if” scenarios using unlimited draft forecasts

Convert Data into Insight with Advanced Reporting

- Track key customer buying and support history, campaign responses, demographics, and trends, and securely share this insight across the business when needed most: when connecting to the customer
- Capture and share real-time information about your pipeline, progress to quota, key opportunity and account activity, rep and agent performance, and customer response handling and satisfaction
- Use pre-configured dashboards and reports measuring activity across the sales funnel and customer lifecycle, or customize reports to evaluate the effectiveness of your CRM strategy across your business

Provide Support Options to Your Customers

- Decrease support costs by empowering your customers to find solutions and get updates automatically
- Enable customers to post questions on Sugar’s self-service portal to get peer and expert advice for faster support
- Optimize customer handling with real-time information about your customer support performance

Experience Enterprise-Level Performance

- Sugar Enterprise delivers the throughput and sub-second response time required by demanding CRM applications.
- Client-side resource caching reduces load times
- Modern HTML5 architecture for rapid access and low latency
- Highly-optimized software stack for highest performance

Relax with Sugar 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

Protect Critical Information with Remote Database Backups

- Receive database backups via FTP on a weekly basis at no additional charge.
- Direct access to your valuable business data
- Additional data redundancy
- Offline reports at your convenience

Choose From More Deployment Options for Maximum Versatility

- Sugar’s flexible deployment lets you host your application how and where it most benefits your business.
- Sugar On-Demand SaaS
- Public clouds (IBM SmartCloud

Enterprise, Amazon EC2, Microsoft Azure, Rackspace)

- Sugar Private Cloud
- Partner clouds
- Sugar On-Site behind your firewall

Prepare for Global Deployment

- Language and hosting versatility for easier localization.
- Hosting available on six continents
- More than 26 languages included, with over 80 additional language packs available
- Right-to-left language support

Integrate with Cloud Services and Popular Databases

- Industry-standard database support for high performance implementation.
- Databases: Oracle, IBM DB2, Microsoft SQL Server, MySQL
- Cloud integration: IBM WebSphere Cast Iron, Talend

“SugarCRM’s flexible and open architecture delivers visibility and insight about all sales opportunities by just pushing one button.”

Klaus Höling, CIO, Sennheiser electronic GmbH & Co. KG

SugarCRM

www.sugarcrm.com

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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 21 00 | F: +49 (0) 89 1 89 17 21 50

sales-emea@sugarcrm.com

www.sugarcrm.com

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