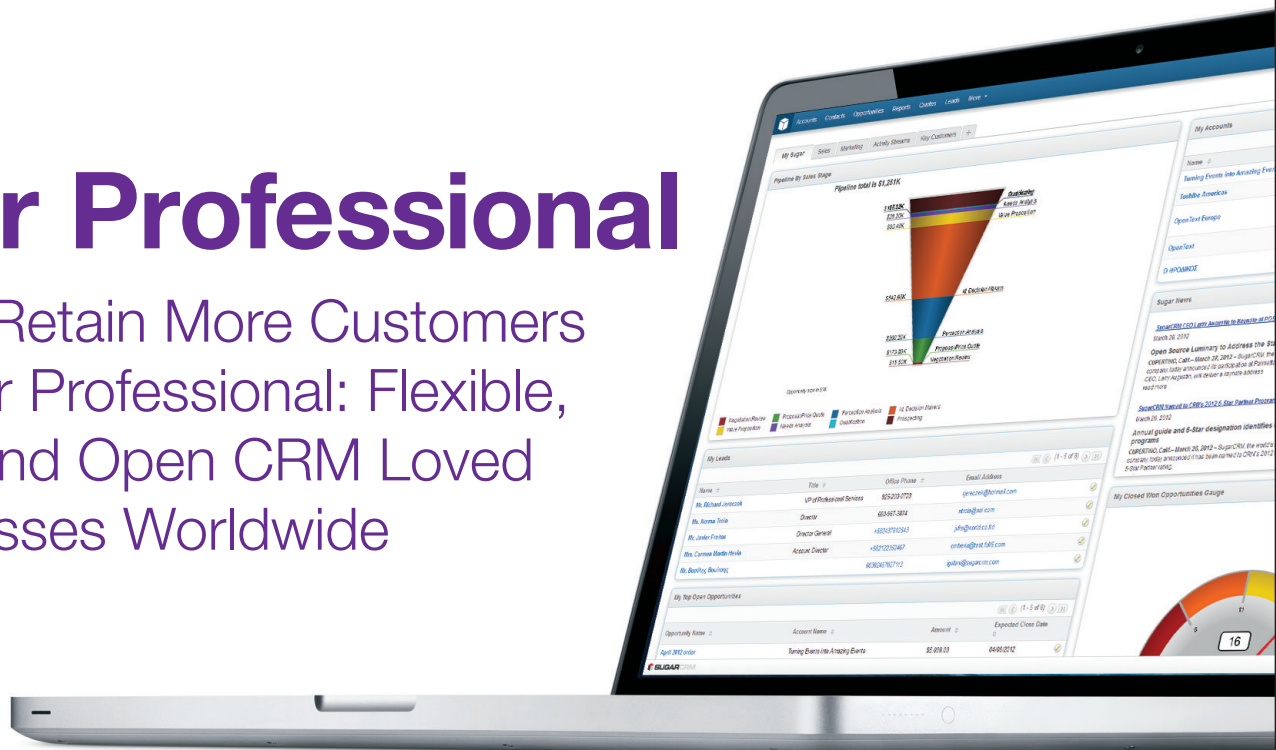


# Sugar Professional

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

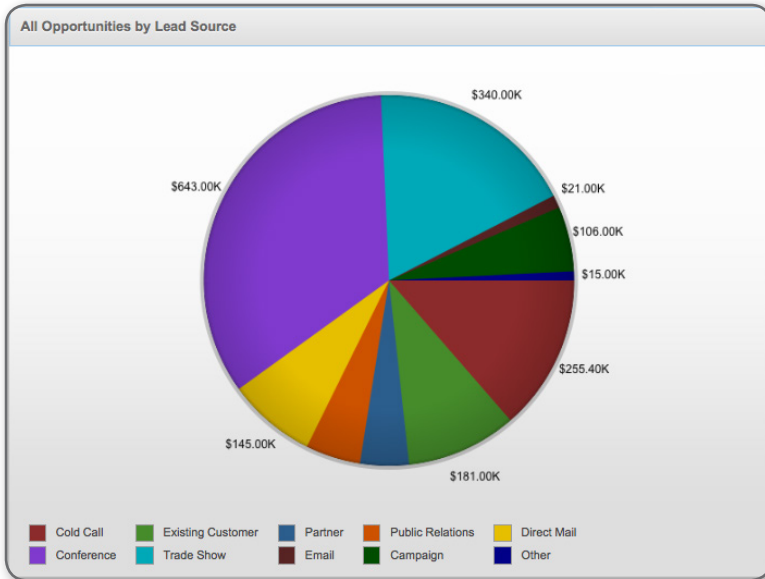
## Grow Your Business with Sugar’s Open Platform

- 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.



Get your **FREE TRIAL** of Sugar Professional at [www.sugarcrm.com/freetrial](http://www.sugarcrm.com/freetrial) or call +1.877.842.7276



“ 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.

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

### 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

Customer relationship management (CRM) software for business. In the cloud, online, on-demand, or on-site—the best sales, email, and mobile CRM integration.

[www.sugarcrm.com](http://www.sugarcrm.com)

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