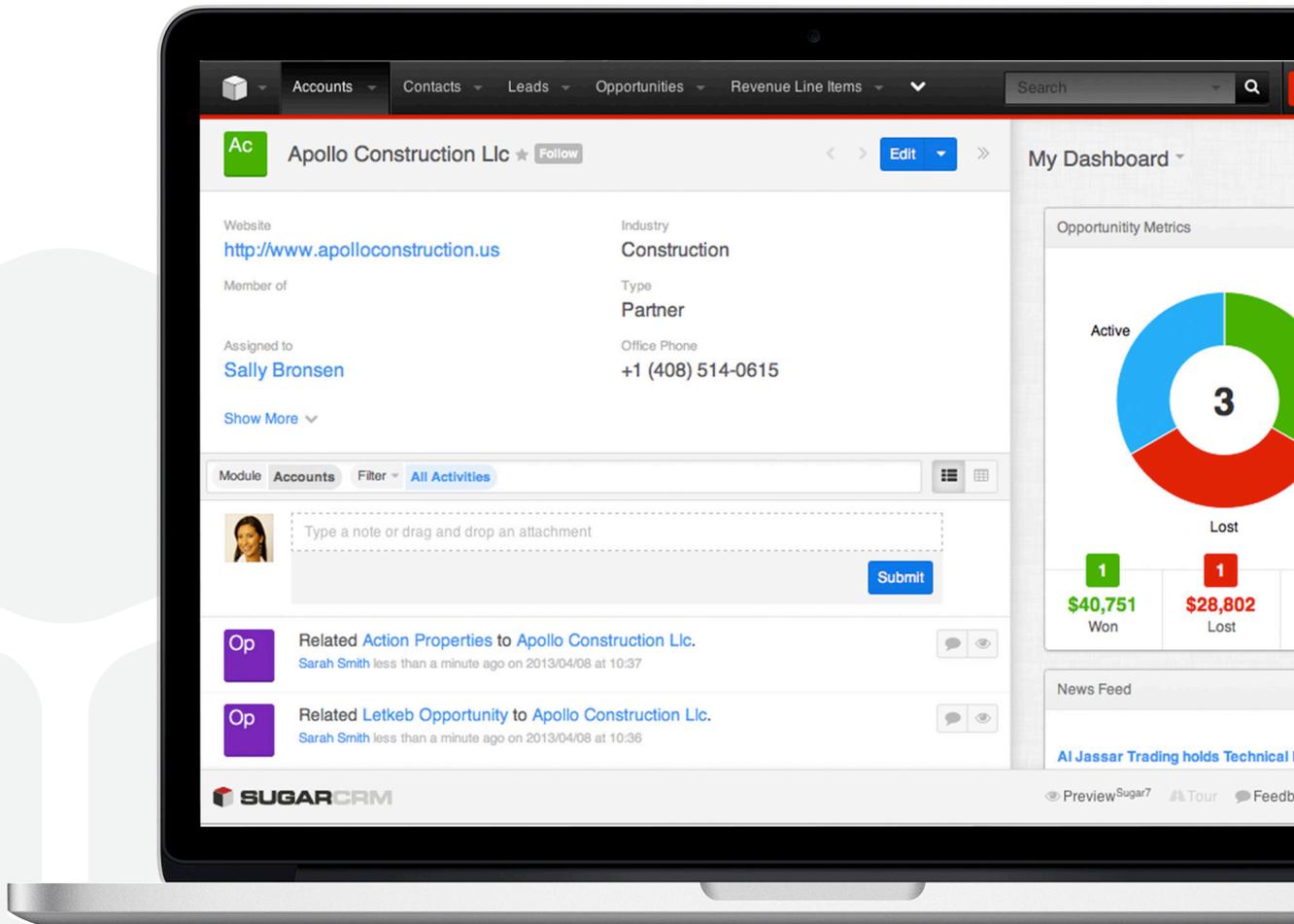


# Creating Extraordinary Customer Relationships

SugarCRM Puts Individuals First



# SugarCRM: Creating Extraordinary Customer Relationships

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How does SugarCRM help businesses create extraordinary customer relationships?

We provide an indispensable tool that lets each user take a personalized approach to doing business. Sugar users know their customers better, make smarter decisions, and maximize the potential of each interaction, whether in person, on the phone, via chat or email, or through social media channels.

## The Leader in CRM Innovation

Sugar's innovation starts with **Sugar UX™**, our individualized CRM user experience that's immersive, engaging, and intuitive. Sugar UX combines the business process optimization of conventional CRM with the simplicity, mobility, and social aspects of a modern consumer app. Sugar users get contextual intelligence about every contact, company, lead, case, or opportunity in an easy to use, easy to understand format that can be personalized to fit each user's workflow. The result? All users can be more productive and focus on what matters most: their customers.

Sugar UX delivers the same engaging interface to users of SugarCRM Mobile, our free mobile app for iOS and Android devices. Users can access Sugar information easily from desktop, tablet, or smartphone, switching effortlessly among devices as needed, without additional training or IT support. Sugar UX's device independence empowers effective engagement with customers regardless of the user's location.

## The Value of Clear and Simple Pricing

Traditional CRM systems saddle users with add-on fees, forced upgrades, and additional costs for the latest functionality. The downside, apart from the additional and unpredictable expense, is that companies facing such costs tend to restrict access to their CRM system. The result is limited customer visibility and poorer customer relationships throughout the organization.

Sugar's affordable pricing structure, **Sugar PurePrice™**, is clear and simple, with no hidden fees or forced upgrades. Smaller businesses get the CRM solution and features they need without incremental charges. Larger enterprises get a robust CRM solution at an affordable price that allows them to put Sugar in the hands of all customer-facing employees. With Sugar PurePrice, all Sugar purchasers are assured of a solution that will grow with their business while continuing to deliver exceptional value and return on investment.

## The Most Flexible Platform

**Future Proof.** From the beginning, we've built Sugar with a flexible software architecture. Sugar uses industry-standard technologies including HTML5, REST, JavaScript, and PHP, delivering improved agility, lower total cost of ownership, and long-term peace of mind. Developers have complete access to our software platform and have responded by creating nearly 200 commercial integrations with leading business applications. As businesses grow, and as business and social networks evolve, Sugar can easily be modified, extended, and integrated quickly and effectively. This flexibility makes Sugar a long-term, future proof solution that continues to add value after other CRM applications have become obsolete.

**Deploy Anywhere.** Sugar's versatility makes it the most agile CRM solution. The Sugar platform can be deployed on Sugar's On-Demand multi-tenant cloud service, on-premise behind a firewall, or through Sugar's private cloud offering. Sugar data can be moved easily between different deployment models based on changing requirements. Sugar users are never locked-in by inflexible deployments that, over time, become too expensive and too cumbersome to meet business needs.

## Get More From CRM

**Sugar Ecosystem.** The more our customers use Sugar, the more they want to put it to work on additional business challenges. That's when they discover the benefits of Sugar's ecosystem, which brings together leading solutions, solution providers, and experienced partners. Building on Sugar's open platform, innovative applications can be developed faster and at a lower cost than on proprietary platforms.

**Sugar Community.** Sugar's active community includes more than 30,000 registered developers on six continents. Our community helps us drive innovation through continuous idea creation, usage, and feedback on Sugar's platform, extensions, and complementary applications. Between our developer community and certified partners, virtually any business integration, extension, or plug-in can be easily created or already exists.

**Pure-play CRM.** At SugarCRM, all we do is CRM. We don't build CRM as a sideline or cross-sell and we don't make our customers invest in an array of products or technology to build out their customer relationship management strategy. Instead, we focus on one thing: a CRM platform that creates the best customer experiences.

## Sugar Subscriptions

Sugar is available in three subscriptions to meet the needs of any business, from small, single team firms through the largest enterprises. Each Sugar version is based on the same software code, which allows for easy migration as businesses grow or needs change.

### Sugar Professional

A full-featured CRM suite including sales, marketing, and customer support, designed for single customer-facing teams.

### Sugar Enterprise

A full-featured CRM suite including sales, marketing, and customer support, designed for complex organizations and channels. Adds support for advanced forecasting, self-service customer portal, advanced reporting, private cloud hosting, development sandboxes, and a higher level of customer support.

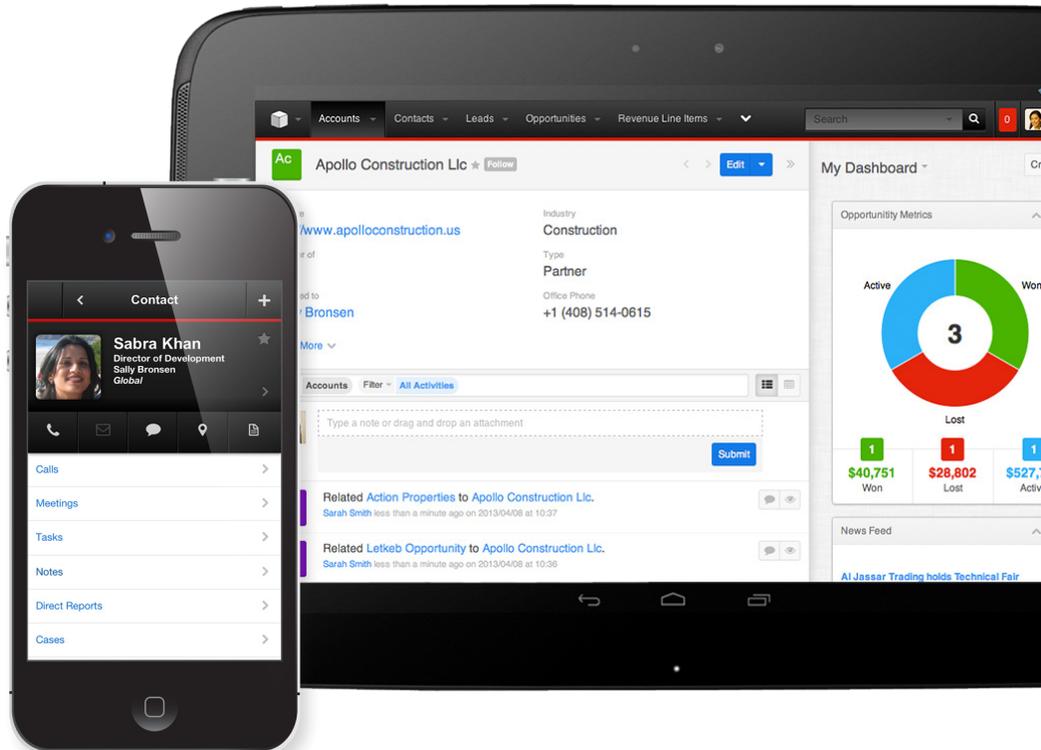
### Sugar Ultimate

Sugar's most advanced features with the highest level of support.



With our millions of complicated records, Sugar Professional offered an ease-of-use that was unmatched. The flexibility it provides allows us to manage our data into campaigns that continue to exceed our expectations year-on-year.”

Lorena Clavijo, Aftermarket Analyst,  
GM Colombia



## Get in touch

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## Company Highlights

**Founded:** 2004

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### **World Headquarters:**

Cupertino, CA

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### **Worldwide Locations:**

Munich, Germany

Sydney, Australia

Raleigh, North Carolina

Cambridge, UK

Paris, France

Minsk, Belarus

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### **Employees:**

Over 400

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### **Partners:**

Over 350 partners on six continents

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### **Sugar Users:**

Over 1.4 million in 120 countries

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www.sugarcrm.com

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