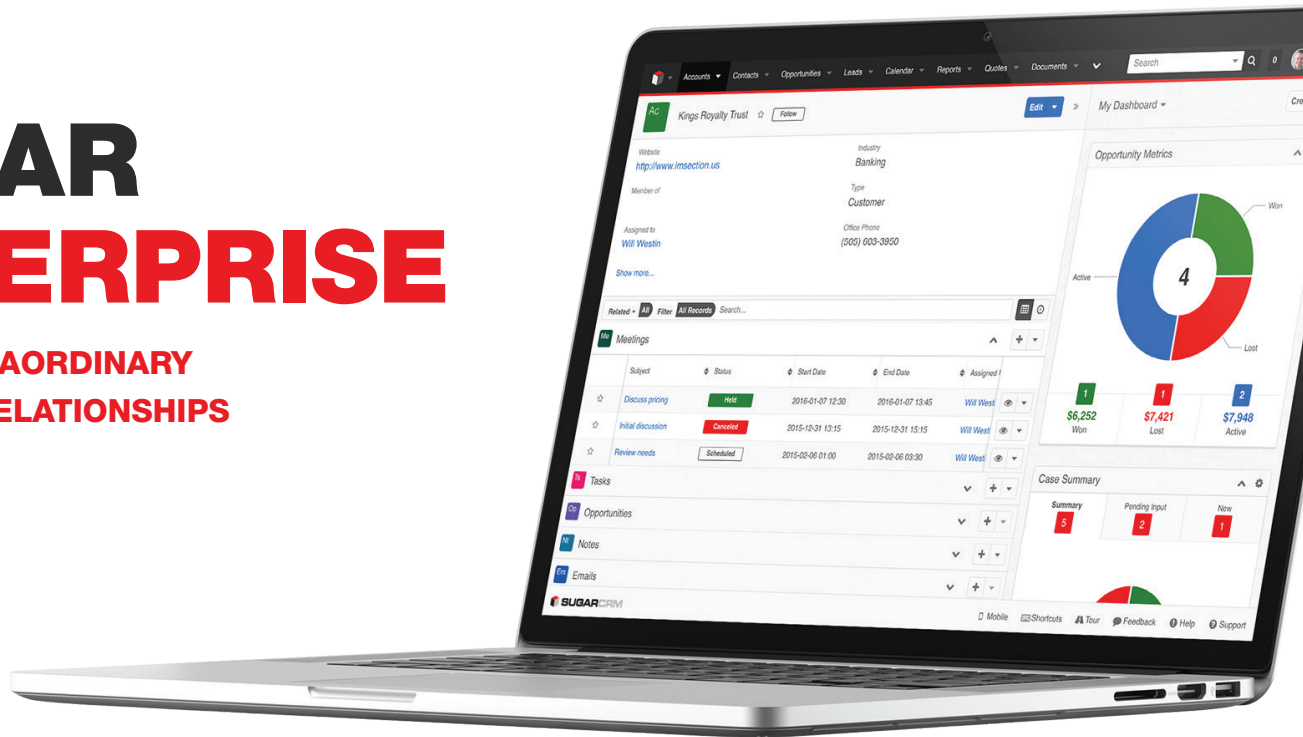


SUGAR ENTERPRISE

**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™, is simple, engaging, and consistent 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 integrates seamlessly with your business processes today and tomorrow. 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 EXPERTISE TO DRIVE STRONGER SALES AND EXCELLENCE IN CUSTOMER SERVICE

SAVE WITH THE LOWEST TOTAL COST OF OWNERSHIP

Sugar Enterprise delivers a complete CRM solution (sales force automation, customer service and support, customer portal, and marketing automation) to support your customer-facing organizations and channels, with no hidden costs, and no need to invest in add-on products or technologies to build out your CRM platform. Sugar's managed as a single system to significantly reduce IT overhead and complexity.

Deliver customer insight to your entire customer-facing organization

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

Facilitate 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 sell more effectively
- Maximize efficiency by tailoring views and application logic to specific business roles using role-based layouts

TURN CUSTOMER SUPPORT INTO CUSTOMER SATISFACTION

- Use Sugar's customer insight to improve service and reduce handling time
- Deliver expert service backed by the power of shared knowledge
- Enhance customer satisfaction by turning every channel into a rapidresponse support channel

IMPROVE MARKETING AND SALES EFFECTIVENESS

- Use personalized information across your business to engage and drive customer responses
- Create, manage, and analyze sophisticated marketing programs with Marketo integration
- Increase lead conversions by understanding which campaigns, leads, and accounts contribute the most to your sales pipeline

STAY CONNECTED WITH SUGARCRM MOBILE

- Work seamlessly with no-cost native apps for iOS and Android, plus Sugar's mobile browser support for any smartphone or tablet
- Increase productivity and improve user experience on the go with calculations and dynamic screens powered by Sugar Logic

COLLABORATE WITH ACTIVITY STREAMS AND SOCIAL INTEGRATIONS

- Have immediate visibility into data updates, activities, and interactions with Sugar activity streams
- 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, Dun & Bradstreet, Twitter and more

BEST-IN-CLASS BUSINESS PROCESS AUTOMATION CAPABILITIES FEATURING

- Visual Designer - easy to use tool to create the building blocks of the business process
- Enhanced time-based alerts, escalations and approval workflows

GET YOUR FREE TRIAL OF SUGAR ENTERPRISE AT

www.bhea.com/contact-us OR CALL +65 6824 8290

- Support for complex parallel and multi-step processes
- Customizable Email Templates, Reusable Business Rules to enable complex processes

GET FORECASTING THAT WORKS

- Track early indicators and changes affecting your pipeline
- Focus on the accounts that matter with quota achievement charts
- Explore pipeline “what-if” scenarios using unlimited draft forecasts

CONVERT DATA INTO INSIGHT WITH BUSINESS ANALYTICS AND ADVANCED REPORTING

- Expand business analysis and decision-making capabilities with analytics powered by Sugar Connector for IBM Cognos Business Intelligence
- Track and securely share key customer buying and support history, campaign responses, demographics, and trends
- Get real-time information about pipeline, quota retirement, key opportunity and account activity, rep and agent performance, and customer response handling and satisfaction
- Use pre-configured sales and lifecycle dashboards and reports, or create custom reports

PROVIDE CUSTOMER SUPPORT OPTIONS

- Decrease support costs with Sugar’s customer knowledge base
- Offer customers Sugar’s self-service portal for peer and expert advice and faster support
- Optimize customer handling with real-time customer support performance information

EXPERIENCE ENTERPRISE-LEVEL PERFORMANCE

- Gain the throughput and sub-second response time required by demanding CRM applications
- Reduce load times with client-side resource caching
- Keep access fast and latency low with Sugar’s modern HTML5 architecture and highly-optimized software stack

RELAX WITH SUGAR SUPPORT

- Live phone support and unlimited support cases
- 2 hour or less response time for critical (P1) issues
- 12x5 (hours/days) email and phone support
- Optional 24x7x365 support for P1 issues
- Optional Technical Account Manager services

PROTECT CRITICAL INFORMATION WITH REMOTE DATABASE BACKUPS

- Receive database backups via FTP on a weekly basis at no additional charge
- Have direct access to your valuable business data
- Enjoy the security of additional data redundancy
- Run offline reports at your convenience

“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

CHOOSE FROM MORE DEPLOYMENT OPTIONS FOR MAXIMUM VERSATILITY

- Sugar’s flexible deployment lets you select the best hosting option for your business
- Sugar On-Demand (SaaS)
- Sugar On-Site behind a firewall
- Public clouds (IBM SmartCloud Enterprise/SoftLayer platform, Amazon EC2, Microsoft Azure, Rackspace)
- SugarCRM Partner clouds

PREPARE FOR GLOBAL DEPLOYMENT

- Hosting available on six continents
- More than 33 languages included, with over 80 additional language packs available

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