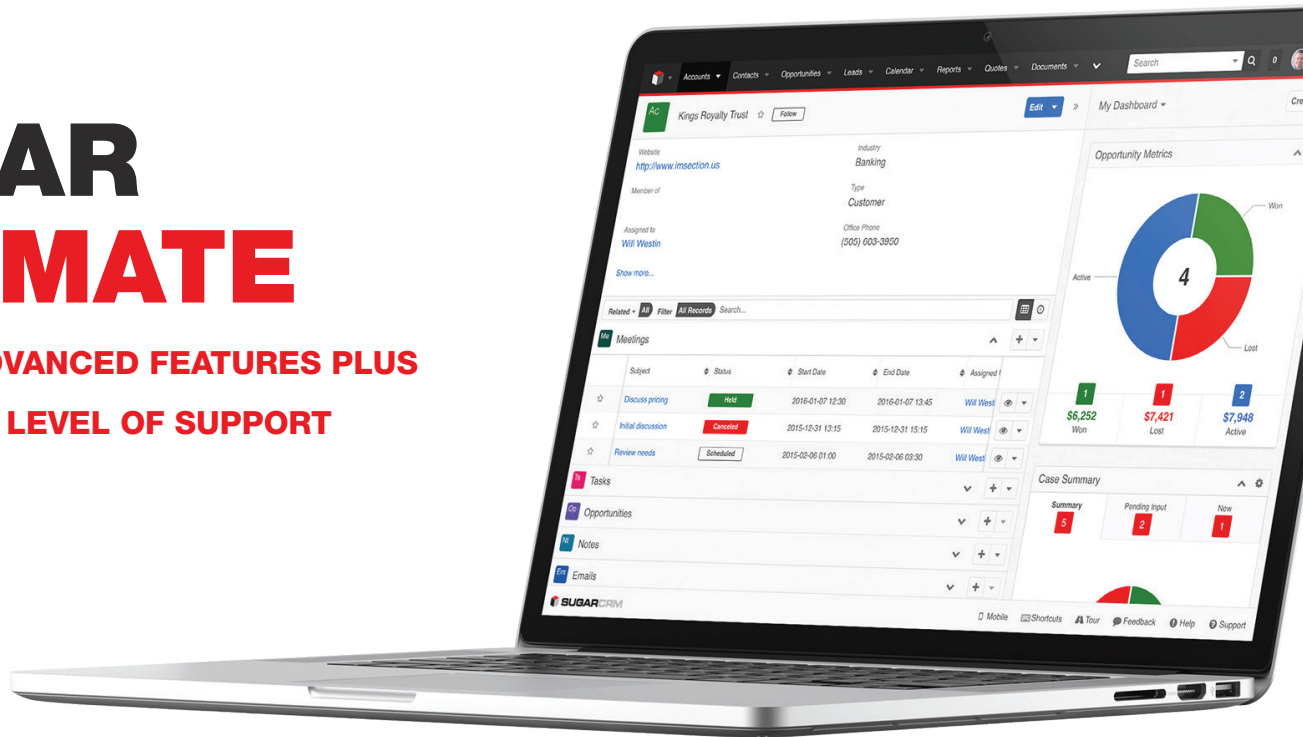


SUGAR ULTIMATE

**OUR MOST ADVANCED FEATURES PLUS
OUR HIGHEST LEVEL OF SUPPORT**



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.

UNSURPASSED SUPPORT AND RELIABILITY FOR CRITICAL APPLICATIONS

Sugar Ultimate ensures you’ll have both application and developer support at your fingertips, 24 hours a day. An Ultimate subscription includes unlimited support cases, phone support with one-hour P1 response time, an assigned Technical Account Manager and technical support representative, an extended system health check and much more. SugarCRM also provides an exclusive uptime SLA for Sugar Ultimate subscribers. Contact SugarCRM Sales for complete details.

THE ULTIMATE IN CRM CAPABILITY TO SUPPORT YOUR BUSINESS TODAY AND IN THE FUTURE

12x5 phone support included

Single-system management with the lowest total cost of ownership

Powerful, open platform

Designed for enterprise infrastructure deployment and integration

INCREASE SALES GROWTH AND PRODUCTIVITY

- Help your reps connect and sell, without getting bogged down with data entry
- Focus reps on the right opportunities and tasks to make quota every time
- Provide seamless team collaboration to sell more effectively
- Maximize efficiency by tailoring views and application logic to specific business roles using Role-Based-layouts

MODERN USER INTERFACE

Reduce training expense and increase adoption with SugarUX.

- Embedded contextual intelligence panel on each page
- Activity stream shares rich content for teamwork and quick feedback
- Single-page presentation of relevant data and insight

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

CLOUD OPTIONS SIMPLIFY IMPLEMENTATION

Select the best hosting option for your business with Sugar's flexible deployment.

- Sugar On-Demand (SaaS)

- Sugar On-Site behind a firewall
- Public clouds (IBM SmartCloud Enterprise, Amazon EC2, Microsoft Azure, Rackspace)
- SugarCRM partner clouds

COLLABORATION, ENGAGEMENT, AND ANALYSIS

Have immediate visibility into data updates, activities, and interactions with Sugar activity streams.

- Engage customers socially through Twitter
- Create, manage, and analyze sophisticated marketing programs with Marketo integration
- Meet and collaborate from within Sugar using IBM SmartCloud Engage, Google Docs, Cisco WebEx, GoToMeeting

ACCURATE SALES FORECASTING

Get reliable forecasts at the line item level; unlimited draft scenarios.

- Revenue line item forecasting
- Custom forecast periods
- At-a-glance pipeline and quota achievement status

MOBILE CRM SUPPORT

Provide full productivity and flexibility for remote teams with SugarCRM Mobile.

- Work seamlessly with no-cost native apps for iOS and Android
- Reduce training and boost productivity with Sugar's shared interface for desktop and mobile
- Leverage Sugar Logic to create custom calculated fields and dynamic screens, providing a richer mobile user experience

GET YOUR FREE TRIAL OF SUGAR ULTIMATE AT
www.bhea.com/contact-us OR CALL +65 6824 8290

ADVANCED REPORTING AND BUSINESS INTELLIGENCE

Make smarter decisions with enterprise-grade analytics and real-time reports.

- Expanded business analysis and decision-making capabilities with analytics powered by Sugar Connector to IBM Cognos Business Intelligence
- Customizable real-time 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

READY FOR GLOBAL DEPLOYMENT

Support international teams easily using Sugar's extensive language capability.

- 33 languages included, 80+ available via language packs

CUSTOMER SELF-SERVICE PORTAL

Enhance online customer support: trouble tickets, bug reports, FAQs.

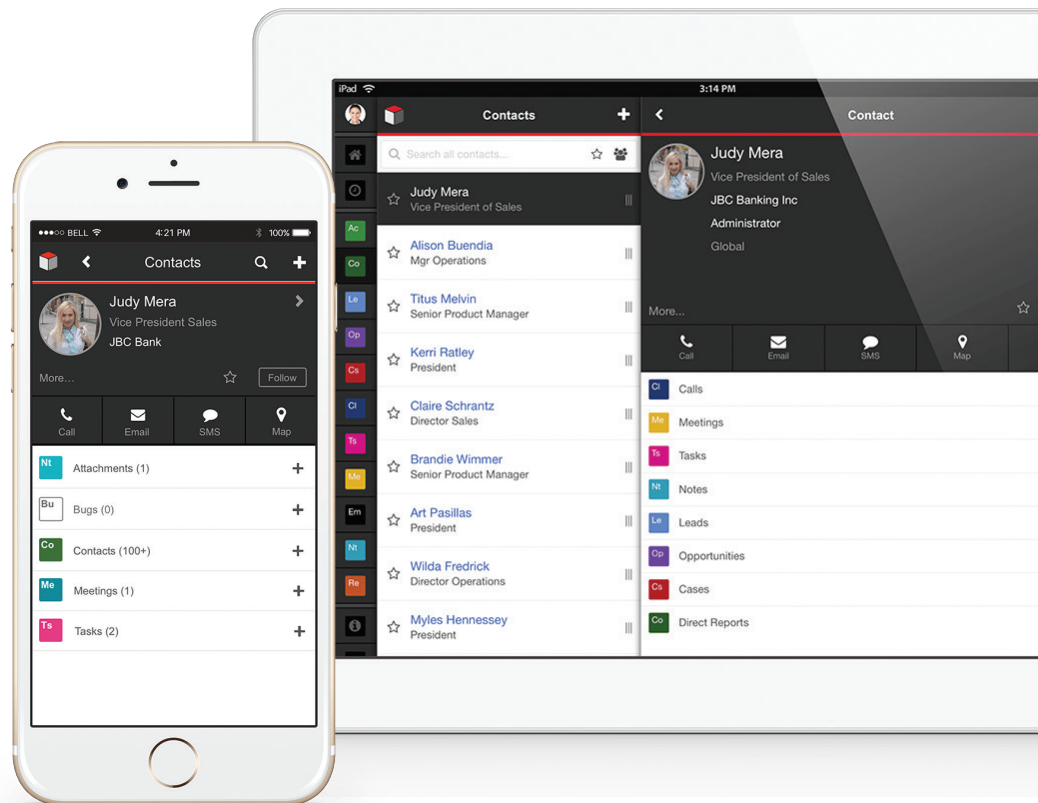
- Increased customer satisfaction
- Reduced support costs
- Control over the data available to your customers

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

	SUGAR ULTIMATE	SUGAR ENTERPRISE
Support / Development		
24x7x365 Support Hours	Included for P1 cases only	Available
Phone Support	Included	Included
P1 Response Time	1 Hour	2 Business Hours
Support Contacts	5	4
Support Cases	Unlimited	Unlimited
On-Demand Services		
Development Sandboxes	5	2
Document Storage on Sugar	250GB	60GB



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