

# SUGAR PROFESSIONAL

DESIGNED FOR YOUR  
GROWING BUSINESS



## 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.

## YOUR BUSINESS. YOUR CRM

Sugar Professional designed for your growing business. Sugar UX™ makes easy to learn, easy to use, and easy to manage. Sugar Pure Price™ ensures that you'll exactly what Sugar costs, with no hidden fees or surprises add-on charges.

Our standard-based, extend able platform support rapid deployment of powerful solution , business process enhancement, and popular third party application integrations for your entire organization. We can host Sugar for you in the cloud, or you can install and manage it on your servers, As your business grows, Sugar will grow along with you to ensure the longest services life and highest return on investment.

## BUILD PERSONALIZED CUSTOMER EXPERTISE TO DRIVE ENGAGING MARKETING, STRONGER SALES AND HIGHER CUSTOMER SATISFACTION

### SAVE WITH THE LOWEST TOTAL COST OF OWNERSHIP

*Sugar Professional is a complete CRM solution that includes all three pillars of core CRM (sales force automation, customer service and support and marketing automation) for one price, without unexpected add-ons or hidden costs. Sugar's managed as a single system to reduce overhead and complexity while minimizing training and ongoing support requirements. From its open architecture to its numerous deployment options, Sugar provides a higher value over a longer services life.*

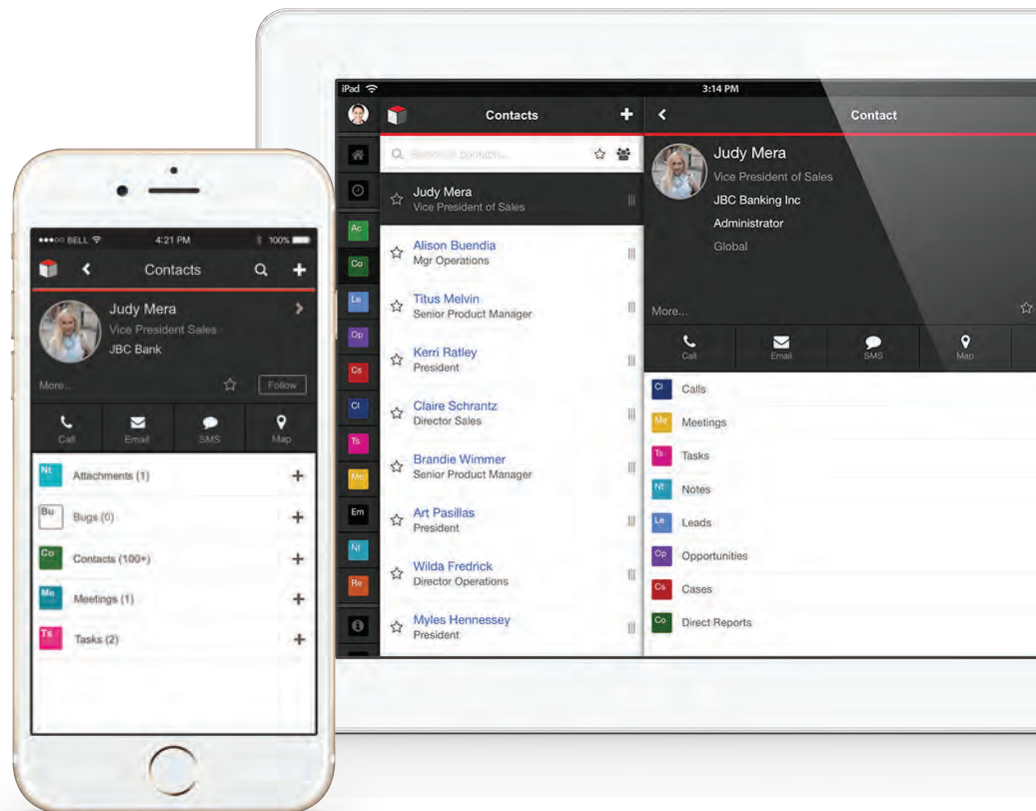
*Gain individual customer insight to drive sales, marketing and support excellence*

*Boost productivity by empowering users with timely, accurate information*

*Increase teamwork and collaboration across the organization, producing consistent, high value customer interactions*

*" Our sales teams now have a tool to help them do their jobs more effectively so they can create great customer experiences that result in long-lasting relationships."*

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



## GET YOUR FREE TRIAL OF SUGAR PROFESSIONAL AT

[www.bhea.com/contact-us](http://www.bhea.com/contact-us) OR CALL +65 6824 8290

### 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

### TURN CUSTOMER SUPPORT INTO CUSTOMER SATISFACTION

- Use Sugar's customer insight to improve service and reduce handling time
- Provide consistent services across customer touch point
- Deliver expert service backed by the power of shared knowledge

### IMPROVE MARKETING AND SALES COLLABORATION

- Build customer mind-share by using personalized information across your business to engage and drive responses
- Create, manage, and analyze sophisticated marketing programs with Marketing integration
- Deliver result 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

### COLLABORATE WITH ACTIVITY STREAMS AND SOCIAL INTEGRATIONS

- Have immediate visibility into data updates, activities, and interactions with Sugar activity streams
- Engage customers socially through Twitter
- 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 Dun & Bradstreet (D&B) business insight
- Capture your business contact and communications quickly and effectively by importing contact from Gmail, IMAP, Google and D&B, then archiving email automatically

### STAY CONNECTED WITH SUGAR CRM MOBILE

- Work seamlessly with no-cost native apps for iOS and Android, plus Sugar's mobile browsers support for any smart-phone or tablet
- Reduce training and boost productivity with Sugar's shared interface for desktop and mobile

### EXPERIENCE ENTERPRISE-LEVEL PERFORMANCE

- Run Sugar anywhere: in the cloud or behind your firewall
- Integrate Sugar seamlessly with your existing business application
- Take advantage of Sugar's developer and ecosystem to grow Sugar with your business
- Sugar PurePrices<sup>TM</sup> : no hidden costs for a low TCO

*"With Sugar, we can see the last time a customer was contacted and the nature of the the contact: call email, meeting, etc. Its updated constantly, and ensures that we're efficient and don't leave any of our customer behind."*

Brad Payne,  
Client Services Administrator, Hilldrup

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