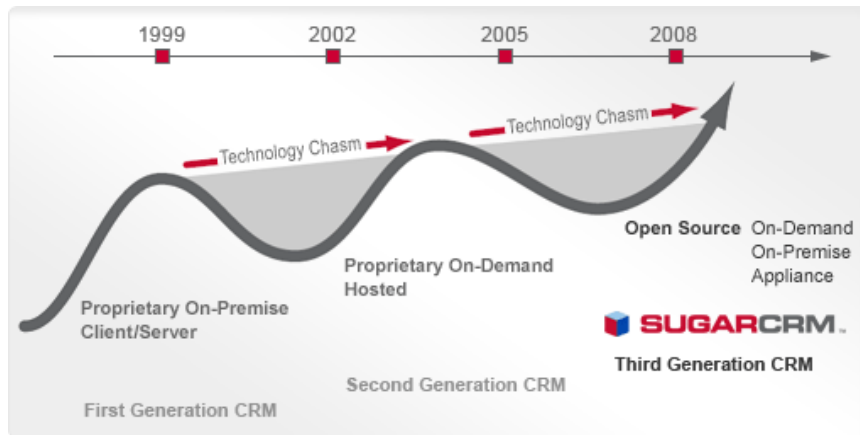


# SugarCRM defines the new CRM generation

SugarCRM is rethinking how technology can help companies manage customer relationships. Sugar, the market leading commercial open source CRM application, delivers a feature-rich set of business processes that enhance marketing effectiveness, drive sales performance, improve customer satisfaction and provide executive insight into business performance. Supported by deep collaboration and administration capabilities that adapt to how your company operates, Sugar is delighting customers of all sizes across a broad range of industries.



## Employees Love It

CRM success begins with the user. SugarCRM has designed a CRM application that is fast, friendly, and **even fun to use.**

Accessing Sugar through a web browser, users can choose their own themes to suit their individual tastes, manage multiple information sources through Microsoft Outlook integration and content syndication, and access the information they need as fast as they can click. The joy of using Sugar translates into a more organized and efficient sales force, which drives greater productivity and more visibility for managers.

The screenshot displays the SugarCRM user interface with a navigation menu at the top. Key sections include:

- My Upcoming Appointments:** A table listing appointments with columns for Class, Subject, Date, and Accept?.
- My Top Open Opportunities:** A table listing opportunities with columns for Opportunity, Account Name, Amount, and Close.
- My Open Cases:** A table listing cases with columns for Case Name, Subject, Date, and Assign?
- November 2005 Calendar:** A calendar view showing dates from Sun to Fri.
- Team Notices:** A section for team notices.
- My Pipeline:** A funnel chart showing the pipeline total is \$1015K, with stages like Prospecting, Qualification, Needs Analysis, and Value Proposition.

The screenshot displays the SugarCRM user interface with a navigation menu at the top. Key sections include:

- Leads By Lead Source:** A bar chart showing leads by lead source.
- Opportunities By Lead Source:** A bar chart showing opportunities by lead source.
- My Pipeline:** A funnel chart showing the pipeline total is \$1015K, with stages like Prospecting, Qualification, Needs Analysis, and Value Proposition.
- My Closed Opportunities Gauge:** A gauge chart showing closed opportunities.
- My Forecasting Chart:** A chart showing quota vs. committed vs. actual.

# SugarCRM Features

SugarCRM's award-winning Sugar offers a single system of truth for managing customer interactions across different lines of business.

Learn more about Sugar sales force automation, marketing automation, customer support and reporting capabilities. See how we support these critical business processes with collaboration and platform capabilities to meet the individual demands of your business.

