

WHY SUGAR PROFESSIONAL?

Sugar Professional provides your company with enhanced capabilities for managing customer interactions. Targeted for organizations desiring advanced CRM functionality, Sugar Professional also gives you the peace of mind of knowing that your mission critical CRM business application is backed by the full resources of SugarCRM Inc.

Sugar Professional offers these value-added CRM enhancements:

Administration



Data & User Management. A multi-level organization faces significant user management and data accessibility challenges. Sugar Professional's patent-pending data visibility rules ensure users see only the information relevant to them. In addition, administrators can assign user roles which govern visibility in Sugar Professional.

Accessibility



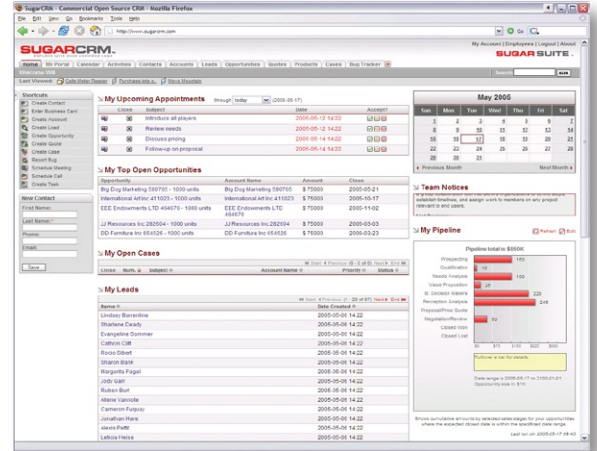
Wireless Access. Sugar Professional's wireless access provides real-time visibility to critical information using any wireless device that runs a web browser. Wireless users can quickly find and modify contacts, leads, accounts, opportunities and case records using Sugar Professional.



SugarCRM's Microsoft Outlook Plug-in. Many important customer communications take place via email exchanges. With SugarCRM's Microsoft Outlook Plug-in, you can store copies of emails with your contacts, leads, opportunities, cases, and accounts. And if you receive an email from someone not currently in Sugar Professional you can easily create new entries without directly accessing the application.



Calendar Synchronization. Sugar Professional allows you to share calendar information with anyone inside or outside of your company, such as employees, partners, customers and distributors. Sugar Professional's centralized free/busy server integrates with client calendar applications within iCal or Outlook, bypasses a centralized mail system.



Advanced Functionality: Sales Cycle



Sales Forecasting. Sugar Professional provides a forecasting module that offers rollups and management overrides. It has everything your sales organization requires such as viewing opportunities' total values and weighted values, giving efficient communication of your team's performance objectives.



Opportunity Management. Sugar Professional shows opportunities related to accounts, contacts and the converted leads. Includes a one-step proposal creation process. Opportunity values influence dashboard and forecasting reports.



Sales Quotes. Sugar Professional provides a fast quoting process using information derived from your existing opportunities. After updating your quote content you can create a customer-friendly PDF version of your quote.



Product Catalog. Focus sales efforts and manage product distribution within your accounts with the Product Catalog. It manages product information such as: support terms, tax information, and book and unit values in order to provide visibility into your customer's product ordering. The product catalog also supports listing products in multiple currencies.



Custom Reporting. Sugar Professional includes customizable reports. This allows companies the ability to design non-standard sales centric reports, save as templates, and rerun automatically.

Advanced functionality: Marketing Activities



Advanced List Designer. Sales representatives or marketing managers can design target lists from within Sugar Professional contacts, leads or custom reports, and associate it to a marketing campaign. They can also import, modify and track purchased or rented lists for every marketing campaign.



Custom Reporting. The Sugar Professional report module gives marketers the ability to create and use saved reports as campaign prospect lists.

Ongoing Advantages



Sugar Professional Upgrades and Fixes. Implementing a new CRM system needs to be a reliable and manageable process. SugarCRM supports your implementation with direct access to the SugarCRM development team as well as any critical patches and upgrades. The Sugar Professional community also has it's own premium forums for focused dialog on SugarCRM Professional. This gives your company the piece of mind that your CRM is up-to-date and optimized for high performance.



Deployment Options. Take advantage of unmatched deployment flexibility: on-premise, hosted, or a pre-configured appliance. Each option allows full customizations and can migrate seamlessly between deployment options as business needs grow.

SugarCRM Reinforcement



SugarCRM Support. Sugar Professional allows your implementation team to tap into expert assistance from SugarCRM. The basic level of support is included with your Sugar Professional licenses with other support packages such as remote installation or data migration services available. Get quick, best-practice and time-saving assistance from the SugarCRM team of engineers.



SugarCRM Services. SugarCRM's Professional Services group can help you deploy and optimize Sugar Professional for a successful company roll out. From system customizations to training and implementation guidance, the SugarCRM Professional Services group brings you the benefit of implementation best practices directly from the developers of SugarCRM.



Licensing. Sugar Professional licensing protects your customized extensions by preventing unauthorized re-use of changed modules. In short, your extensions are protected.