



COMPANY OVERVIEW

OOSIS Breakfast Seminar

Jordy Tegelaar, Sales Nordics
28th of October 2015

It's a New World – Customers Rule

70%

of buying experiences are based on how the customer feels they are being treated

McKinsey



But Businesses Aren't Keeping Up



70% of buying experiences are based on how the customer feels they are being treated

McKinsey

85% of sales meetings do not meet customer expectations

74% of sales organizations have poor CRM adoption by sales

Forrester, CSO Insights

It's a New World – Customers Rule

80%

of CEOs believe they
deliver a superior
customer experience...

Bain & Company



But Businesses Aren't Keeping Up

80% of CEOs believe they deliver a superior customer experience...

Bain & Company

Only 8% of their customers agree

Bain & Company

76% of companies don't have a single view of the customer.

SUGAR MANIFESTO

As SugarCRM talked to people who rely on Customer Relationship Management systems to run their business, we recognized that most sales and support people hate using them. We set out to **free them from the tyranny** of conventional CRM systems.

We knew that companies wanted more than just a recording and management system. They wanted an **indispensable tool** that would help sales, marketing, and customer support team members win more business and **create extraordinary customer relationships**. Further, it needed to be affordable so that they could put it in the hands of every employee who engages with customers.

We decided to build an innovative CRM system **designed for the individual contributor**, not just for the management team. We did away with the drudgery of endless data entry, and focused on enabling people to do their job better by giving them the right information, when they need it, before they even ask. And, we simplified the buying process: **one price, all-inclusive, with no hidden fees** so you know how much the system costs.

Our Vision

MAKE EVERY CUSTOMER RELATIONSHIP
EXTRAORDINARY

Company Highlights

Only company solely focused on making every customer relationship extraordinary.

1.5M+

Users

120+

Countries



500+

Employees,
strong global
presence



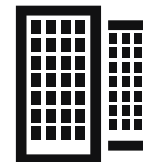
23

Quarters of
consecutive
Growth



40%+

CAGR last
3 years



200+

Deployment
Partners Worldwide



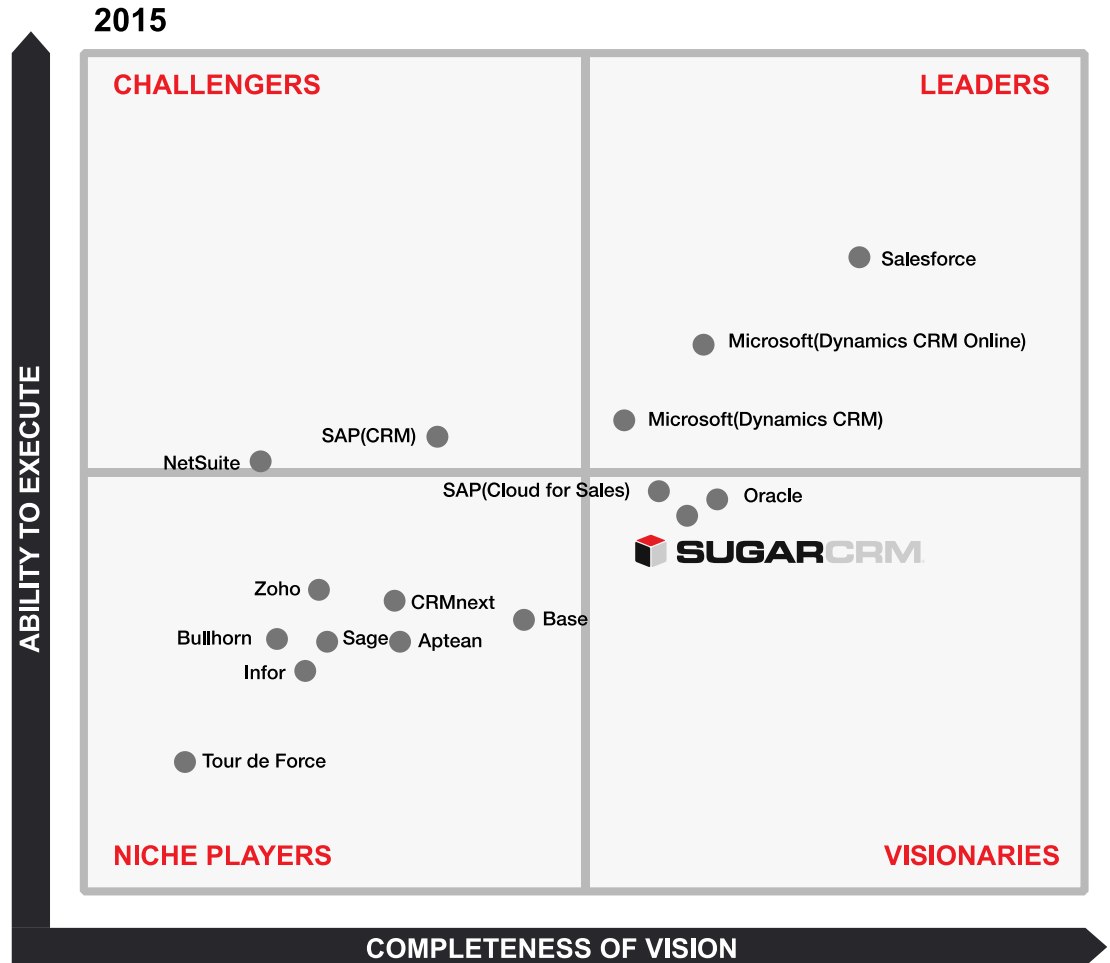
Gartner: CRM Visionary Three Years Running



“SugarCRM [is] a Visionary, on the strength of its product usability, strategic vision, and platform flexibility.”

“The vendor offers competitive functionality with a good back-end environment for configuring and extending the core SFA application.”

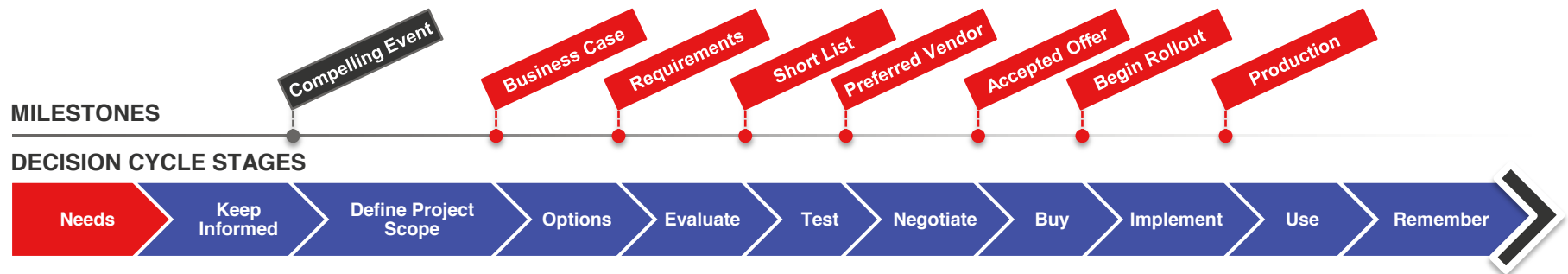
*“SugarCRM... **gained high scores for its professional services organization.**”*



Source: Gartner July 2015

SugarCRM: Choreograph the Touchpoints

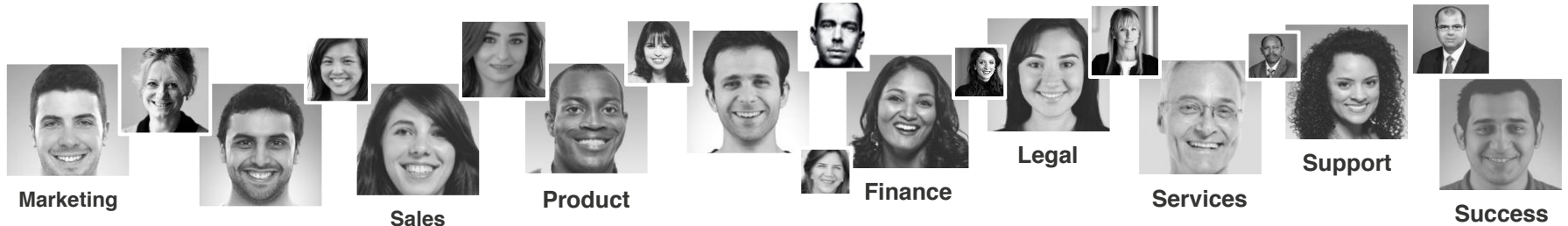
IT'S A COMPLEX JOURNEY



SugarCRM: Choreograph the Touchpoints

WITH MANY STAKEHOLDERS

SUPPLIER STAKEHOLDERS



MILESTONES



DECISION CYCLE STAGES



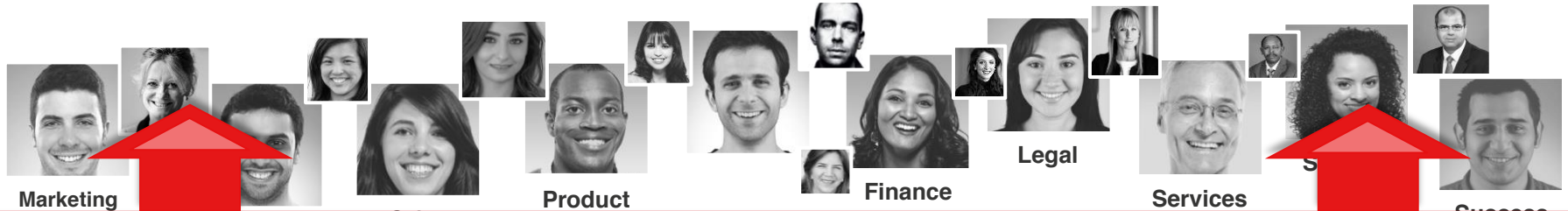
CUSTOMER STAKEHOLDERS



SugarCRM: Choreograph the Touchpoints

THE RIGHT CRM BRINGS IT ALL TOGETHER

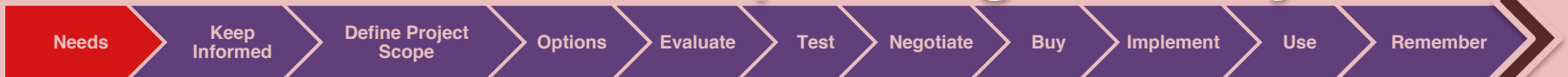
SUPPLIER STAKEHOLDERS



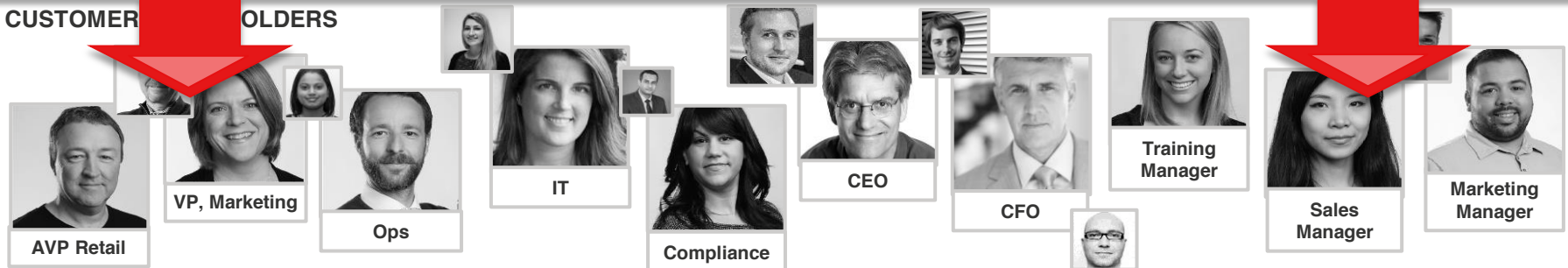
MILESTONES

DECISION CYCLE STAGES

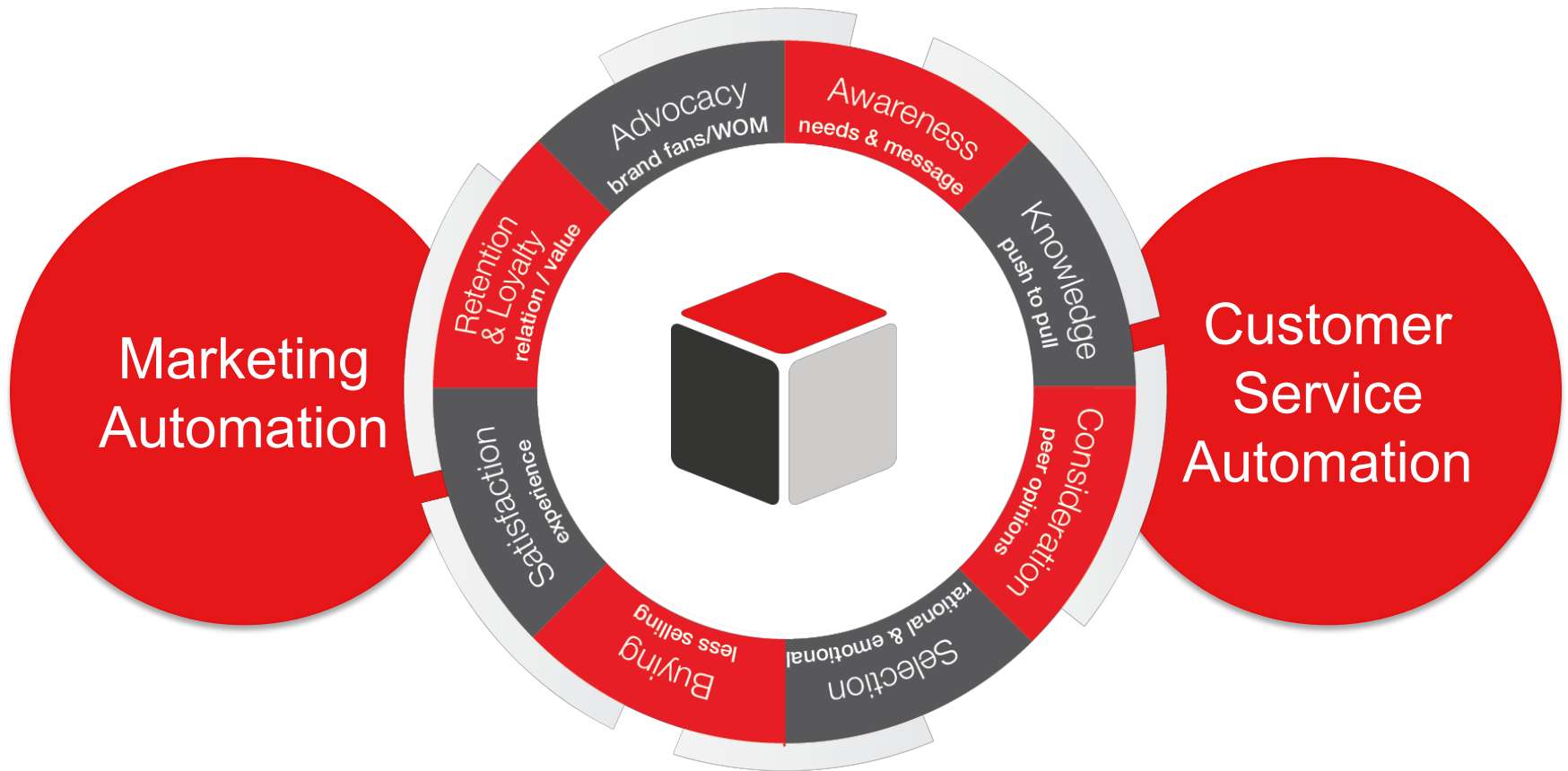
Customer Relationship Management System



CUSTOMER STAKEHOLDERS



Unified Customer Engagement Across Departments



Why Sugar is the Right CRM

Solely focused on making every customer relationship extraordinary.



Empowers
Individuals

- Consistent interface across all devices
- Consumer-grade user experience, enterprise-grade functionality
- Advanced workflow and collaboration tools orchestrate complex interactions
- Contextual intelligence from internal and external data sources within a single dashboard



Most
Adaptable
CRM Platform

- On-premise, private cloud, public cloud deployment
- Easily integrates with global enterprise applications and data sources
- Most highly customizable platform based on open technologies
- Full source code access and single code base across all environments



Greatest
Business
Value

- Simple, predictable pricing with no hidden fees or forced upgrades
- Less expensive to customize and integrate
- Includes Sales, Service and other core CRM capabilities in one price
- Lower long-term TCO: lower data and API costs due to flexible cloud options



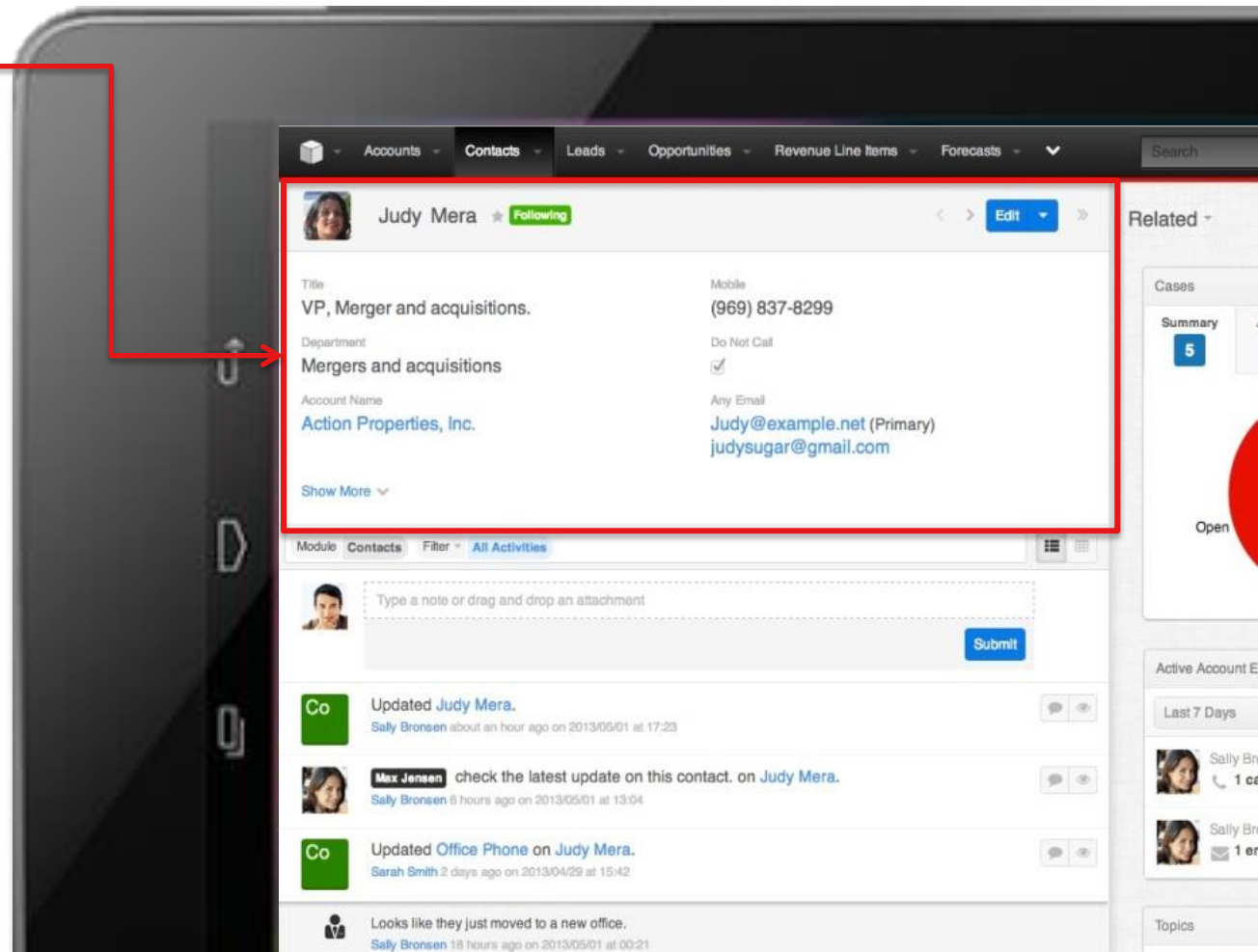
**Empowers
Individuals**

Sugar UX

Transformative, Individualized, Immersive

Context Panel

- Sets the Context
- Business Card View of a contact
- List View – overview of opportunities, cases and campaigns

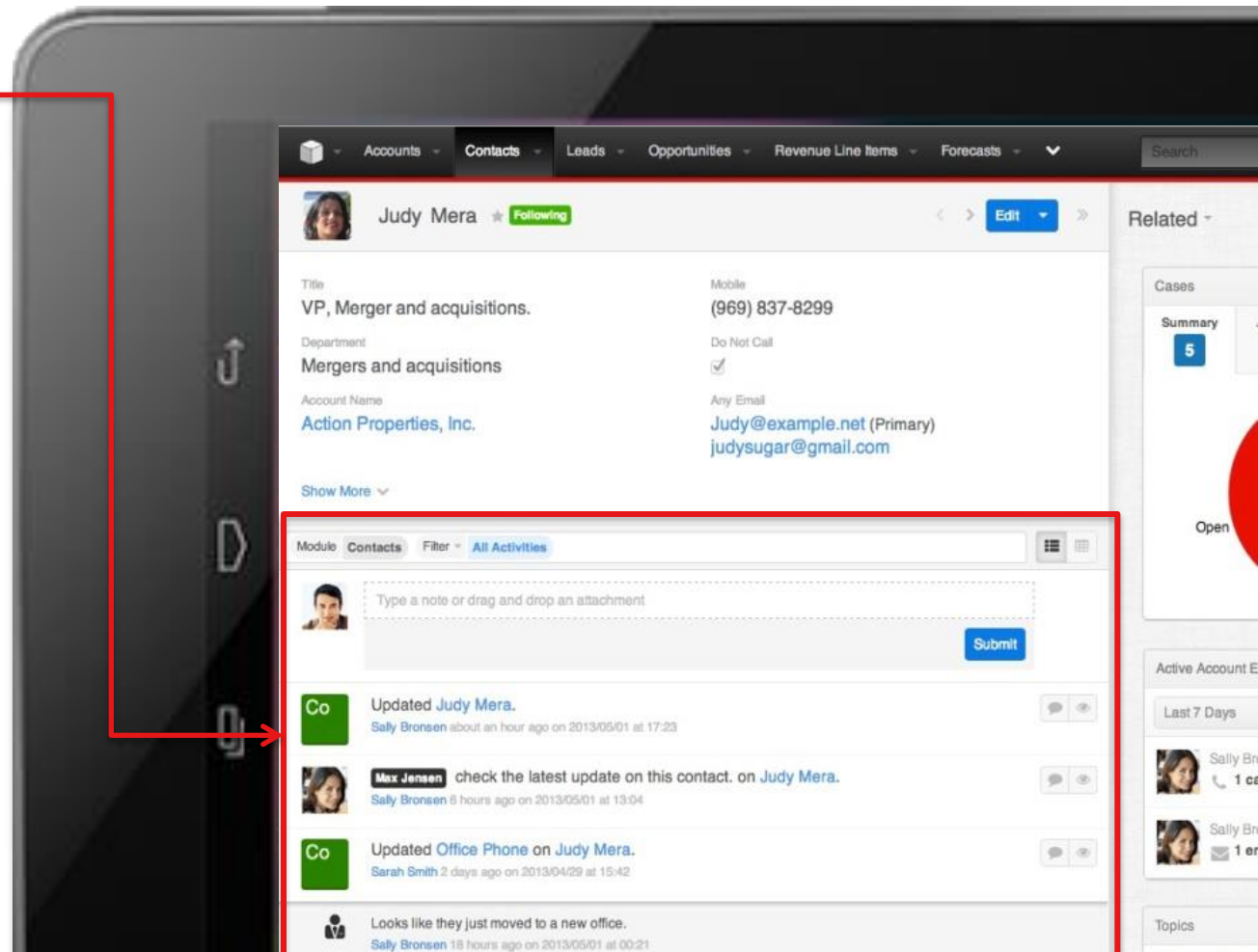


Sugar UX

Transformative, Individualized, Immersive

Collaboration Panel

- Context-sensitive activity streams
- Quickly see and share what's most relevant in context
- Real-time updates from other Sugar users and system event notifications
- View, share and collaborate around related documents



Sugar UX

Transformative, Individualized, Immersive

The screenshot displays the SugarCRM interface on a tablet. The top navigation bar includes 'Contacts', 'Leads', 'Opportunities', 'Revenue Line Items', and 'Forecasts'. A search bar and user profile are also visible. The main content area is divided into two sections. The left section shows a contact record for 'Judy Mera' with fields for 'Mobile' (969) 837-8299, 'Do Not Call' (checked), and 'Any Email' (Judy@example.net (Primary), judysugar@gmail.com). Below this is an 'All Activities' section with a list of recent activities. The right section, titled 'Related', contains a 'Cases' panel with a summary table and a donut chart. The summary table shows 5 Summary cases, 2 Assigned, 1 New, and 1 Pending. The donut chart shows 5 Open cases (red) and 1 Closed case (green). Below the cases panel is an 'Active Account Experts' section showing a list of experts with their names, photos, and recent activity (e.g., '1 calls made', '1 emails received').

| Summary | Assigned | New | Pending |
|---------|----------|-----|---------|
| 5 | 2 | 1 | 1 |

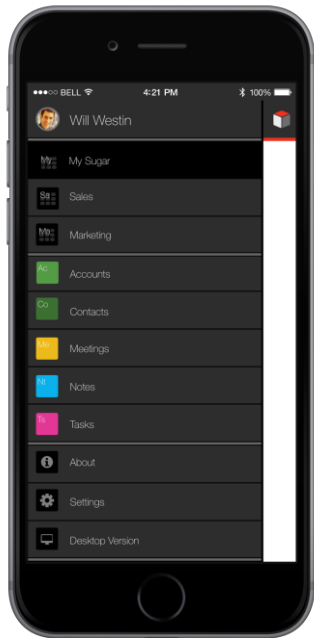
Donut Chart Data:

- Open: 5 (Red)
- Closed: 1 (Green)
- Total: 5

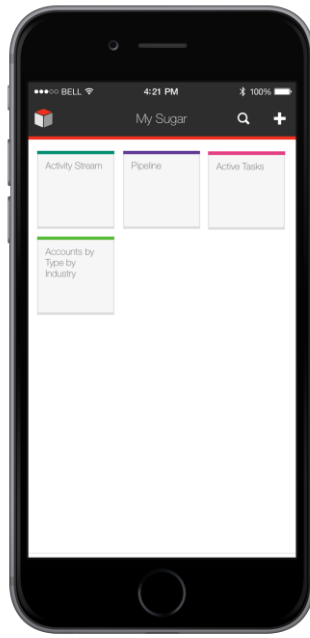
Intelligence Panel

- Aggregates relevant data in context
- Internal systems view: accounting, supply chain
- External data sources: D&B, Twitter, websites
- Personalizable for user role or individual needs
- Real-time alerts

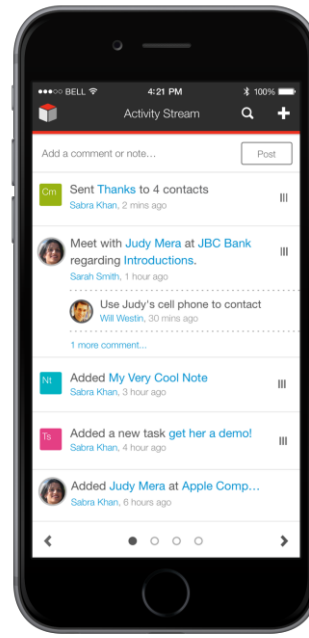
Fully Mobile Enabled



Dashboards in Main Menu



Dashboard with Dashlets

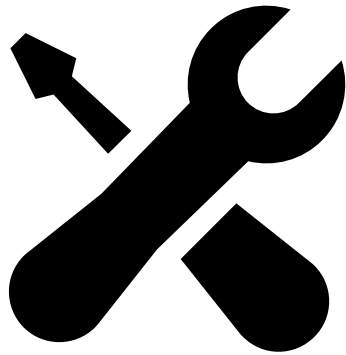


Activity Stream



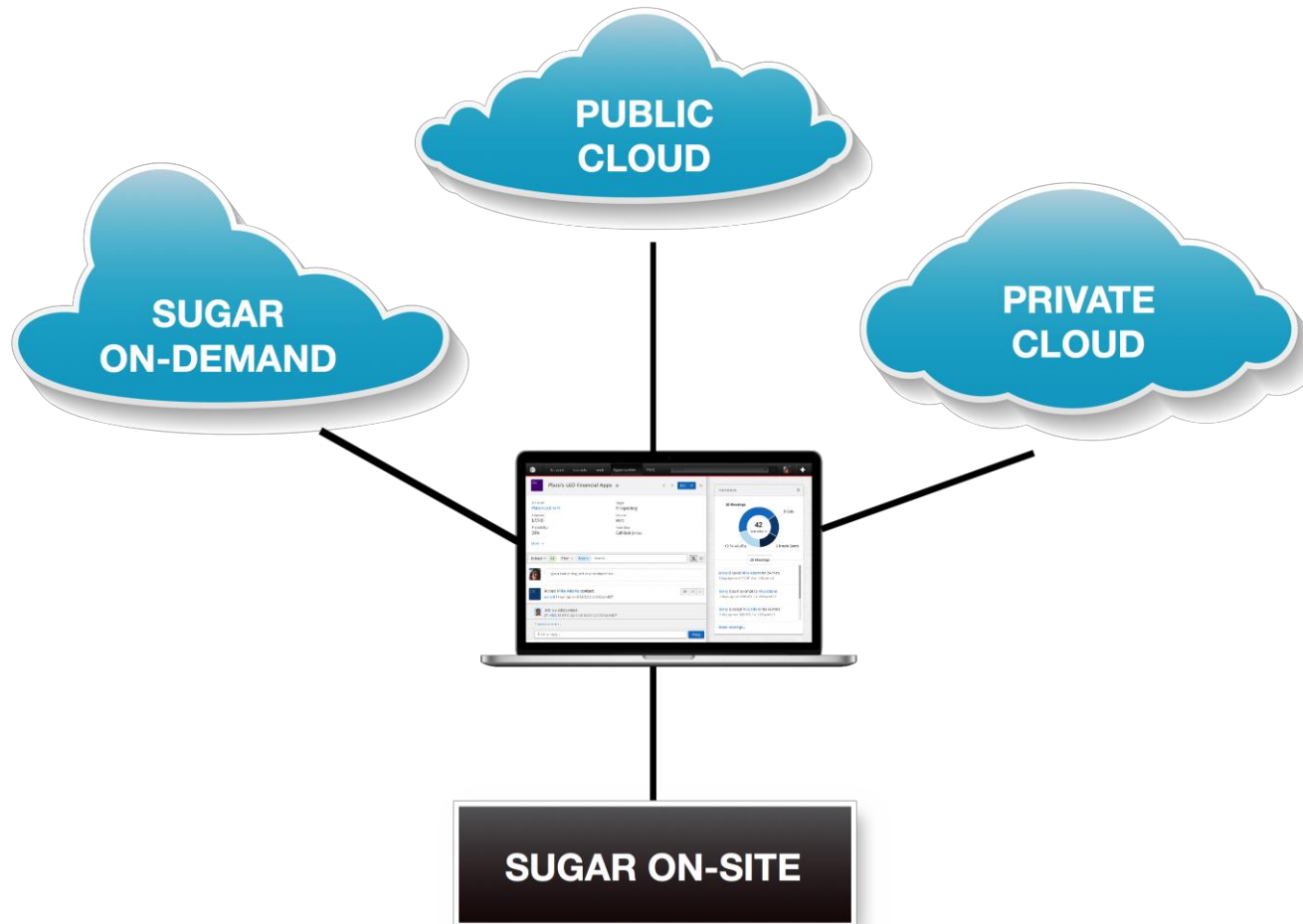
Charts





Most Adaptable CRM Platform

Deploy to Meet Your Requirements



Technology Partners Extend the Solution

ENTERPRISE APPLICATIONS



REPORTING & ANALYTICS



MARKETING



SALES



SERVICE & SUPPORT



PRODUCTIVITY



APPLICATION INTEGRATION & MANAGEMENT





Greatest Business Value

Sugar PurePrice™: Unparalleled Value



One Price

- Sales, marketing, support automation
- No separate “clouds”
- Same price for cloud or on-site deployment



No Hidden Fees

- Customize without penalty
- No mobile upcharge
- Integrate freely



Low TCO

- Clear, predictable pricing
- Unlock strategic vision

Questions?





Thank You