SUGARCRM

Bitdefender

Bitdefender Improves Customer Engagement,
Sales And Marketing With SugarCRM®

Bitdefender

Sugar's Advanced Data Analysis and Reporting Identify New Sales Opportunities

Creator of award-winning Internet security and antivirus software, Bitdefender chose Sugar to streamline its sales, marketing, and customer service processes. Using Sugar's advanced reporting functions and improved data analysis, the company identified new opportunities and implemented effective client targeting. Customized modules that support its unique needs have enhanced cross-company communication, boosting workforce productivity and driving sales.

Business Challenges

As a rapidly growing company, Bitdefender wanted to improve its customer support processes. Instead of different systems for each local office that included email and Excel, Bitdefender required a centralized solution that could support business activities, deliver clear internal communication, increase pipeline visibility and provide more accurate business analytics.

Bitdefender's CRM system also needed to drive lead generation through targeted marketing, provide follow-up tracking, and highlight cross-sell and up-sell opportunities. In addition, a more intuitive system would save time and resources by reducing manual data entry.

On the service side, a custom CRM platform enables Bitdefender to offer customers top-of-the-line customer engagement better suited to its high-end products. Finally, as an Internet security specialist, Bitdefender was required to provide round-the-clock support. As such, it wanted a safe and reliable on-demand, mobile solution. Smooth navigation between modules was also imperative.

The Solution: Sugar Professional

After careful consideration of Microsoft Dynamics CRM, SAP, Salesforce and NetSuite, Bitdefender chose Sugar as a customizable and cost-effective solution. Sugar also offered accessible, professional support for Bitdefender's unique requirements. Once the decision was made to use Sugar, a quick and fluid installation was key. "It was very easy," notes Oscar Sánchez, sales operation and support director for Bitdefender. "Fast implementation enabled continuous customization and improvements."

This increased customization was a core component in the expansion of Bitdefender's client services. "We built four bespoke modules: NSP, NFR, demo and training," explains Sánchez. "And we made a lot of changes in the available fields, labels, relationships and tabs in order to adapt it to our needs." Around 100 members of the Bitdefender team now use Sugar in sales, sales support, administration, presales, customer care, marketing and training.

> " With Sugar, we have an easier way to collect and report data from sales activity and a better integration between sales and the other departments. "

Oscar Sánchez
Sales Operation and Support Director
Bitdefender

Business Benefits

Using Sugar, Bitdefender has dramatically improved customer service and driven significant business growth. Automated data updates reduce the need for manual data entry, which has substantially increased productivity. And, the sales team has more time to develop effective sales strategies and customized marketing campaigns.

Bitdefender also uses Sugar's enhanced customer response tracking to raise the effectiveness of email marketing. It can now monitor email open and conversion rates, and identify transaction trends that enable targeted email campaigns. This has reduced misdirected marketing efforts and their cost, while driving sales and providing a better understanding of which approaches work and why.

In addition, the company has enhanced its prospect management process, automation of lead assignment, coordination between different business areas, and control over each recruitment stage. "Sugar has a great search engine, making it very easy to find data," Sánchez comments. Combining this with the visible sales pipeline and organizational tools, Bitdefender has achieved its original goal of greater integration between departments and better customer service.

"With SugarCRM, we have an easier way to collect and report data from sales activity and a better integration between sales and our other departments," concludes Sánchez. "We would definitely recommend Sugar for a company that needs to implement a very scalable, cost-effective CRM solution in a short time frame."

About Bitdefender

Bitdefender is an award-winning Internet security software specialist. Founded in 2001, the company has quickly established itself among the world leaders in proactive threat prevention and virus removal. It operates offices in the UK, USA, Germany, France and Spain, and has established strategic partnerships in over 100 countries. Specializing in state-of-the-art technology, Bitdefender currently protects millions of users around the world, from consumers and corporate networks to small business and global enterprises.

Company Profile

Headquarters:
EMEA HQ – Bucharest, Romania

Founded: 2001

Company Description:
Bitdefender is an award-winning world leader in Internet security, creating antivirus software used by millions of users around the world.

Website:
www.bitdefender.com

Solution:
Sugar Professional

SugarCRM

Customer relationship management (CRM) software for business. In the cloud, online, on-demand, or on-site—the best sales, email, and mobile CRM integration.

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