

RealConnections

RealConnections Relies On SugarCRM® And IBM® SmartCloud™
For Social Business To Capture SMB Market Share

Cloud Services Aggregator Dumps Salesforce for Greater Flexibility and Value

RealConnections, a cloud services aggregator, relies on the same technology solutions it recommends to its SMB customers—because it is an SMB. The company moved from salesforce.com and now uses Sugar, its mobile capabilities, and IBM SmartCloud for Social Business to optimize the effectiveness of its sales and customer service staff. Sugar's flexibility enables the firm to integrate with multiple cloud-based applications, eliminating the cost of infrastructure upgrades and maintenance.

Business Challenges

As an aggregator and reseller of cloud services, RealConnections doesn't just talk the talk of a cloud-enabled business. It uses a suite of best-in-class integrated cloud offerings every day as it acquires and manages customers. RealConnections and THINNC, the company's consulting group, serve large consulting clients and cloud-services customers. "We were using salesforce.com for CRM," explains RealConnections founder and co-owner Erik Vos. "But we needed a solution that was easier to integrate with various cloud tools such as SmartCloud for Social Business, offered mobile capabilities, and had better pricing."

The Solution: Sugar Corporate On-Demand, Sugar Mobile Plus

After evaluating several CRM options including Microsoft Dynamics CRM,

RealConnections worked with SugarCRM gold partner BrixCRM and chose Sugar On-Demand with Sugar Mobile Plus to support its field sales staff. Sugar Mobile Plus enables access to Sugar from a smartphone or tablet and securely stores a copy of CRM data on the mobile device. And, for quick online meetings with customers and colleagues, RealConnections integrated Sugar with IBM SmartCloud for Social Business. Sugar manages all the company's customer contacts and opportunities and provides additional insight about customers and prospects through its integration with Twitter and LinkedIn. BrixCRM provided expertise to RealConnections for its migration from Salesforce and on integrating Sugar with other SaaS applications such as Microsoft Online Services.

Business Benefits

The Sugar integration with IBM SmartCloud for Social Business and its strong mobile features give RealConnections excellent visibility into customer interactions as well as control over sales and service processes. The integration with SmartCloud for Social Business enables the company to initiate web meetings with customers directly from Sugar in just a few clicks. RealConnections uses this feature extensively—conducting meetings and sharing documents via SmartCloud for Social Business and tracking every interaction in Sugar.

“Cost is about one third of what we spent on salesforce.com. Our data is better and we use more CRM functionality with Sugar for significantly less money. Don't be afraid to migrate.”

Erik Vos
Founder
RealConnections

In addition, it has integrated internet telephony (VoIP) with SmartCloud for Social Business web meetings to add conference call functionality. Also, by employing security assertion markup language (SAML) to exchange authentication and authorization data, RealConnections has single sign-on access to SugarCRM and SmartCloud for Social Business. “When we share documents like proposals and presentations, what we shared and who shared it becomes part of the customer opportunity in Sugar,” Vos says. “For the customer, the meeting is simply an open discussion, but on our end we know exactly who was involved, what was shared, and at what stage in the sales cycle.”

Sugar has also optimized the company’s campaign marketing. When RealConnections sponsors an event for potential customers it creates a campaign to promote the event and monitor responses. “We tried campaigns with salesforce, but it was not easy. With Sugar, we can easily track the ROI from our campaigns and see every action that we’ve taken,” notes Vos. “It really makes the campaign an integrated part of the total sales approach.”

And, Sugar’s mobile capabilities are a real time saver for Vos. “During the day, I don’t use my laptop; I use my iPhone,” he says. “The creation of an opportunity is just click, click and it’s in the system, which is valuable for all of us.”

In fact, RealConnections uses Sugar’s mobile capabilities in a way that often surprises prospects and customers—but in a good way. When two staffers

take a meeting with a prospect and business cards are exchanged, one immediately enters information from the prospect’s card into Sugar’s mobile app. And then returns the card! “Customers are definitely surprised, but pleasantly,” Vos comments. “It saves us a lot of time and it’s a great conversation starter. It gets us headed in the right direction.”

When asked about migrating data from salesforce.com to Sugar, Vos is adamant; it’s not a problem. “With Sugar our cost is about one third of what we spent on salesforce.com,” concludes Vos. “Our data is better and we use more CRM functionality for significantly less money. And with Sugar, migration is a smooth process. Don’t be afraid to migrate.”



Company Profile

Headquarters:
Houten, Netherlands

Founded: 2008

Company Description:
RealConnections is a cloud services aggregator and IT consulting company serving small and medium-sized businesses (SMBs) in the Netherlands.

Website:
www.realconnections.nl

Solution:
Sugar Corporate

Solution Partner:
BrixCRM

About RealConnections

RealConnections is a cloud services aggregator and IT consulting company serving small and medium-sized businesses (SMBs) in the Netherlands. The company helps SMBs use cloud-based services including collaboration, internet telephony (VoIP), and enterprise applications such as customer relationship management to boost business performance, enable a mobile workforce, and reduce infrastructure costs.

About BrixCRM

BrixCRM is specialized in developing and implementing the SugarCRM application. You can focus on your core business, because we ensure that your business is fully supported by SugarCRM. During our many years of experience we have developed a number of tools with which we can realize implementations quickly and within budget. BrixCRM is qualified by SugarCRM as Gold Partner, so that each client can be sure that their CRM implementations are in safe hands. We deliver integration, conversion, development, process consulting, training and hosting solutions.

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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