SUGARCRM

Virosafe Norway AS

Virosafe Takes Control of Sales and Marketing with
SugarCRM® and IBM® SmartCloud™ for Social Business

ViroSafe NOR

PANDA SECURITY | *The Cloud Security Company*

SugarCRM in the Cloud Helps Firm Deliver Superior Service to Reseller Network

Virosafe Norway AS distributes security technology through a network of more than 200 resellers across Norway and Denmark. Sugar has given Virosafe complete control over its sales processes, while improving customer service and email marketing. An integration with IBM SmartCloud for Social Business enables the company to initiate online meetings directly from Sugar.

Business Challenges

For many years, Virosafe Norway used a CRM solution from a local company, but competitive pressure from major players like Symantec and Trend Micro and a new office in Copenhagen increased the need for a solution that could support more people, languages, and processes—managing customers from both locations. The replacement system needed to integrate easily with other systems, simplify and improve internal processes, and provide better reports in real time. "CRM is the glue in all our processes," explains Virosafe CEO Steinar Eriksson. "We have a small staff supporting hundreds of resellers with thousands of clients who need the highest levels of service."

The Solution: Sugar Professional

To evaluate potential solutions, Virosafe met with local SugarCRM Gold partner Redpill Linpro. "We were sold after just one presentation," Eriksson recalls. "Sugar presented as

the best open source solution that would add a lot of intelligence to our business."

Virosafe began using Sugar in late summer 2010. The company found Sugar simple to deploy, quick to learn, and easy to use. The solution manages and ensures visibility into all client processes. Every sales lead is routed through the system from lead to win. For Virosafe, which wants to ensure top-level support for existing resellers while adding new ones, this type of knowledge and insight is crucial. "It is a brilliant and automated sales system that thinks for us," notes Eriksson. "I receive automated reports during all phases of the sales cycle, which dramatically simplifies and improves budgeting and corporate governance."

Business Benefits

Sugar has given Virosafe complete control over its sales processes, while improving customer service. Virosafe also employs Sugar for direct email marketing, closely monitoring what recipients respond to. "With Sugar, we can see what recipients have clicked on and read," Eriksson says. "It gives us a much better ability to assess customer's needs."

In 2011, to further improve and simplify interaction with clients, partners, and colleagues, Redpill Linpro integrated Virosafe's Sugar solution with IBM's SmartCloud for Social Business. SmartCloud for Social Business is a suite of cloud-based business networking and collaboration services

> "Sugar is ideal for everyone who wants increased control over their sales. Our solution is in the premier league, while the previous solution was in second division. I encourage everyone to try it, especially with SmartCloud for Social Business."
>
> Steinar L. Eriksson
> CEO
> Virosafe Norway AS/Panda Security

that includes social networking, online meetings, file sharing, instant messaging, data visualization, and email. "The integration with SmartCloud for Social Business enables us to start online meetings with customers in just a few clicks and run presentations directly from the system," comments Eriksson. "The implementation was quick and easy. And since both solutions are in the cloud, we can sell anytime, anywhere."

The Virosafe Sugar solution has exceeded all expectations and Eriksson is equally pleased with the work of Redpill Linpro. "Redpill Linpro has been outstanding. They have been a very professional partner and given us great value," concludes Eriksson. "Sugar would be great for any sales driven business. It improves my ability to reach decisions quickly. And, with the flexibility provided by Sugar's open source solution, the possibilities are endless."

About Virosafe Norway AS/ Panda Security

Virosafe Norway AS/Panda Security distributes security technology. The parent company does business in 172 countries and is one of the largest global players in the IT-security market. Its portfolio includes client-server security solutions, disaster recovery, remote management, and appliances for enterprise networks. The company maintains a reseller network across the country and offers support services to resellers and end users.

About Redpill Linpro

Redpill Linpro is the leading provider of professional open source products and services in the Nordic region. We provide consulting, development services, training, support, and application management for many of the world's leading open source software products. The company has clients in all the Nordic countries and offices in Stockholm, Oslo, Copenhagen, Karlstad, Gothenburg, and Stavanger.

Company Profile

Headquarters:
Hamar, Norway

Founded: 2001

Company Description:
Virosafe Norway AS, Virosafe Denmark/Panda security distributes security technology through a network of more than 200 resellers across Norway and Denmark. The parent company does business in 172 countries and is one of the largest global players in the IT-security market.

Website:
www.virosafe.no

Solution:
Sugar Professional On-Demand

Solution Partner:
Redpill Linpro

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.

www.sugarcrm.com

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