



# King Worldwide Selects SugarCRM® to Increase Visibility and Collaboration across Six Companies

Sugar's Superior Value and Mobile Capabilities Triumph Over Salesforce.com

## Company Profile

### Headquarters

London, UK

### Founded

2007

### Company Description

King Worldwide includes top-tier companies in the areas of financial communications, investor relations, proxy services, media relations, online communications, crisis management, and others of critical importance to public companies.

### Website

[www.king-worldwide.com](http://www.king-worldwide.com)

### Solution

Sugar Corporate™

King Worldwide, the leading global financial communications and stakeholder management firm, chose to use Sugar and its Professional Services team to unify the individuals and departments among six of its companies. Leveraging Sugar's extreme flexibility, ease of integration, and advanced mobile capabilities, King Worldwide created a custom solution that brings visibility and control to sales and marketing operations that span the globe.

## Business Challenges

As a growing organization, King Worldwide needed a system that could provide visibility and support collaboration among six of its companies, each of which has its own set of services and clients. Since each company provides a different service within the spectrum of stakeholder management to publicly traded companies, unifying activities and outreach with a capable CRM system was important. "We operate in several sectors, all of which overlap. Often our consultants are able to help a client address an issue via services of a different division. Having a way of keeping close track of these relationships and outreach is fundamental to our ability to provide an integrated solution," explains Audra Oliver, Head of Marketing and Communications for King Worldwide. "We believe communication is everything, not only for our clients but for ourselves within the group. Having a user-friendly, easily accessed way of communicating across the world is pivotal for us."

## The Solution: Sugar Corporate

As King Worldwide wanted to share contacts, clients, and calendars, and cooperate in developing integrated solutions—the sweet spots of CRM—the firm began to evaluate Salesforce.com and SugarCRM. At this point, its investor relations and online communications division, Halvarsson & Halvarsson, was already using Sugar's Community Edition. "After carefully investigating what was available, we concluded that Sugar was a better value," remarks Oliver. "Plus given that H & H was already using it, the choice was clear. Salesforce was more expensive and for our purposes, didn't provide any additional benefits."

The company selected Sugar and purchased Sugar's Professional Services Jumpstart Package to support implementation and the customizations required for each company. "I cannot recommend the Jumpstart package enough," Oliver says. "Katherine, our liaison at Sugar throughout the set-up process, was beyond helpful."

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Audra Oliver, Head of Marketing and Communications, King Worldwide



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## **Business Benefits**

King Worldwide users are already responding enthusiastically to Sugar's shared calendar function, Outlook integration, social media features, and mobile capabilities. "The shared calendar is incredibly useful. And for our consultants that travel a lot, the mobile application is key," notes Oliver. "It allows everyone to see their accounts and amend records to virtually the same degree they could from the office."

To date, King Worldwide has deployed Sugar to four companies and expects to complete the remainder by March. In just a short time, Oliver has noticed the value in being able to communicate easily and efficiently across divisions.

"The great thing about Sugar is that it is not difficult to use, so whether it is our CEO, chief financial PR consultant, or international proxy specialist in Germany, they are all able to access and use the system without anyone's help or weeks of training," concludes Oliver. "We couldn't be more pleased with Sugar, the support we have received, and the overall result of adopting it."

## **About King Worldwide**

The King Worldwide family comprises Europe's fastest-growing financial communications consultancy M:Communications, the premier international investor relations consultancy Taylor Rafferty, the top-ranked Nordic investor relations and online communications firm Hallvarsson & Halvarsson, the alternative asset investor and media relations consultancy Broadgate Consultants, the premier capital markets intelligence company Capital Precision, the leading proxy solicitation company D. F. King & Co., the online corporate communications firm KWD and bankruptcy specialist Donlin, Recano and Company. King Worldwide employs over 900 staff, serving more than 1,000 clients from offices in New York, Chicago, London, Stockholm, Moscow, Dubai, Hong Kong and Taipei.