



## TengolInternet Supports Rapid Growth with System Integrations on SugarCRM® Platform

Epicom Integrates Sugar with QuickBooks and Twilio, Eliminating Thousands of Dollars in Costs

### Company Profile

#### Headquarters

Austin, Texas

#### Founded

2001

#### Company Description

TengolInternet is the largest private network services provider to the outdoor hospitality industry.

#### Website

[www.tengolinternet.com](http://www.tengolinternet.com)

#### Solution

Sugar Professional™

#### Solution Partner

Epicom

TengolInternet, the leading provider of wireless internet to outdoor venues such as campgrounds and marinas, left Salesforce and consolidated multiple systems on the SugarCRM platform with the help of Sugar Gold Partner Epicom. Integrations with Sugar and QuickBooks streamlined accounting processes and saved 30 hours each month. And, its Twilio integration enabled the company to save thousands of dollars a month in outbound service calls while recovering integration expenses in just 45 days.

### Business Challenges

TengolInternet, which means “I have internet” in Spanish, serves 1,000 operators of private and state campgrounds, marinas, and oil field housing units in the U.S. and Canada with turnkey wireless internet service. In 2011, the company connected over one million travelers through its networks.

As TengolInternet grew, so did the number and variety of its business systems. The company moved from Excel spreadsheets to Salesforce for sales and lead generation, developed a proprietary network management system, employed Constant Contact for email marketing, and captured its call center activity in a separate database. “Nothing was tied together,” recalls Eric Stumberg, co-founder and CEO of TengolInternet. “Locations, customers, prospects, accounting, and network operations were all disconnected and our access to those systems was limited.”

The catalyst for change came with an acquisition. In 2009, TengolInternet acquired the number two competitor in its industry. “We needed a way to migrate their customers and ours onto the same platform so that we could successfully manage the transition and all of these new customers,” Stumberg continues. “And along with that we started to look at the functionality we needed to track our customer commitments and all the activity surrounding those relationships.”

### The Solution: Sugar Professional

TengolInternet considered expanding the use of Salesforce, but found it too expensive and not flexible enough for the company’s needs, which included aggressive future growth. “We have 1,000 customers now and we want to have 5,000,” notes Stumberg. “And when we started looking at all of our processes and systems, we knew there was no way we could scale it to get where we wanted to go. We cancelled our Salesforce account and selected Sugar as a platform for the company.”

*“Our Sugar-Twilio integration saved us \$3,000 in personnel time the first month, and paid for itself in only 45 days.”*

Eric Stumberg, Co-Founder, President, and CEO, TengolInternet



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TengolInternet engaged Sugar Gold Partner Epicom to develop requirements, design its Sugar solution, and manage data migration from its disparate systems. “Epicom did a really good job of helping us focus on how we wanted to use Sugar,” explains Stumberg. “They helped us define the process flows and cover all the details. And through the migration they made sure we didn’t lose any of our customer histories. That was a big thing.”

### **Business Benefits**

Implemented in March of 2010, TengolInternet’s Sugar solution quickly delivered several improvements in key operational areas including customer service, accounting, and outbound customer communication. Epicom’s Sugar integration with QuickBooks automatically posts new customer accounts and service work orders from Sugar to the accounting system—saving 30 hours per month. Likewise Sugar integration with Twilio, a cloud-based provider of VoIP, text messaging, and phone services, automated outbound customer communications that would normally be performed by employees and saved the company \$3,000 in personnel expenses in the first month.

Sugar first made an impact in TengolInternet’s customer service area. Using Sugar, the company can now track and analyze customer service cases from open to close. Beyond improving service levels, this enables NOC staff to pinpoint the source of each case and identify service issue trends. The solution also ensures that all customer calls and requests are logged and receive appropriate follow up. “We rely on Sugar to help us with profitability tracking,” Stumberg comments. “Every customer has a profitability profile based on the number of cases and calls for support. And Sugar alerts us if a threshold number of cases are opened within a specific period of time. That tells us if an account is becoming unprofitable and we need to look into it.”

The Twilio integration addressed a service process issue. Prior to Sugar, 67 percent of TengolInternet’s service caseload required outbound calls to check on network outages or potential outages. With the Twilio integration, Sugar now initiates automatic outbound phone, text, or email alerts to customers directly from network administration. “In the first half of March, the system made 684 calls for us and most of those were resolved without further action,” elaborates Stumberg. “At three minutes a call, we saved about \$3,000 just in personnel time. Next month, it will probably be \$4,000. And, just as exciting, our customers love it.” Stumberg expects the value of this integration to grow as TengolInternet scales its business. Integration expenses were recovered in only a month and a half.

“We are big fans of Sugar,” concludes Stumberg. “Sugar gives us a way to manage our customer relationships better over time. And we’ve found that our services actually impact the satisfaction scores our customers receive from their guests. So Sugar not only helps us take care of our customers, it enables us to help them grow their business.”

### **About TengolInternet**

TengolInternet is the largest private network services provider to the outdoor hospitality industry. Headquartered in Austin, Texas, TengolInternet delivers turnkey WiFi solutions for hospitality operators and the guests they serve through its award winning network design, installation, management and guest support services. TengolInternet currently manages high speed wired and wireless networks for more than 900 RV resorts, campgrounds, hotels and marinas in 49 states, Canada and Mexico. For additional information call 512-469-7660.

### **About Epicom Corporation**

Epicom customizes, supports and hosts high-performance web-based Customer Relationship Management systems. Our expertise is helping U.S. and overseas companies large and small improve their profits and outpace their competition. Epicom has completed hundreds of successful CRM projects and is one of Sugar’s leading North American Gold Partners. Our focus is on consulting and executing complex SugarCRM deployments, customizations and integrations.

For more information, call 512-481-9000, email [info@epicom.com](mailto:info@epicom.com), or visit our website at [www.epicom.com](http://www.epicom.com).