

Speed deployment and simplify management of customer relationship management software



Extend the value of your IBM investments with IBM i Solution Edition for SugarCRM

Highlights

- Streamline marketing, sales and support with a fully integrated CRM solution that includes the security and control of an integrated hardware and software solution
 - Leverage software optimized to run on the IBM® i platform, for industry-leading scalability, performance and energy efficiency
 - Reduce your cost of acquisition with bundled pricing and cost of ownership with minimal maintenance and ongoing support
 - Experience superior service and support with highly coordinated, joint service teams
 - Install in minutes and seamlessly integrate with existing systems
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Building lasting relationships with customers is key to maintaining competitiveness and profitability. However, as your organization grows, providing marketing, sales and customer support professionals with a single view of the customer along with the tools to build and manage those relationships, becomes more challenging.

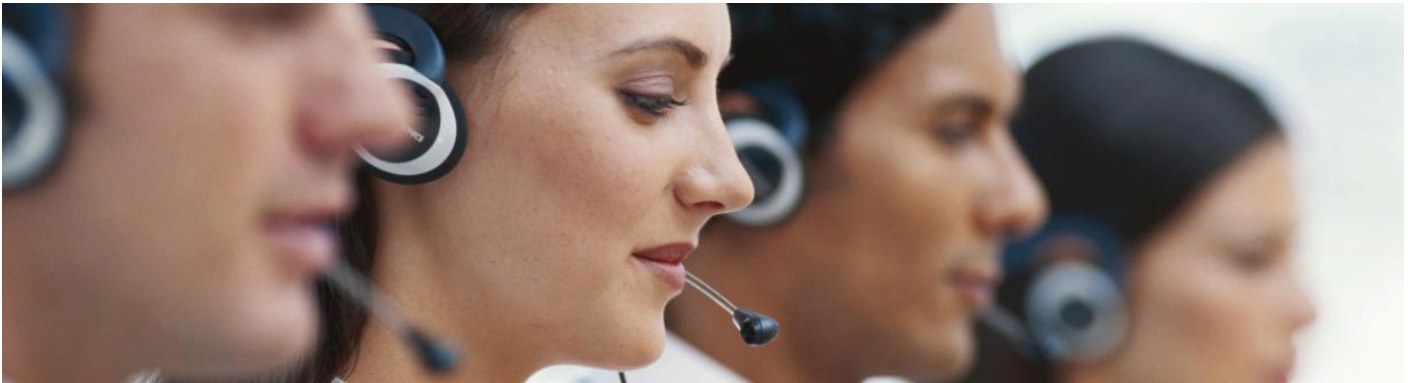
While the benefits of deploying an integrated customer relationship management (CRM) solution are numerous, from increased efficiencies and greater customer satisfaction to faster market response time, you also must find the right platform on which to deploy a CRM solution — one that is powerful and scalable, but is not too costly to attain, too risky to deploy or too complex to manage.

IBM i Solution Edition for SugarCRM addresses these needs, providing a complete, fully integrated solution that combines the highly available IBM System i® operating system and IBM POWER7® processor-based IBM Power Systems™ servers with SugarCRM software to help reduce the cost, complexity and risk of deploying a CRM solution. Because the solution is optimized for IBM i on POWER7 through rigorous benchmarking, performance testing and tuning, it can immediately help extend the value of your existing IBM investments.

IBM i Solution Edition for SugarCRM enables fast implementation and superior support from collaborative IBM and SugarCRM service teams. Based on technology jointly developed by IBM and global alliance partner SugarCRM, the solution delivers:

- Flexible and simplified integration with existing solutions for social collaboration, analytics, billing, etc.
- The benefits of IBM i operating system's industry-leading availability, scalability and energy efficiency
- Lower cost of acquisition through specialty pricing and lower total cost of ownership through reduced maintenance and ongoing support costs
- Increased productivity with fast deployment and intuitive workflows





Reduce total cost of acquisition, ownership while simplifying CRM

While SugarCRM runs on any IBM i server, IBM i Solution Edition for SugarCRM is available specifically for IBM Power 720 Express and IBM Power 740 Express servers. It's designed to help small- or mid-sized organizations simplify CRM yet avoid increased spending and staffing requirements. Together, IBM Power Express Servers and IBM i also provide the outstanding performance and workload-optimizing features of the POWER7 processor. Available at a discounted price when purchased as a bundled solution, IBM i Solution Edition for SugarCRM helps keep your costs of acquisition down while its ease of use helps you reduce total cost of ownership with lower maintenance and ongoing management costs.

Leverage flexible integration of systems and software

Often organizations find CRM solutions difficult to integrate with existing systems, limited by ineffective or inflexible software interfaces. In addition, when implementing a CRM solution, organizations are sometimes forced to reconfigure or replace existing database systems. Unlike other offerings in the marketplace, SugarCRM is based on open source, so your teams can easily modify or extend it to work with your existing investments. Using IBM WebSphere® Cast Iron connector for SugarCRM, SugarCRM flexibly integrates with a variety of applications and relational database systems. With this capability you can easily connect and communicate with your existing systems from day one without building entirely new custom integrations.

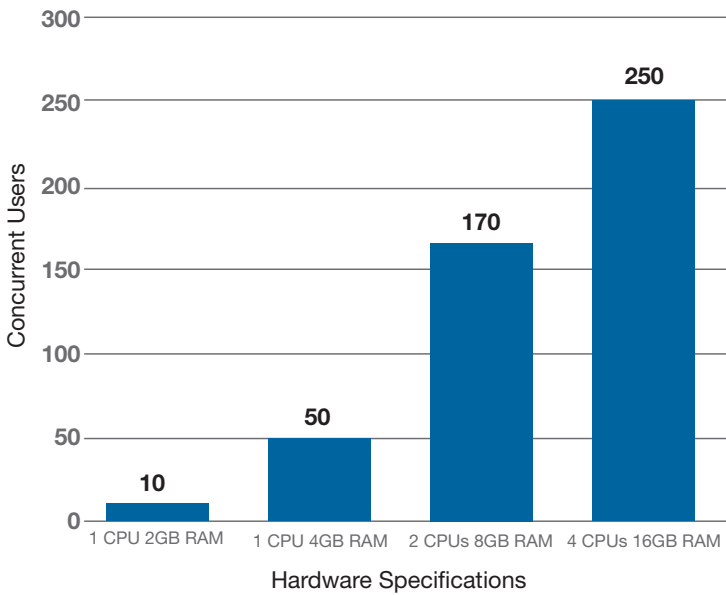
Experience proven and tested response times, scalability

Rigorous benchmarking and performance testing have optimized SugarCRM for the IBM i operating system and IBM POWER7 processors, resulting in industry-leading response time performance while adding security and control. SugarCRM delivers the ease of use and rapid application navigation that your customer-facing teams expect from a modern Web 2.0 application. Performance testing of SugarCRM on IBM i confirms that you can easily scale up the number of SugarCRM users on a single IBM i server by simply adding more processors and memory for predictable, linear scalability that you can budget for as your organization grows.

“IBM and SugarCRM can offer our global customers a CRM solution that enables their unique processes and deeply integrates with their existing and future IT infrastructure.”

— Larry Augustin, CEO, SugarCRM

SugarCRM Concurrent Users on IBM Power 740 Express



Shown here are the typical numbers of supported concurrent SugarCRM users based on various performance parameters. Test results of typical CRM interactions showed 90 percent of results were returned in one second; 98 percent were returned in two seconds. A typical CRM system sees 20 percent concurrent usage. Therefore, an IBM i configuration for 250 concurrent users will support up to 1,250 named users.

Increase productivity with intuitive interfaces and familiar workflows

While some CRM solutions can be complex to use or disruptive to normal workflows, IBM i Solution Edition for SugarCRM is intuitive, helping you collaborate more effectively internally and with your customers.

SugarCRM integrates seamlessly with IBM LotusLive™ on-demand collaboration suite, IBM Lotus Notes® for social collaboration and business applications, and IBM Cognos® business intelligence and performance management software.

Expect ease of deployment and highly coordinated customer support

While competitive products may offer only one method of deployment, IBM i Solution Edition for SugarCRM is available to you as a hosted cloud solution with IBM or a third party, or as an on-premise solution, with all data stored on your servers. Clients can expect fast and simple deployment within hours, and superior ongoing technical support. Joint service teams are equally knowledgeable about both IBM hardware and SugarCRM software, so you can always rely on assistance from a single point of contact, eliminating finger-pointing and streamlining your operational productivity.

IBM i Solutions Editions at-a-glance

Editions include:	Power 720 Express 4-core	Power 720 Express 6- or 8-core	Power 740 Express
Edition feature code	#4975	#4971	#4972
Processors shipped	4	6 or 8	4–16
No-charge processor activations	3	5	Half number ordered
No-charge processor licensing for IBM i	0	0	2
Minimum number of IBM i processor licenses required	1	1	4
IBM i user entitlements	Discounted*	Discounted*	N/A
Access unlimited users	No charge	No charge	Included with IBM i Value Pack (5722-IVP)
Customer care vouchers			
Service vouchers	1	1	Included with IBM i Value Pack (5722-IVP)

* Discount does not apply to unlimited user feature.



IBM Power 740 Express (rack-mount)

Build business value with IBM i Solution Editions

All IBM i Solution Editions are designed to help businesses take advantage of the combined experience and expertise of IBM and independent software vendors (ISVs) in building business value with IT investments. Coupled with the total integration delivered by IBM i and the Solution Edition system discount, these solution offerings deliver the performance today's businesses need while driving down the total cost of ownership. Each Solution Edition provides a simplified, easy-to-manage, high-performance IT environment for your core business applications.

For more information

To learn more about IBM i Solution Edition for SugarCRM, contact your IBM representative or IBM Business Partner at 1-866-426-9989, or visit ibm.com/systems/power/hardware/editions/solutions.html

For more information about the POWER 720 Express, visit ibm.com/systems/power/hardware/720

For more information about the IBM POWER 740 Express, visit ibm.com/systems/power/hardware/740

For more information about SugarCRM, visit sugarcrm.com/ibm

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REFERENCE

¹ Test results were based on an industry average rate of 20 percent concurrent users. Note: In a call center, or other environments in which users require constant CRM system access, the number of concurrent users can approach 100 percent. Web service integrations can also drive up concurrency rates. IBM representatives can assist with system sizing based on unique capacity requirements.



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