

Social Selling with SugarCRM® & IBM

Imagine if your sales team could improve its relationships with prospects and customers, understand their needs better, build stronger business connections, and close more deals faster. If they could spend more time selling to productive leads and less time filling out sales reports. If your company could enhance its reputation by engaging with customers using the methods they prefer, being more responsive to inquiries and concerns, and resolving issues quickly by finding the appropriate information or by bringing

in experts. And, imagine if these improvements in performance could be accomplished without adding resources.

This isn't a business fantasy. All of these attributes can be achieved with a Customer Relationship Management (CRM) system that includes rich social and analytic capabilities. A CRM system is the engine for sales force automation, for integrating social media into your sales processes, and for creating tangible business benefits that help a company become a smarter business.

SugarCRM and IBM introduce social business to the lead-to-cash activities that help your organization gain and retain more customers. Sugar's open platform, flexible implementation, and intuitive interface support the tools you need to sell smarter to today's engaged, connected clientele. Sugar enhances collaboration among internal and external contacts, greatly improves visibility into your prospects and customers, provides a scalable solution that grows with your business, and lets you sell more with the same number of people.

Collaborate Inside and Outside the Enterprise

Sugar's open architecture easily integrates with third-party collaboration tools to help your teams build involvement with customers and coworkers. Today's informed customers expect to interact with businesses using familiar social collaboration tools. With these tools, you can establish relationships with prospects and customers to keep them engaged with your business in ways that form lasting relationships. Internally, your team can quickly bring in expertise to solve business issues, share best practices, and create effective solutions.

IBM® SmartCloud™ Engage integrates with Sugar for social collaboration among your sales team and their accounts and contacts. From within Sugar's browser-based interface, Sugar users can conveniently share files and start web meetings with customers. This capability not only reduces travel costs but also extends the reach of your sales team to a broader set of account stakeholders including business partners.

With Sugar's open platform, it's easy to add social collaboration capabilities that improve communication internally

and allow you to tap expertise across your organization. For example, with Sugar's integration with the IBM Connections™ community function, your sales team can share information with the extended team working on an account, get their questions answered by experts, and always have access to the best sales practices and material. Integration with IBM Sametime® software lets users engage in unified, real-time communication including instant messaging for chat and file sharing, online meetings, telephony, and video conferencing. The net result is that your team can apply the knowledge and skill of the entire organization to increase sales opportunities and compete more effectively.

Make Smarter Decisions with Better Business Visibility

A key benefit of a well-implemented and integrated CRM system is improved visibility into business performance. The CRM system drives better forecasting and analytics by providing a single trusted source of business information, eliminating the all-too-common reliance on departmental spreadsheets that makes management visibility a challenging task. Consistent, timely sales information, analysis, and forecasting ensure that resources can be allocated to maximize sales success.

Sugar provides a complete set of reports and forecasting tools for real-time snapshots into sales performance. For analysis of business and financial performance over time, Sugar integrates with IBM Cognos® software. Cognos combines Sugar data with other sources in your organization and allows you to view current and historical customer data side-by-side. Sugar's data, enhanced with Cognos's array of business intelligence capabilities, can give your

organization the insight to make better sales decisions without involving your IT department in day-to-day management or customization.

Grow Your Business with a Scalable Solution

Sugar replaces inflexible, closed, legacy CRM systems with a modern, flexible, open solution that's ready to meet the needs of larger organizations and public institutions. Sugar's open architecture and numerous deployment options ensure that it will scale to the demands of your business no matter how fast it grows and changes.

You might begin with a departmental CRM implementation that can be developed and brought online quickly via a cloud deployment. When you're ready to move to an enterprise-grade cloud solution with SLAs and optional VPN access, your Sugar application and database will migrate easily to an enterprise-ready hosting solution, IBM SmartCloud Enterprise. If business requirements call for an on-premise solution, Sugar can be deployed and self-managed on your servers behind your firewall. Since each Sugar customer has their own database, it's simple to move Sugar's applications and data from the cloud to on-premise or vice versa.

If you need a one-stop-shop solution for on-premise deployment, Sugar is available from IBM as the i Solution Edition for SugarCRM which 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. Regardless of the size of your enterprise, Sugar can efficiently meet your scale and performance requirements either on-premise or in the cloud.

Sell More with the same Sales Resources

Sugar and IBM can help you to maximize the effectiveness of sales resources, enabling greater sales without an increase in resources. You can accomplish this feat through automating sales processes while empowering your sales team with social and analytics capabilities. Reps can save time learning about the customer because they already have a 360-degree view of the customer's business interactions, save effort searching for information and expertise, reduce time spent filling out sales reports and forecasts, save on travel by engaging customers remotely with a rich set of collaboration and social tools, save time with one-to-many communications, and save energy keeping the entire team (internal resources and partners) in sync to close more deals. The net result? Higher close rates, shorter sales cycles, reduced churn, and more competitive sales wins using the sales staff you already have in place.

Add Business Value with an Integrated SugarCRM and IBM Solution

Sugar's integrations with IBM produce tangible business benefits. To start, you can take advantage of the IBM business relationship you've already established and build upon the value of the IBM solutions you may already be using. Sugar's open platform means that integrating new applications is not only possible, but is accomplished in a straightforward manner using industry-standard APIs and development tools so you can get the exact solution you need, not an approximation based on the limitations of closed development environments.

Find the Right Solution for Your Business

SugarCRM and IBM together offer the solutions that can bring your customer interactions into the 21st century by combining information access, collaboration, social media, and user interfaces that are easy to use for your team and your customers alike. Add the 360-degree customer visibility provided by Sugar and your business will be positioned to maximize sales, increase customer satisfaction, and make the best use of your technology investments.

Social selling takes advantage of a variety of IBM solutions to meet the needs of your particular business environment. A social selling solution may include some or all of the following integrations with Sugar:

IBM Connections™

A web-based social collaboration platform that allows your sales team to tap the expertise of the entire organization. IBM Connections provides expertise location, discussion forums, communities, and other social capabilities that can directly be applied to your selling process. For example, content from a community of experts can be linked to a specific opportunity in SugarCRM.

IBM Cognos® Business Intelligence and Cognos Express software

Solutions to gain a complete perspective of your business and its performance. Sugar's integration brings Cognos Express integration into the Sugar application, or provides an interface to link Sugar data to Cognos Business Intelligence's application.

IBM Lotus Notes®

An integrated suite of business applications, email, calendars, feeds,

and more. The Sugar plug-in for Lotus Notes facilitates seamless integration with Sugar directly from the Sugar interface. Capabilities include copying inbound and outbound emails to Sugar; linking emails with contacts, accounts, opportunities, projects, or cases; calendar, task, and personal address book integration, and much more. The plug-in works with Lotus Notes version 6 or higher (including versions 6, 7, and 8).

IBM WebSphere® Portal

Provides a single access point to web content and applications, while delivering differentiated, personalized experiences for each user.

WebSphere Portal supports workflows, content management, simplified administration, security, and scalability. Due to Sugar's and WebSphere Portal's support for open standards, Sugar can be integrated into an exceptional web experience for all your line of business applications via WebSphere Portal.

IBM Sametime®

Delivers a complete set of real time collaboration tools including instant messaging for chat and file sharing, online meetings, telephony, and video conferencing. These capabilities accelerate deals through more effective communication across your internal teams.

IBM SmartCloud™ Engage

An integrated suite of collaboration tools combining social networking with web conferencing and collaboration capabilities. SugarCRM has built-in integration with SmartCloud Engage that lets your sales team share files easily and hold web conferences with their account contacts.

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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