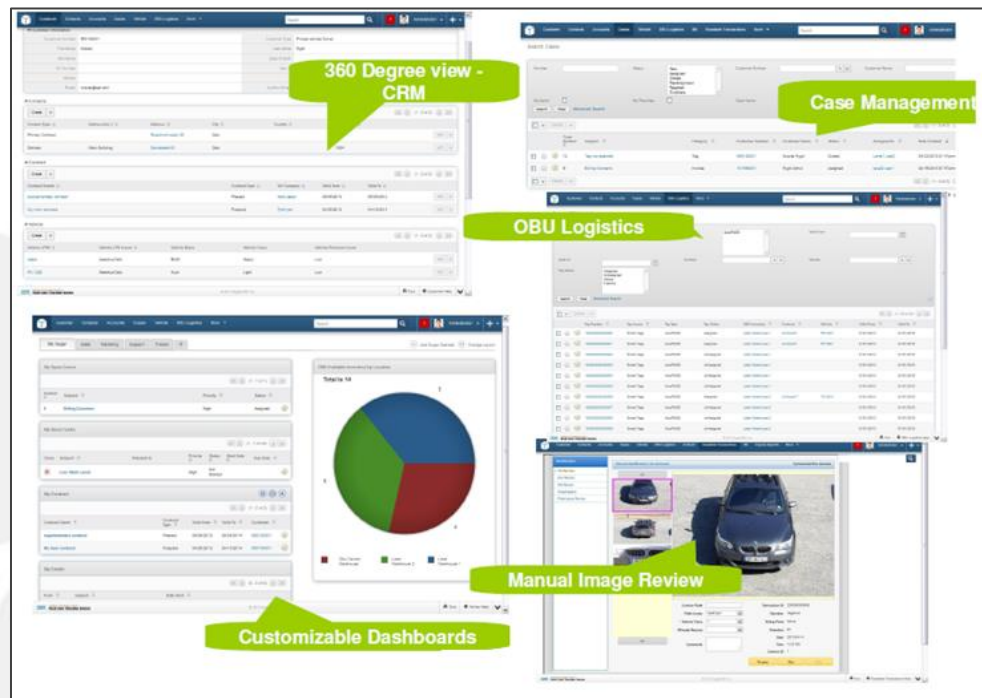
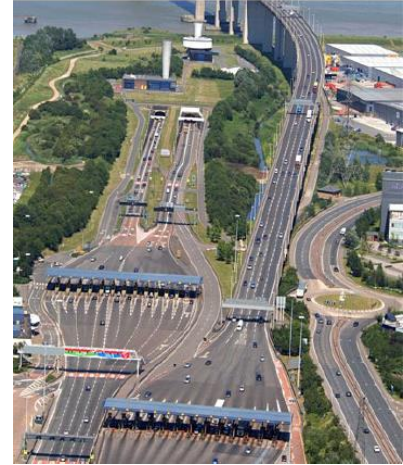


Reduce costs and enhance customer service with SugarCRM integrated into IBM Road User Charging solution

IBM's Road User Charging solution, part of IBM's Smarter Planet initiative, reduces traffic congestion and pollution for government agencies around the world. IBM's solution uses open standards, cloud, analytics and mobile technology to provide "Smarter Road Charging".

SugarCRM, an IBM Advanced Business Partner, has collaborated with IBM Intelligent Transport Solutions to integrate the Sugar solution into the IBM Road User Charging solution, reducing administration costs and enhancing customer service. Toll operators can see a single view of back office operations, including:

- a 360-degree view of a given customer
- a view of all the cases around that customer
- logistics for the toll charging On-Board Unit (OBU)
- customizable dashboards showing key metrics
- a view of the toll camera picture



SugarCRM is already pre-integrated and pre-tested into the IBM solution, with a reusable reference model and solution architecture.



SugarCRM and IBM – a global alliance partnership

The Road User Charging solution is only one of many joint SugarCRM and IBM solutions. SugarCRM and IBM have a longstanding global strategic alliance relationship with many joint customers and with dedicated engineering, services, sales and marketing resources. Both companies continue to invest in their strong partnership to build on their success.

To learn more about how SugarCRM and IBM solutions can help you with industry-leading innovation, unparalleled flexibility, unique value, and reduced risk, visit www.sugarcrm.com/ibm.

