

# COGNOS® FOR SUGARCRM®

## Discover Essential Integrated Business Intelligence with IBM Cognos for SugarCRM



Access your Cognos Dashboards from within Sugar.



Create your Cognos Reports directly from Sugar.



### Drive Smarter Decisions and Better Results

Looking for a fast, easy way to handle reporting, analysis, dashboards, scorecarding, planning, budgeting, forecasting, and business event management across all your company's data sources?

Cognos Business Intelligence gives your organization the ability to combine your SugarCRM data—along with all the other data housed in your ERP, databases, HR systems, and more—into one true picture of performance.

### Advance from Data to Insight with Cognos and Sugar

- Combine SugarCRM data with other data sources.
- Use snapshots of SugarCRM data for time-period analysis.
- Incorporate all your critical information into one system.
- View current and historical data about customers side-by-side.
- Reconcile data across systems to gain a complete view of customers.
- Supplement data warehouse data with up-to-the-minute information.
- Enhance SugarCRM reporting with a full breadth of BI capabilities.

### Get Easy Data Access with Sugar's Open Architecture

SugarCRM's open and accessible database architecture allows Cognos to access all SugarCRM modules without the need for software customization. Cognos also works with custom applications built using SugarCRM Module Builder and Sugar Studio.

Sugar plus Cognos is easy to deploy, maintain, and update, so your organization can gain competitive advantage without involving your IT department in day-to-day management or customization. Sugar makes CRM simple, and Cognos delivers business intelligence analytics that everyone can use.

For more information on Sugar and IBM, visit [www.sugarcrm.com/ibm](http://www.sugarcrm.com/ibm)  
 For a FREE TRIAL of SugarCRM, visit [www.sugarcrm.com/freetrial](http://www.sugarcrm.com/freetrial)  
 or call 1.877.842.7276 from within the USA, or +1.408.454.6940 from outside the USA