

# **CORPORATE OVERVIEW**

Conventional CRM solutions have failed to deliver on the initial promise of enabling companies to drive extraordinary customer relationships for two reasons: 1) sales and support people typically don't like to use them and 2) they are too expensive to put in the hands of every customer-facing employee. The result is that companies are spending an inordinate amount of money on solutions that end up compromising their forecasts, pipelines and customer visibility—ultimately crippling their ability to create extraordinary customer relationships.

SugarCRM is uniquely focused on solving these critical issues by placing the individual employee at the center of its CRM solution. SugarCRM is putting the “i” in CRM and empowering people at all levels of an organization to better understand and engage with customers over the entire customer lifecycle.



## COMPANY TRAJECTORY AND MARKET OPPORTUNITY

According to Gartner Research, CRM will represent the largest segment of enterprise software by 2017, growing to a \$36.5B worldwide market. CRM has become a massive, yet highly fragmented segment—with more than 50% of the market comprised of companies with single-digit market share. With global demand soaring, SugarCRM is well poised to continue its impressive trajectory. SugarCRM continues to strategically invest and align for future product development to meet the increased demand as the company expands its worldwide reach and channel growth across key regions.

2013 was marked by the company's strong growth and revenues, a major re-architect and launch of the most recent release of Sugar, a record funding round from Goldman Sachs, being named as a visionary in the Gartner Magic Quadrant, and industry recognition from other leading analysts as the engine behind IBM's remarkable business transformation across its 45,000-person global sales organization.

In October 2013, SugarCRM rebranded the company with its “iCRM” campaign — putting the individual at the center of its latest solution and declaring 2014 “The Year of the Individual.”

Poised for accelerated growth and showcasing a strong vision for the future, SugarCRM is transforming the customer experience and driving business optimization as it sets the stage for an exciting decade ahead.

## THE LEADER IN CRM INNOVATION

Sugar's innovation starts with Sugar UX™, our individualized CRM user experience that's immersive, engaging, and intuitive. Sugar UX combines the business process optimization of conventional CRM with the simplicity, mobility and social aspects of a modern consumer app. Sugar users get contextual intelligence about every contact, company, lead, case, or opportunity in an easy to use, easy to understand format that can be personalized to fit each user's workflow.

Sugar UX delivers the same engaging interface to users of SugarCRM Mobile, our free mobile app for iOS and Android devices. Users can access Sugar information easily from desktop, tablet, or smartphone—switching effortlessly among devices as needed, without additional training or IT support. Sugar UX's device independence empowers effective engagement with customers regardless of the user's location.

## THE VALUE OF CLEAR AND SIMPLE PRICING

Traditional CRM systems saddle users with add-on fees, forced upgrades and additional costs for the latest functionality. The downside, apart from the additional and unpredictable expense, is that companies facing such costs tend to restrict access to their CRM system. The result is limited customer visibility and poorer customer relationships throughout the organization.

Sugar's affordable pricing structure, Sugar PurePrice™, is clear and simple, with no hidden fees or forced upgrades. Smaller businesses get the CRM solution and features they need without incremental charges. Larger enterprises get a robust CRM solution at an affordable price that allows them to put Sugar in the hands of all customer-facing employees. With Sugar PurePrice, all Sugar purchasers are assured of a solution that will grow with their business while continuing to deliver exceptional value and return on investment.

## THE MOST FLEXIBLE CRM PLATFORM IN THE INDUSTRY

Seamless integration. From the beginning, Sugar was built with a flexible software architecture. Sugar uses industry-standard technologies, including HTML5, REST, JavaScript and PHP, delivering improved agility, lower total cost of ownership and long-term peace of mind. Developers have complete access to our software platform and have responded by creating nearly 200 commercial integrations with leading business applications. As businesses grow, and as business and social networks evolve, Sugar can easily be modified, extended and integrated quickly and effectively. This flexibility makes Sugar a long-term, future proof solution that continues to add value after other CRM applications have become obsolete.

Deploy anywhere. Sugar's versatility makes it the most agile CRM solution in the market. The Sugar platform can be deployed on Sugar's On-Demand multi-tenant cloud service, on-premise behind a firewall, or through Sugar's private cloud offering. Sugar data can be moved easily between different deployment models based on changing requirements. Users are never locked-in by inflexible deployments that, over time, become too expensive and cumbersome to meet changing business needs.

## GLOBAL ECOSYSTEM

Sugar's active community includes more than 30,000 registered developers on six continents. Our community helps us drive innovation through continuous idea creation, usage, and feedback on Sugar's platform, extensions and complementary applications. Between our developer community and certified partners, virtually any business integration, extension or plug-in can be easily created or already exists.

## SUGAR SUBSCRIPTIONS

Sugar is available in three subscriptions to meet the needs of businesses of every size. Each Sugar version is based on the same software code, which allows for easy migration as businesses grow or needs change.

## AWARDS & INDUSTRY RECOGNITION

2014

**2014 Visionary in Gartner Magic Quadrant** for Sales Force Automation for two consecutive years

**2014 AlwaysOn Top 100 Winner**

**2014 CRM Excellence Award Winner**

**2014 Seven Upstarts to Watch** in Enterprise Apps – ZDnet

**2013 Winner CRM Watchlist 2013**

**2013 Visionary in Gartner Magic Quadrant** for Sales Force Automation

**2013 Winner ISM TOP 15 CRM Award**

**2013 AlwaysOn Top 100 Winner**

**2013 CRM Magazine - Winner** – Open Source CRM category

**2013 CRM Magazine – Leader** – Enterprise CRM category

**2013 CRM Magazine – Leader** – Mid-market Suite CRM category

**2013 CRM Magazine – Leader** – Small-Business CRM category

2013

**2013 CRM Magazine – Leader** – Sales Force Automation category



## COMPANY SNAPSHOT

**Founded:** 2004

**World Headquarters:** Cupertino, CA

**Worldwide Locations:**

Raleigh, Munich, Sydney, London, Paris, Minsk

**Employees:** 400+

**Partners:** 350 partners on six continents

**Sugar Users:** >1.5 million in over 120 countries

**Investors:**

- Goldman Sachs
- Draper Fisher Jurvetson
- NEA
- Walden International

## Executive Leadership:

- Larry Augustin, Chief Executive Officer
- Clint Oram, Co-Founder and Chief Technology Officer
- Jennifer Stagnaro, Chief Marketing Officer
- Steve Valenzuela, Chief Financial Officer
- Henning Ogberg, EVP Worldwide Sales (Interim)
- Remy Malan, VP, Customer Adoption
- Patricia Timm, SVP, General Counsel & Corporate Secretary
- Sherry Pulvers, VP, People and Places

## CONNECT

### CORPORATE HEADQUARTERS – SILICON VALLEY

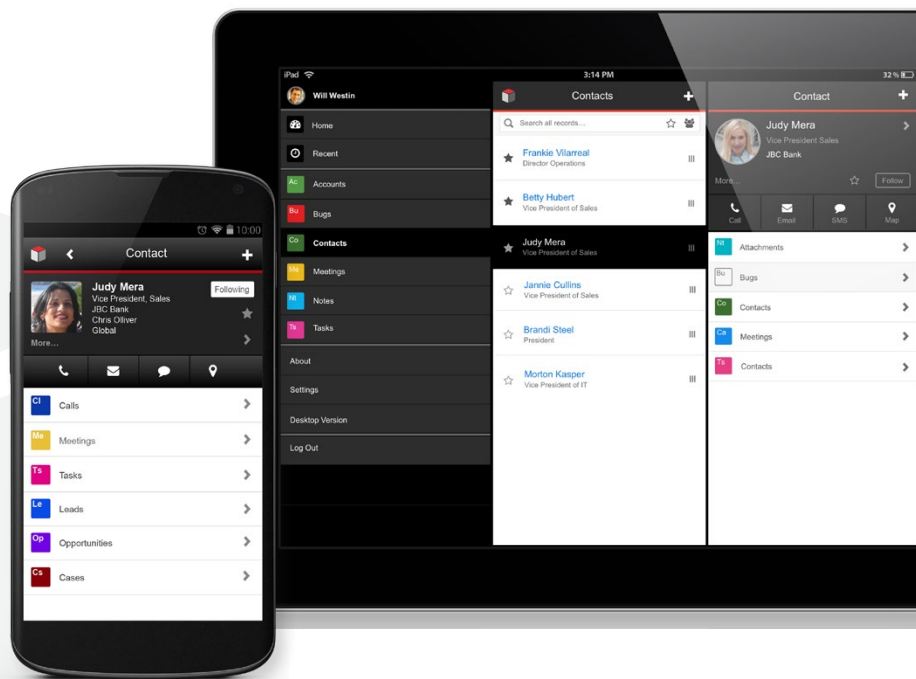
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