



SUGAR PROFESSIONAL™ helps companies align marketing, sales, support and executive management. Marketing can manage all campaigns across channels in Sugar and feed qualified leads to the appropriate sales teams with the click of the button. Sales people receive the tools and information to prioritize and close more deals. Customer support can view customer assets and account information to better handle customer requests. And executives gain visibility into the return on investment of marketing campaigns, up-to-date sales forecasts, and customer satisfaction levels through advanced reporting functionality.

Gain a complete view of your customers across marketing, sales and support.



Advanced reporting and dashboards provide a real-time look into business performance.



Workflow and team security controls and protects the flow of information.



Access Sugar anywhere with mobile support.



Ensure relevant customer information with data services integration.

Advanced Sales and Reporting Features

Sugar Professional accelerates sales cycles and helps executives make better decisions by providing the tools and information needed to keep pace in today's market. SugarCRM® Reports and Dashboards allow users to gain real-time insight into how your company is performing across key areas. Sales Forecasts allow sales representatives and managers to gain a cleared understanding of quote attainment and reduce surprises at the end of the quarter.

Greater Control over Information

As companies grow, it becomes increasingly important to ensure the right people get access to the right information and that sensitive data is protected. Sugar Professional offers the workflow automation and team and field-level security controls that streamline the flow of information through your company while ensuring that sensitive information is protected.

From the Cloud to Your Browser

Sugar Professional is accessed through a web browser with maintenance and updates managed by Sugar Open Cloud technology—a global on-demand platform that delivers application updates and data services from third-party providers like Hoover's, LinkedIn and Jigsaw. The Sugar Open Cloud lets you focus on your business while we take care of the rest. Offered as an annual subscription, Sugar Professional reduces the risk inherent with traditional software purchases and allows your company to adjust usage levels based on need.

"Sugar Professional has become the platform for our vital business systems, which encompass finance, sales, marketing, and support."



athenahealth

FEATURES

Sales Force Automation

- Leads
- Contacts
- Opportunities
- Accounts
- Activities
- Documents
- Sales forecasting
- Contracts
- Product catalog
- Quotes

Marketing Automation

- Campaigns
- Email marketing
- Online lead capture
- Web-to-Lead forms
- List management
- Newsletter management
- Campaign dashboard
- Marketing reports

Customer Support

- Case management
- Bug tracking
- Email management
- Case escalation and queuing
- Knowledgebase
- Advanced case escalation and notification

Reporting

- Customizable dashboards
- Custom reports
- Multiple dashboards on homepage
- Advanced reports
- Advanced charts

Collaboration

- Activity management
- Document management
- Shared calendar
- Employee directory
- Project management
- Ajax email client
- Sugar Plug-in for Microsoft Outlook
- Sugar Plug-in for Microsoft Word
- Advanced project management (Gantt Charts and Grids)
- Reminders and alerts
- Team notices

Mobile

- Wireless edition
- PDA edition

Customization

- Module builder

- Custom fields
- Custom objects
- Custom modules
- Custom record types
- Drag-and-drop custom layouts
- Configure tabs
- Assignment notification
- Workflow automation rules

Migration

- Data import and exports
- Import de-duplication
- Upgrade wizard
- Data quality controls

Integration

- Custom links
- Web-services API
- Sugar Feeds Dashlets
- Cloud Connectors
- My Portal Dashlet
- Module Loader
- Cloud Connectors Data Merge

Security

- Access control by user role
- Access control by team
- Field-level security
- Module Administration



Sugar Cloud Views integrate data sources from around the web to provide Sugar Professional users more intelligent information directly in their system.

Sugar Mobile delivers rich presentation of the entire SugarCRM application on BlackBerry, iPhone and other smartphone devices.

"Sugar has been instrumental in allowing our sales to increase by 100% over last year."

POWEREFFICIENCY
CORPORATION



2009 Winner



About SugarCRM

Sugar CRM is the world's leading provider of commercial open source customer relationship management (CRM) software. Founded as an open source project in 2004, SugarCRM applications have been downloaded over five million times and currently serve over 500,000 users in 75 languages. Over 5,000 customers have chosen SugarCRM's On-Site and Cloud Computing services over lock-in based, proprietary alternatives. In the last year, SugarCRM has been recognized for its customer success and product innovation by CRM Magazine, InfoWorld, Customer Interaction Solutions and Intelligent Enterprise.

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