

SUGARCRM® AND **IBM**®



Together SugarCRM and IBM provide industry-leading solutions with innovation, unparalleled flexibility, unique value, and reduced risk.

Innovation

Sugar delivers relevant customer insight at every point of interaction for consistent, effective engagement. Our modern Sugar UX™ interface helps users quickly gain proficiency with rapid adoption and less training. Available integrations support IBM innovations in predictive analytics, Big Data, and IBM's "next best action" solution.

Unparalleled Flexibility

Sugar's open platform gives you exceptional freedom and control. Make unlimited customizations, integrate with third-party or legacy systems via modern APIs, and add new functionality with easy-to-use tools. A wide variety of IBM infrastructure integrations are available to deploy your solution on-site or in the cloud.

Unique Value

Sugar is a complete CRM system providing enterprise-grade email marketing, lead tracking, opportunity management, and customer care. Sugar can be extended seamlessly with IBM products and services that you have today or may add in the future.

Reduced Risk

You have the assurance that IBM has tested and deployed Sugar to customers ranging in size from 20 to over 55,000 users worldwide, that Sugar integrations meet IBM's validation requirements, and that the global strength and industry depth of IBM Global Services resources are ready to support your Sugar engagement.



Deliver a superior customer lifecycle experience across sales, support and marketing

Advanced support for end-to-end business processes

Social Selling leveraging Sugar and IBM Collaboration Solutions

Optimized for IBM infrastructure including IBM SoftLayer, servers and DB2

Increase value and reduce risk with the combined talent of IBM Global Services and SugarCRM

AN ALLIANCE THAT FITS HAND IN GLOVE

The alliance between SugarCRM and IBM represents an exceptional fit of technologies, services and vision. Together SugarCRM and IBM bring an intense focus on providing customer-facing professionals with the best tools to deliver an exceptional experience to their prospects and customers with every interaction.

Superior Customer Lifecycle Experiences

- Ensures a seamless customer experience
- Enhanced both digital as well as human channels
- Optimizes the entire customer lifecycle: market, sell, buy, service

From generating leads to invoicing customers, Sugar integrated with IBM Smarter Commerce products extends the power of every customer-facing individual in your organization. SugarCRM has achieved the “IBM Ready for Smarter Commerce” mark.

Marketing Professionals: Integrating Sugar with IBM Campaigns. Links your prospect and customer data to marketing campaign planning and execution. Your sales professionals can instantly see new leads and task assignments in Sugar based on marketing campaigns managed by IBM Campaign. They can also receive real-time recommendations from IBM Interact. To measure effectiveness, Sugar Analytics Powered by Cognos Business Intelligence can analyze your marketing campaign against goals and objectives.

Sales Professionals: Sugar integrates with IBM Campaign and IBM Interact to present relevant information at the right time, keeping your sales teams in unison with corporate campaigns. Sugar integrations with IBM Sterling Configure, Price, Quote and IBM Sterling Order Management ensure a smooth customer experience throughout the sales process. Sales professionals at all levels can also benefit from extensive sales insight provided by Sugar Analytics Powered by Cognos Business Intelligence such as lead prioritization, quota progress, and achievement over time.

Service Professionals: Service professionals and call center agents see the same complete customer view with Sugar. Agents are prompted to reinforce offers previously presented digitally. They can also follow up on previous interactions with previous call center agents.

Built-in Collaboration for Superior Social Selling

Sugar's integrations with IBM Connections, IBM Notes®, and IBM SmartCloud® for Social Business allow your customer facing teams to take advantage of IBM's social and collaboration offerings.

- Sugar allows for the flexibility of customer facing individuals to choose the most comfortable tool for them – email, collaboration or Sugar.
- Seamless integration allows Notes users to update records, assign tasks, record interactions and email prospects while capturing those interactions within Sugar.
- Integration with IBM Connections allows customer-facing teams to create communities, store documents and communicate between team members while Sugar captures all interactions. All of the above value is available to on-premise Notes or Connections customers, as well as to customers using IBM SmartCloud for Social Business.
- SugarCRM has achieved the “IBM Ready for Social Business” mark.

Maximizing Value, Minimizing Risk through Professional Services

Strategic transformation of your organization with CRM requires much more than the right technologies - it requires the right team. With Gartner forecasting that 50% of all CRM implementations will fail to meet expectations, you need the best project team available. IBM Global Business Services is the largest, most seasoned CRM consulting practice in the world, minimizing the risk of implementation failure. SugarCRM and GBS can deliver a “Discovery” methodology to design and deliver CRM solutions that enable your staff, and delight your customers.

- The IBM Global Center of Competence for Smarter Commerce, part of IBM Global Business Services, can help you solve your most complex buying, marketing, selling and servicing challenges. They are fully trained on Sugar and the IBM product integrations.
- Sugar can take advantage of IBM's next best action Signature Solution, to allow every customer-facing individual to maximize every client interaction.
- IBM Global Technology Services can help deploy Sugar on IBM SmartCloud or SoftLayer cloud environments.

Optimized for IBM infrastructure

- SugarCRM customers can choose from a wide variety of IBM deployment methods and infrastructure options, giving customers full flexibility between scalability, cost, and speed.
- Sugar is tested and validated with a range of IBM infrastructure offerings including DB2 and a wide variety of IBM Power and Intel servers.
- Testing, validation, scalability tests and guidelines help reduce your risk and maximize your investment.

Sugar supports IBM DB2®, IBM PureSystems®, IBM System i®, IBM System x®, System p®, IBM SmartCloud® Enterprise, SoftLayer®, WebSphere® Cast Iron® Cloud, and IBM PowerLinux™ and has achieved multiple IBM validations: Ready for SmartCloud Services, Ready for DB2, and Ready for PureSystems.



SugarCRM and IBM – a global alliance partnership

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.

10050 North Wolfe Road | SW2-130

Cupertino, CA 95014

T: 408.454.6900 | F: 408.873.2872

SugarCRM Deutschland GmbH

Erika-Mann-Strasse 53 | 80636 Munich | Germany

T: +49 (0) 89 1 89 17 20 00 | F: +49 (0) 89 1 89 17 21 50

sales-emea@sugarcrm.com

www.sugarcrm.com

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