



CRM Made Simple

Présentation de SugarCRM

**OPEN
WORLD
FORUM**



11-13
OCTOBRE
2012

Le Premier Forum
Open Source en Europe



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SugarCRM

Qu'est-ce que le CRM ?

CRM



**Customer
Relationship
Management**

**Gestion de la
Relation
Client**

Recherche de prospects



Conversion d'un prospect en client (Lead to Cash)



Cycle de vie du client



Vos clients sont contents !



CRM – une vision à 360° de vos clients

- Ventes
- Marketing
- Support





SugarCRM

La société

SugarCRM – la société CRM dotée de la plus forte croissance



● Entreprise

- Leader du CRM Open Source
- Créée en avril 2004 à Cupertino, Californie
- Siège européen basé à Munich, bureaux UK & France
- Partenaire mondial IBM

● Chiffres clés

- 3^{ème} éditeur de CRM
- La plus grande implémentation CRM (70K utilisateurs mondiaux)
- 1M+ utilisateurs, 80,000+ sociétés
- 11+ Million téléchargement
- 115+ Pays, 25+ langues
- 400+ partenaires sur 5 continents
- 30,000+ développeurs enregistrés

● Croissance très rapide

- 112% YoY croissance du CA
- 120% YoY croissance de notre base clients

Approuvé par les analystes



Gartner

7,000+ clients, partout dans le monde



OpenSocial Foundation



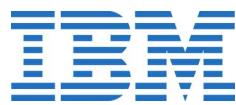
- Spécification publique conçue pour les applications sociales web
 - Définit un ensemble d'APIs

- Création (2007) **Google myspace**

- Sociétés impliquées



- Conseil d'administration



- Partenaires s'engageant à implémenter les APIs définies par OpenSocial
Bebo, Engage.com, Friendster, hi5, Hyves, imeem, NetModular, mixi,
MySpace, Ning, orkut, Plaxo, QuePasa, phpFox, Six Apart,
Freebar.com, LinkedIn, Tianji, **Salesforce.com**, Viadeo, Oracle, et XING.



Sugar

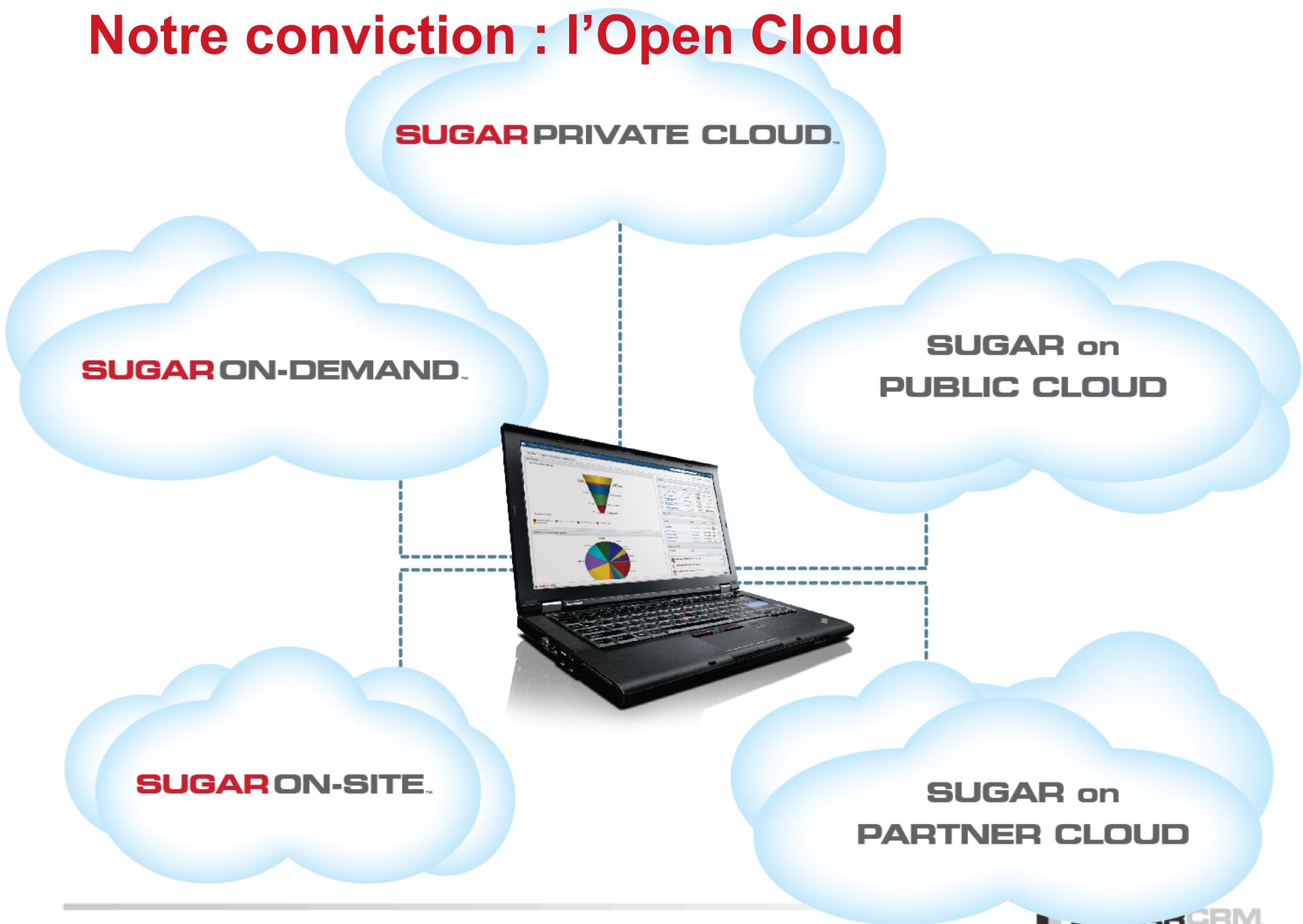
Le CRM

Notre conviction : le CRM Pour Tous



Nous aidons
toute personne
En contact avec
la clientèle à
Mieux travailler.

Notre conviction : l'Open Cloud



Notre conviction : un Écosystème Ouvert



Mobilité



Intégrations



L'écosystème
ouvert de
SugarCRM



Cloud



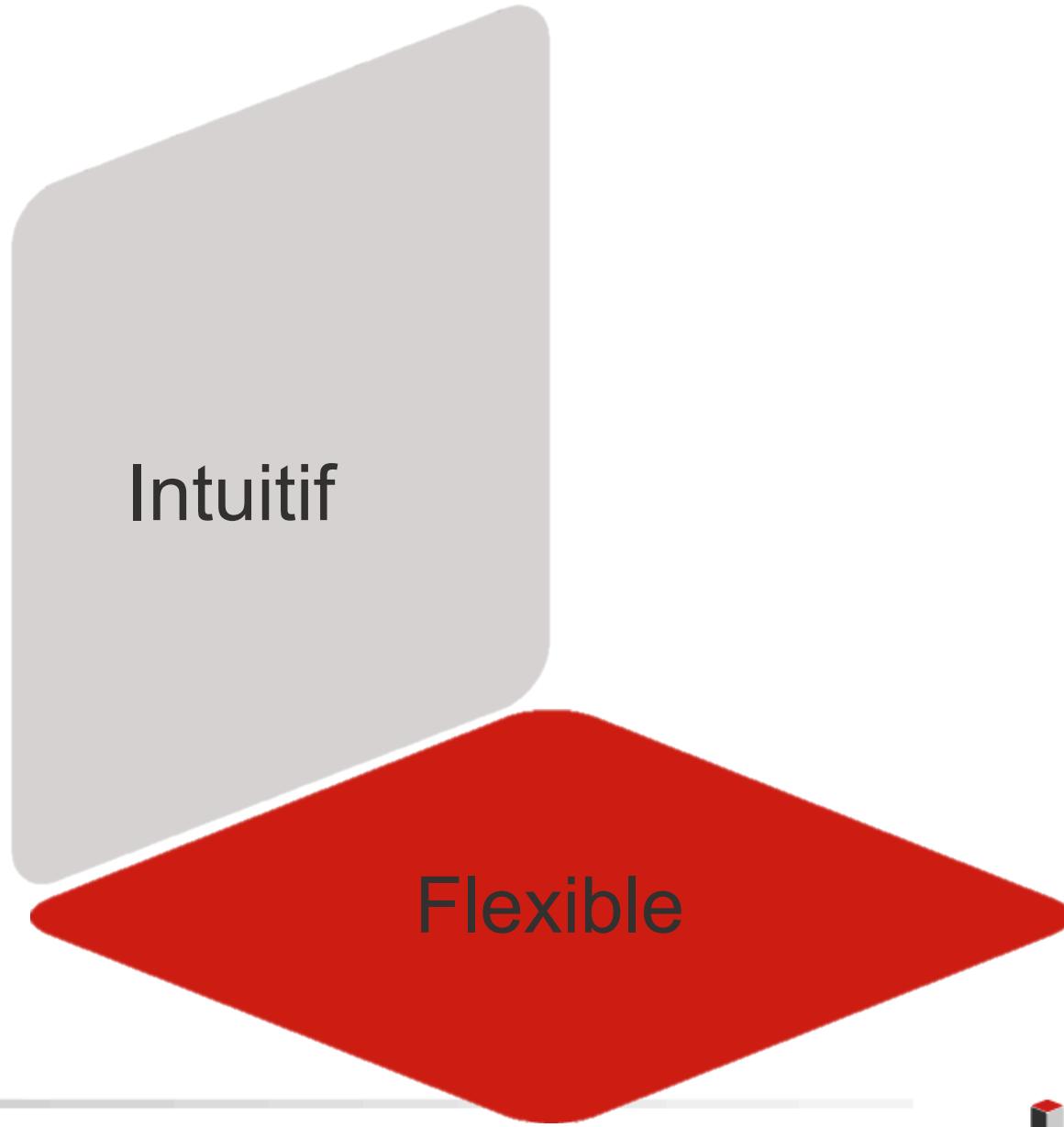
Social

Nous y croyons, car Sugar est :

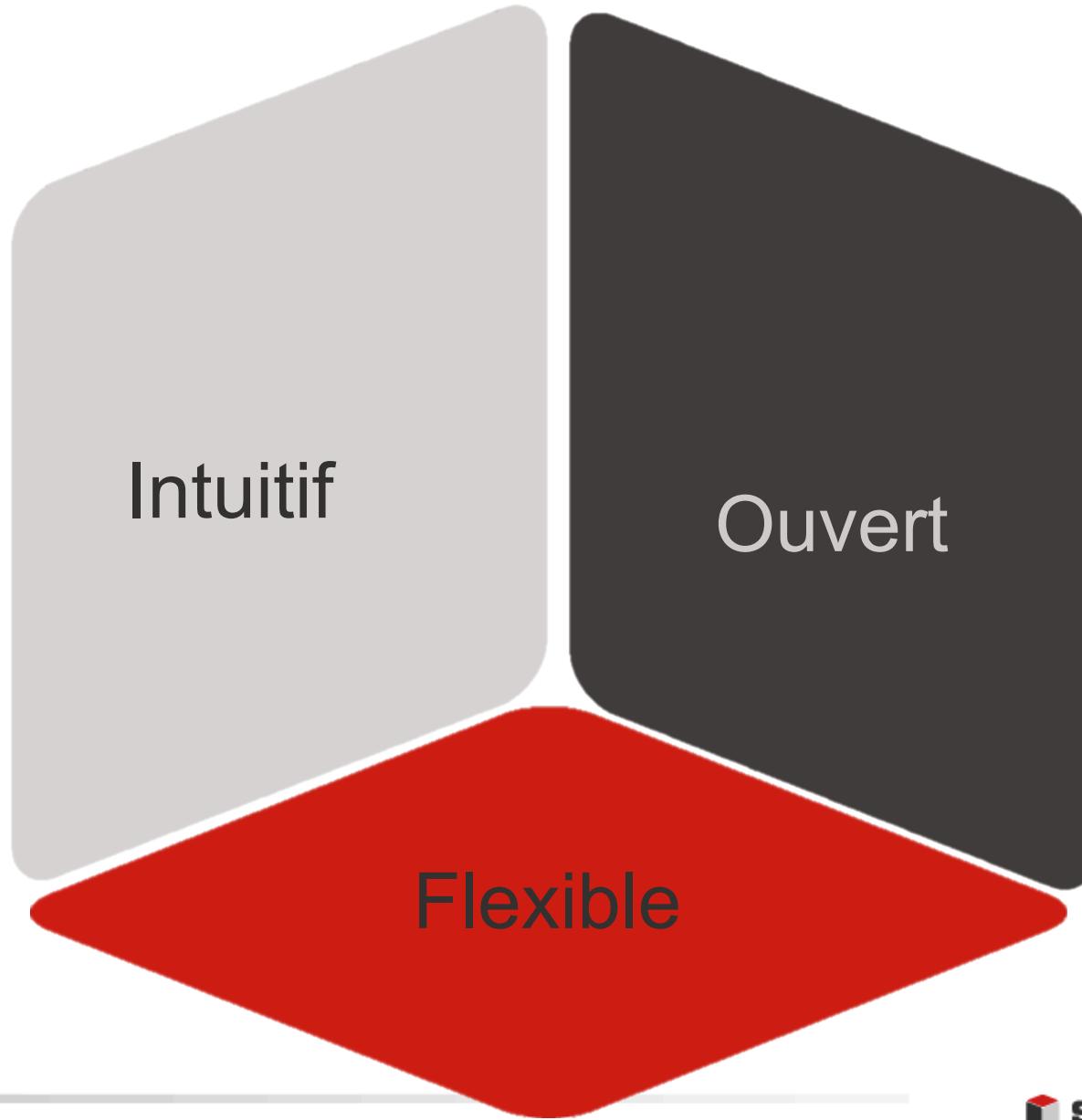


Flexible

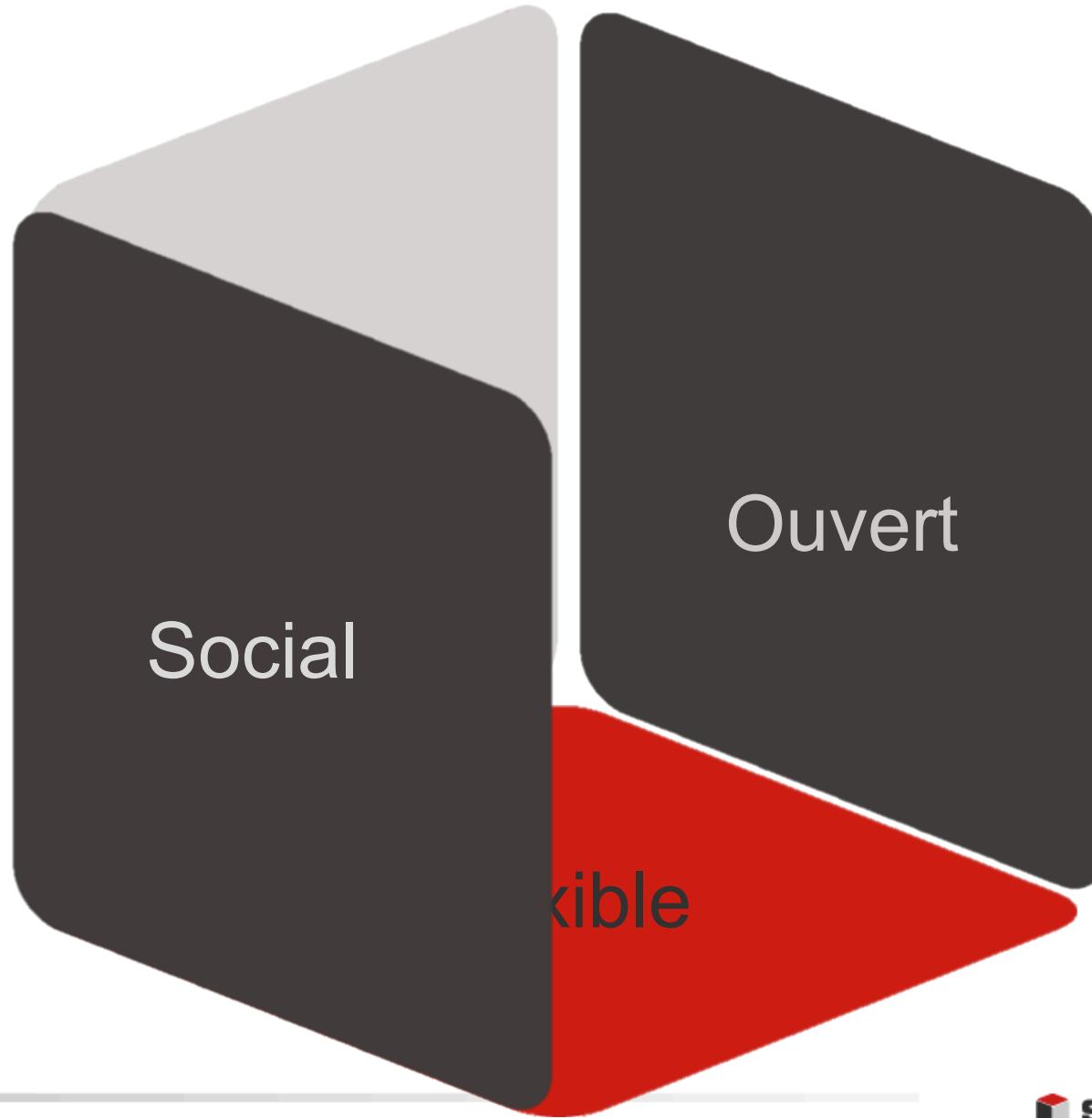
Nous y croyons, car Sugar est :



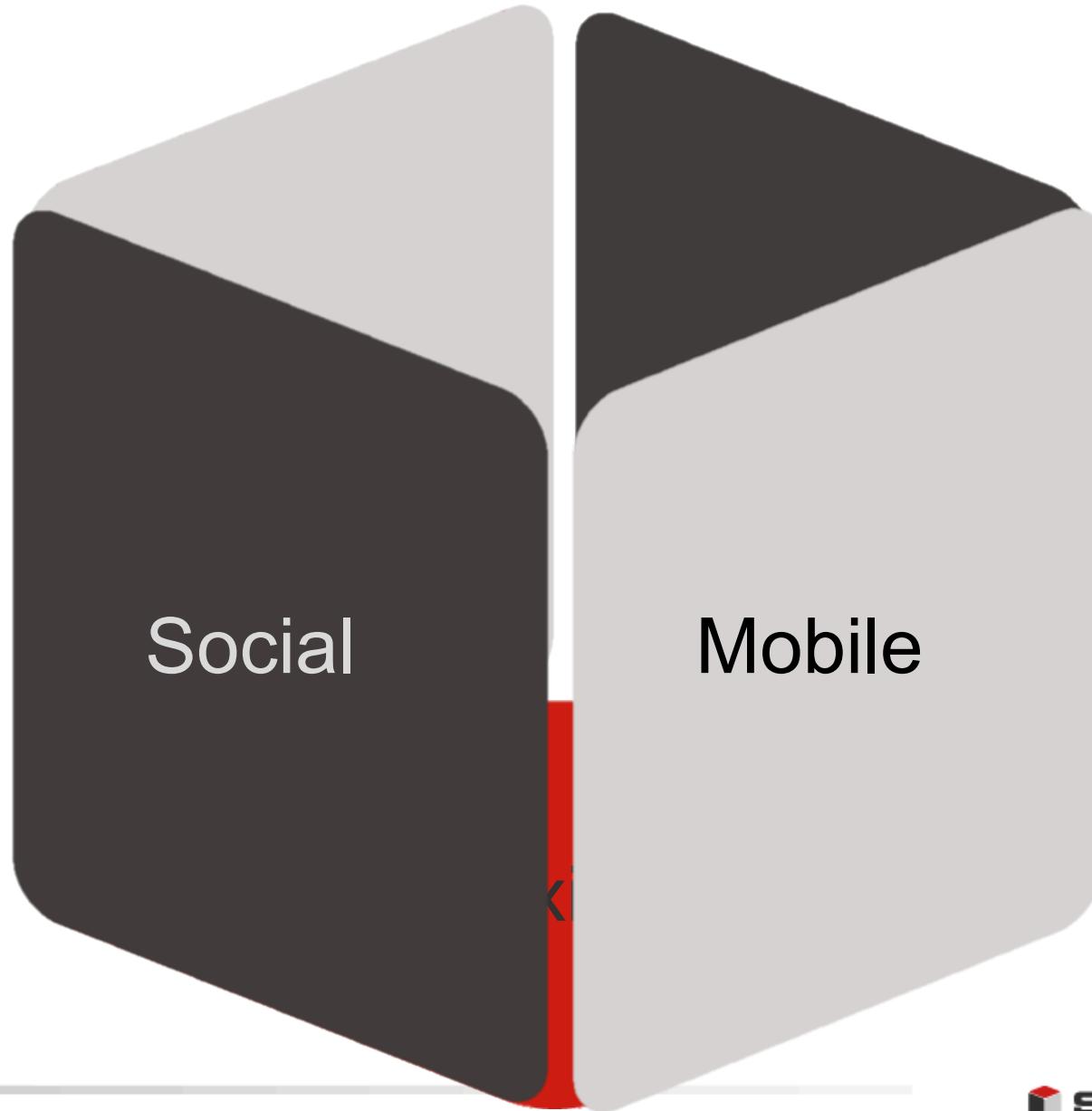
Nous y croyons, car Sugar est :



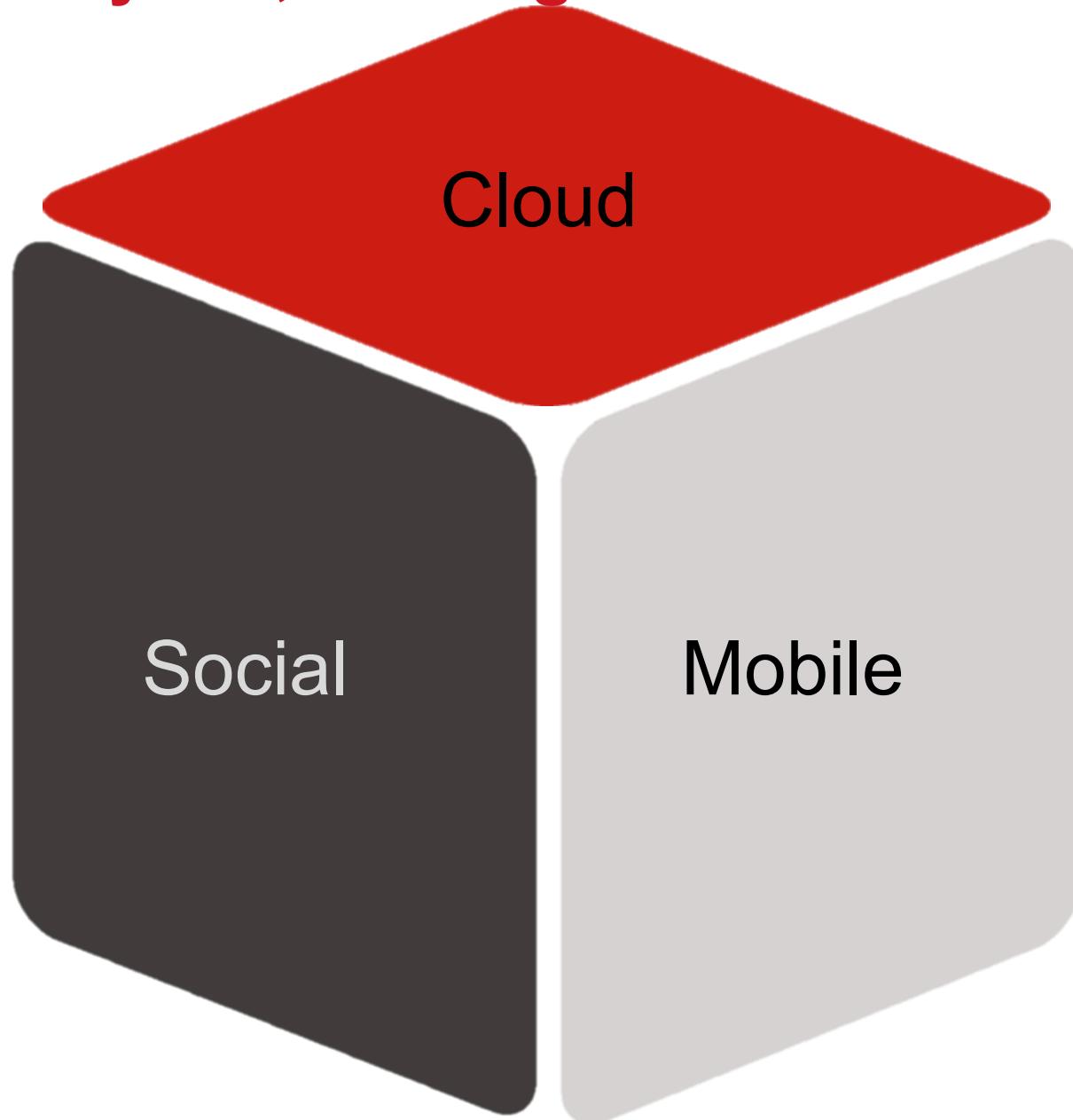
Nous y croyons, car Sugar est :



Nous y croyons, car Sugar est :



Nous y croyons, car Sugar est :



Un Monde en Mouvement



Gestion des forces de ventes (SFA)



- Personnalisation des étapes du cycle de ventes
- Équipes de ventes
- Prévisions
- Produits, devis, contrats
- Automatisation du processus de ventes

Automatisation des processus Marketing



- Gestion des campagnes
- Capture des prospects sur votre site Internet
- Campagnes emails
- Mesure du retour sur investissement (ROI) d'une campagne
- Réseaux sociaux

Automatisation du support client



- Gestion des requêtes clients
- Suivi des bugs
- Gestion des emails
- Base de connaissances
- Portail client en libre-service

Capture d'écran page d'accueil

Accounts Contacts Opportunities Leads More ▾ Search Olivier Nepomiachtchyan +

My Sugar Sales Marketing Support Tracker Facebook Tournée commerciale Twitter + Add Sugar Dashlets Change Layout

Pipeline By Sales Stage

Pipeline total is \$957K

Stage	Value (\$)
Prospecting	\$366.67K
Qualification	\$10.00K
Needs Analysis	\$75.00K
Value Proposition	\$135.00K
Id. Decision Makers	\$85.00K
Perception Analysis	\$75.00K
Proposal/Price Quote	\$50.00K
Negotiation/Review	\$160.00K

Opportunity size in \$1K

Top Open Opportunities

(1 - 5 of 42)

Opportunity Name	Account Name	Amount	Expected Close Date
pty Constrata Trust LLC	Constrata Trust LLC	\$250,000.00	11/30/2012
pty 123	SugarCRM Inc.	\$16,666.67	10/31/2012
Spindle Broadcast Corp. - 1000 units	Spindle Broadcast Corp.	\$50,000.00	02/02/2013
Kringle Bell IncK.A. Tower & Co - 1000 units	Kringle Bell IncK.A. Tower & Co	\$10,000.00	10/26/2012
Calm Sailing Inc - 1000 units	Calm Sailing Inc	\$25,000.00	05/16/2013

My Meetings

(1 - 5 of 7)

Close	Subject	Related to	Start Date	Accept?
	Meeting	Givenchy	08/20/2012 10:00	

Support

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Capture d'écran page d'accueil

SugarCRM

Accounts Contacts Opportunities Leads More ▾

Search Oliver Nepomiachty

M Actions Create Account View Accounts View Account Reports Import Accounts

Pip Recently Viewed SugarCRM Inc. A.G. Parr PLC Air Safety Inc Anytime Air Support Inc L'oreal BOURJOIS

Favorites First National S/B LVMH Moët Hennessy Louis Vuitton SA Air Safety Inc Anytime Air Support Inc SugarCRM Inc.

Tournée commerciale Twitter + Add Sugar Dashlets Change Layout



The sales funnel diagram illustrates the progression of opportunities through various stages based on size. The stages are:

- Prospecting: \$366.67K
- Qualification: \$10.00K
- Needs Analysis: \$75.00K
- Value Proposition: \$135.00K
- Id. Decision Makers: \$85.00K
- Perception Analysis: \$75.00K
- Proposal/Price Quote: \$50.00K
- Negotiation/Review: \$160.00K

Opportunity size in \$1K

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Calm Sailing Inc - 1000 units	Calm Sailing Inc	\$25,000.00	05/16/2013

My Meetings

Close	Subject	Related to	Start Date	Accept?
	Meeting	Givency	08/20/2012	

Support

Capture d'écran liste de comptes

SugarCRM Home Accounts Contacts Opportunities Leads More Search Olivier Nepomiachtch +

Search Accounts

Name: [] Website: [] Any Phone: []

Any Email: [] Any Address: [] City: []

State: CA Postal Code: [] Country: []

Type: Adherent, ServicePartner, Reseller, Diffuseur, Analyst

Industry: Apparel, Banking, Biotechnology, Chemicals, Communications

Assigned to: Olivier Nepomiachtch, Chris Olliver, Jean Dupont, Jeanne Durant, Jim Brennan, Max Jensen

My Favorites:

Layout Options: Save search as: [] Save Modify current search: Update Delete "CA"

Search | Clear | Basic Search | Saved Searches CA

(1 - 20 of 36)

Name	City	Billing Country	Phone	User	Email Address	Date Created
A.G. Parr PLC	Persistence	USA	(757) 437-0805	Max Jensen	phone.im.the@example.tw	05/31/2012 02:50pm
A.G. Parr PLC	Sunnyvale	USA	(604) 491-1108	Sally Bronsen	section45@example.tw	05/31/2012 02:50pm
ACME	Cupertino			Olivier Nepomiachtch		06/07/2012 06:55pm

SUGARCRM Support

Capture d'écran Fiche Compte

The screenshot shows the SugarCRM account detail page for 'SugarCRM Inc.' (highlighted with a yellow star). The top navigation bar includes 'Accounts', 'Contacts', 'Opportunities', 'Leads', 'More', 'Search' (with a magnifying glass icon), and a user dropdown for 'Oliver Napomischky'. Below the header, there's a toolbar with links like 'Overview', 'More Information', 'Other', 'Last Tweets', 'Search tweets', 'Followers Twitter', 'Klout', and 'Map'. The main content area displays the account information in a grid format:

Name: SugarCRM Inc.	Logo: SUGARCRM
Website: http://www.sugarcrm.com	Twitter name: sugarcrm
Office Phone: (408)873 2872	Fax: (408)873 2873
Billing Address: 1000 N. Wolfe Rd. Ste 130 Cupertino CA 95014 United States	Shipping Address: 1000 N. Wolfe Rd. Ste 130 Cupertino CA 95014 United States
Email Address: sales@sugarcrm.com (Primary)	Type: Partner
Description: SugarCRM is a software company based in Cupertino, California. It produces the web application Sugar, also known as SugarCRM, which is a customer relationship management (CRM) system that is available in both open source and Commercial open source applications. Sugar's functionality includes sales-force automation, marketing campaigns, customer support, collaboration, Mobile CRM, Social CRM and reporting.	

Below the account details, there are sections for 'Contacts', 'Activities', 'Opportunities', 'Documents', 'History', and 'Campaigns'. Each section contains a table with columns like Name, City, State, Email, Office Phone, Subject, Status, Contact, Due Date, Assigned User, and more. The 'Activities' section shows 'No Data'. The 'Opportunities' section shows one record for 'Reply 123' with a status of 'Prospecting' and a due date of '10/31/2012'. The 'Documents' section shows a file named 'SugarCRM quick installation R5.msi' with a status of 'Active' and a publish date of '10/26/2012'. The 'History' section shows 'No Data'.

Vue à 360°

Listes relatives



Les déclinaisons de Sugar

Choisissez votre saveur !

Free as beer?



4 éditions commerciales, 1 édition communautaire

SUGAR PROFESSIONAL™

CRM avancé pour petites et moyennes entreprises

\$30/utilisateur/mois

SUGAR ENTERPRISE™

CRM pour les entreprises avec des besoins portail client et rapports avancés

\$60/utilisateur/mois

SUGAR CORPORATE™

CRM avancé pour entreprises avec des besoins en mobilité offline

\$45/utilisateur/mois

SUGAR ULTIMATE™

Offre CRM Ultime pour les entreprises mondiales, mobiles et sociales

\$100/utilisateur/mois

SUGAR COMMUNITY EDITION™

 SUGARCRM

La communauté SugarCRM

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Software/Group ▾

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Login | Create an account

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Downloads: **11,740,405** | Developers: **34,316** | Files: **7,333** | Projects: **1,104**

Building on SugarCRM

Building on SugarCRM - Creating Applications the Easy Way provides a thorough overview of the development tools and APIs available in SugarCRM 6.2, showing both developers and non-developers alike how to use them to build a sample application step-by-step.



[Get The Book](#) ▶

1 2 3 4 5 6 [Next](#)

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Blog



Read the latest Sugar Community News and along with interesting user and developer tips.

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SugarForge News

Pack Français SugarCRM 6.5.5 par CARRENET

September 24, 2012 - by Mathieu Rodrigues - *FRANCAIS Pack Langue - CARRENET*

La traduction Française intégrale de la dernière version de SugarC...

Download Now

⬇ Latest Stable Release:
Sugar CE 6.5.5

More Stuff:

[Themes](#)

[Language Packs](#)

[Installers](#)

Recent Developer Posts

- ↗ Perform some operation just before Email Campaign runs
- ↗ logic hook for campaign module?
- ↗ Hide 'Convert Lead' Button Except For Admin
- ↗ How to database migration of sugarcrm 5.1 to 6.5.2
- ↗ How to rewrite a document URL



Merci !

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