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SUGARCRM®

Introducing Sugar 6: CRM Made Simple



Intuitive. Flexible. Open.

SUGAR 6

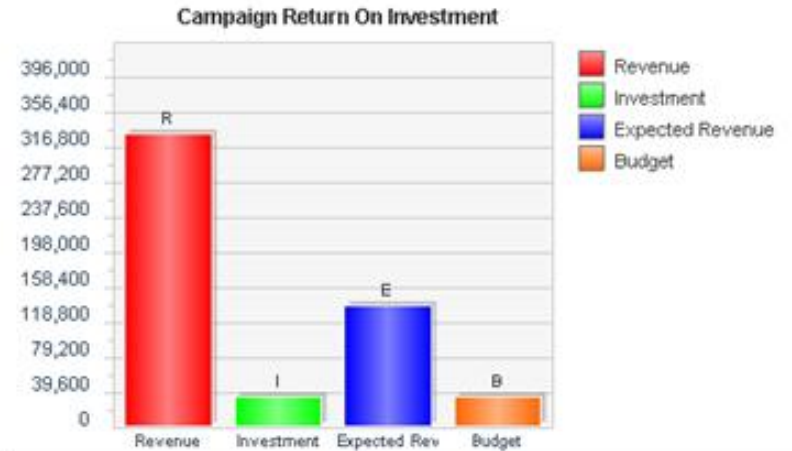
CRM Made Simple.



Generate Higher ROI on Marketing Activities



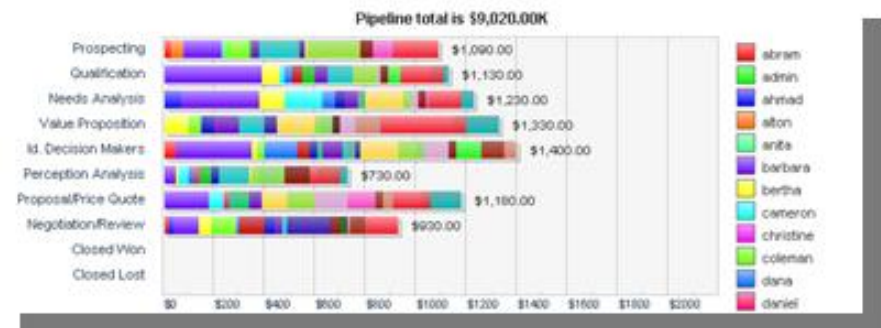
- Create and execute campaigns across marketing channels
- Captures leads directly into CRM System
- Measures return on investment of campaigns



ALL OPPORTUNITIES BY LEAD SOURCE



Increase the Productivity of Your Sales Force



- Organize sales information into a single system
- Improve the productivity of sales individuals and teams
- Gain greater visibility into sales performance

Why Sales People Use Sugar

Sales Reps

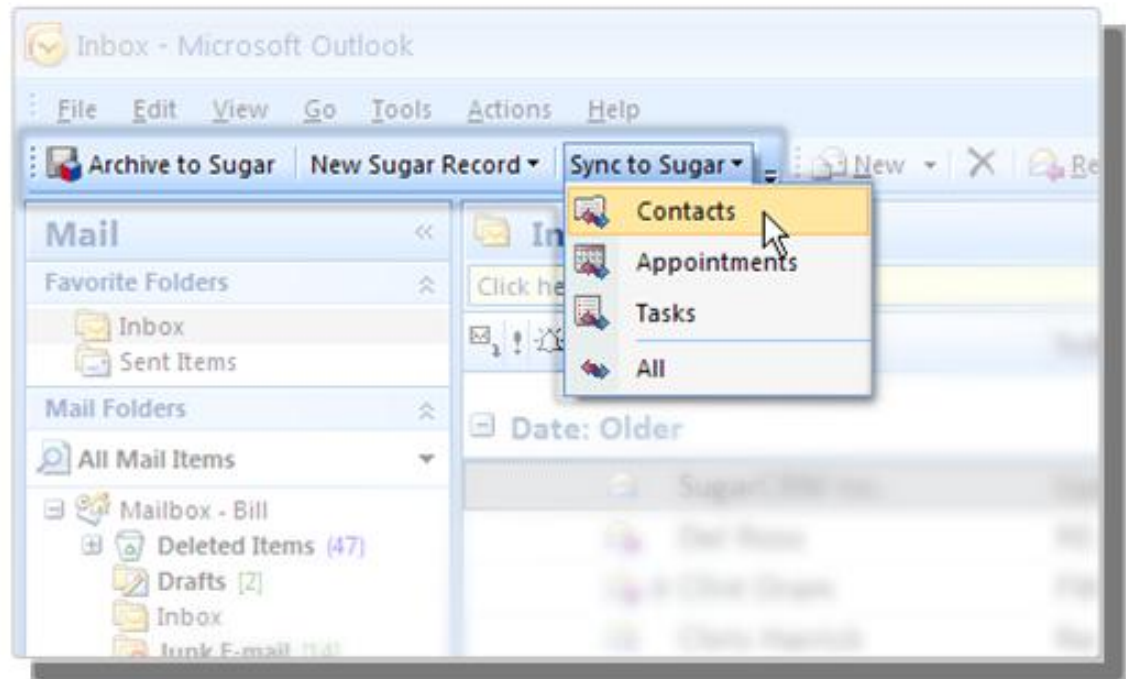
- Intuitive
 - Simple navigation
 - Short forms
 - Offline and Wireless
- Flexible
 - Dashlets and Themes
 - Change tabs/sub-panels
 - Dashboards
- Open
 - Outlook Sync
 - Social media
 - Shared Calendars

Sales Managers

- Reporting
 - Easy to run Reports
 - Share with team
 - Share with executives
- Flexibility
 - Quickly get information they need
 - Adoption increases useful data
 - Meaningful dashlets on home page
- Security
 - Control visibility by module
 - Control actions by module/field

Sugar Plug-In for Microsoft Outlook

- Capture important customers communications within Sugar
- Ensure calendar and e-mail are coordinated between desktop and Sugar
- Eliminate redundant information



Create a Consistent Customer Experience



- Central repository for customer support and product issues
- Share knowledge and case resolutions across teams
- Reduce costs through customer self-service

Case ID	Subject	Account Name	Priority	Status	Assigned To
11	System is Performing Too Fast	WDC Fashion Co	High	Assigned	vector
14	Need assistance with large customization	Buy City Components Inc	High	Assigned	vector
17	System is Performing Too Fast	Max Holdings Ltd	High	Assigned	vector
18	Need assistance with large customization	Superb Team	Low	Assigned	vector
47	Warning message when using the wrong browser	A B Drivers Limited	High	Assigned	vector
38	Need assistance with large customization	3 Nelson Inc	High	Assigned	vector
49	System is Performing Too Fast	EDC Environments LLC	Low	Assigned	vector
58	Need to Purchase Additional Licenses	21 Paper & Stone	High	Assigned	vector
23	Need to Purchase Additional Licenses	3 Nelson Inc	High	Assigned	vector
27	Need to Purchase Additional Licenses	3 Top Store	Low	Assigned	vector
32	System is Performing Too Fast	Kaiser Thrifty Ltd	High	Assigned	vector
8	Warning message when using the wrong browser	J&H Foods Ltd	Low	Assigned	vector
39	Need assistance with large customization	T-Cat Media Group Inc	Low	Assigned	vector
8	Having Trouble Plugging it in	2000 Advertising Inc	High	Assigned	vector
8	Need assistance with large customization	200 Design Corporation	Medium	Pending Input	philo
41	Warning message when using the wrong browser	Kaiser Thrifty Ltd	Medium	Resolved	philo
42	Need to Purchase Additional Licenses	Anytime Air Support Inc	Medium	New	philo
16	Having Trouble Plugging it in	3 Nelson Inc	High	Assigned	vector
44	Having Trouble Plugging it in	3 Nelson Inc	High	Assigned	vector

Support

Home Cases Bug Tracker Newsletters Knowledge Base FAQ [My Account / Logout](#)

[Create New Case](#)

Number: Subject:

Status: Priority:

Number: 112 Subject: Need assistance with large customization Account Name: Buy City Marketing 824175 Priority: Medium Status: New

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Knowledgebase

- Helps support teams to better manage and share information
- Supports FAQs, files, search and user ratings
- Utilizes a Wiki-like user interface for managing content
- Expose to customers for self-service

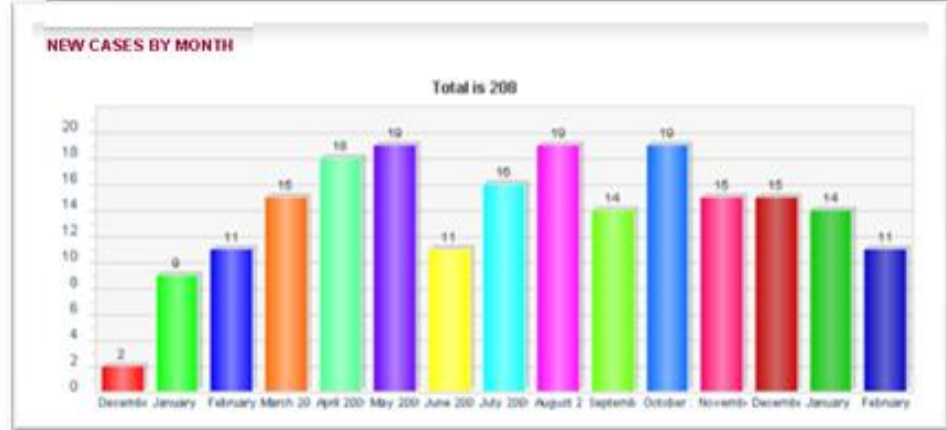
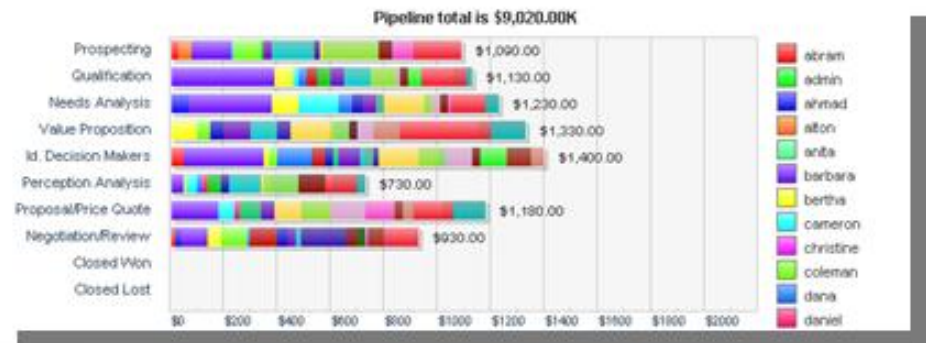
The screenshot shows the SGRPartners Knowledge Base interface. At the top, there is a navigation bar with links for 'Logout', 'My Account', and 'empty'. Below this is the SGRPartners logo and a search bar. The main navigation menu includes 'About Us', 'Products', 'Services', 'Customers', 'Partners', 'Support', and 'Store'. The 'Support' section is active, showing a sidebar with links for 'Getting Started', 'FAQs', 'Training', 'Documentation', 'Forums', and 'Wiki'. The main content area features a search box with 'Document Name' and 'Keywords' fields, and 'Search' and 'Clear' buttons. Below the search box is a 'Most Viewed Articles' section with a table of articles.

Document Name	Publish Date	Created by
CS3 router alignment issues	2007-04-14	Administrator
Linksys Router Configuration issue - Resolution	2007-04-14	Administrator
Netgear Specs	2007-04-14	Administrator
How do I connect and configure my Linksys Router to use PPPoE DSL service?	2007-04-14	Administrator

Dashboards

- Users can create any number of custom dashboards based on any variable within Sugar
- Dashboards display real-time information
- Charts can be shared across individuals, teams, or the entire company

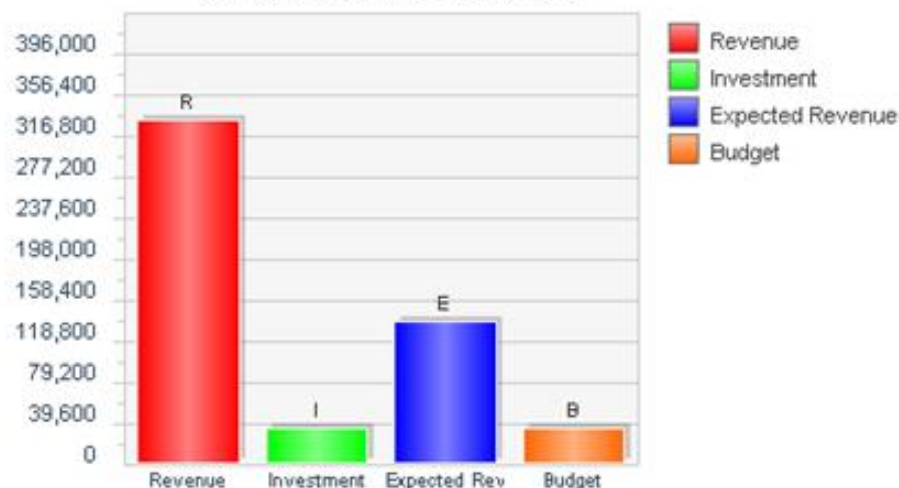
ALL OPPORTUNITIES BY LEAD SOURCE



Marketing Analytics

- Understand the ROI of marketing programs
- Track which channel is most/least profitable
- Replicate successful campaigns in a few simple steps

Campaign Return On Investment



ALL OPPORTUNITIES BY LEAD SOURCE



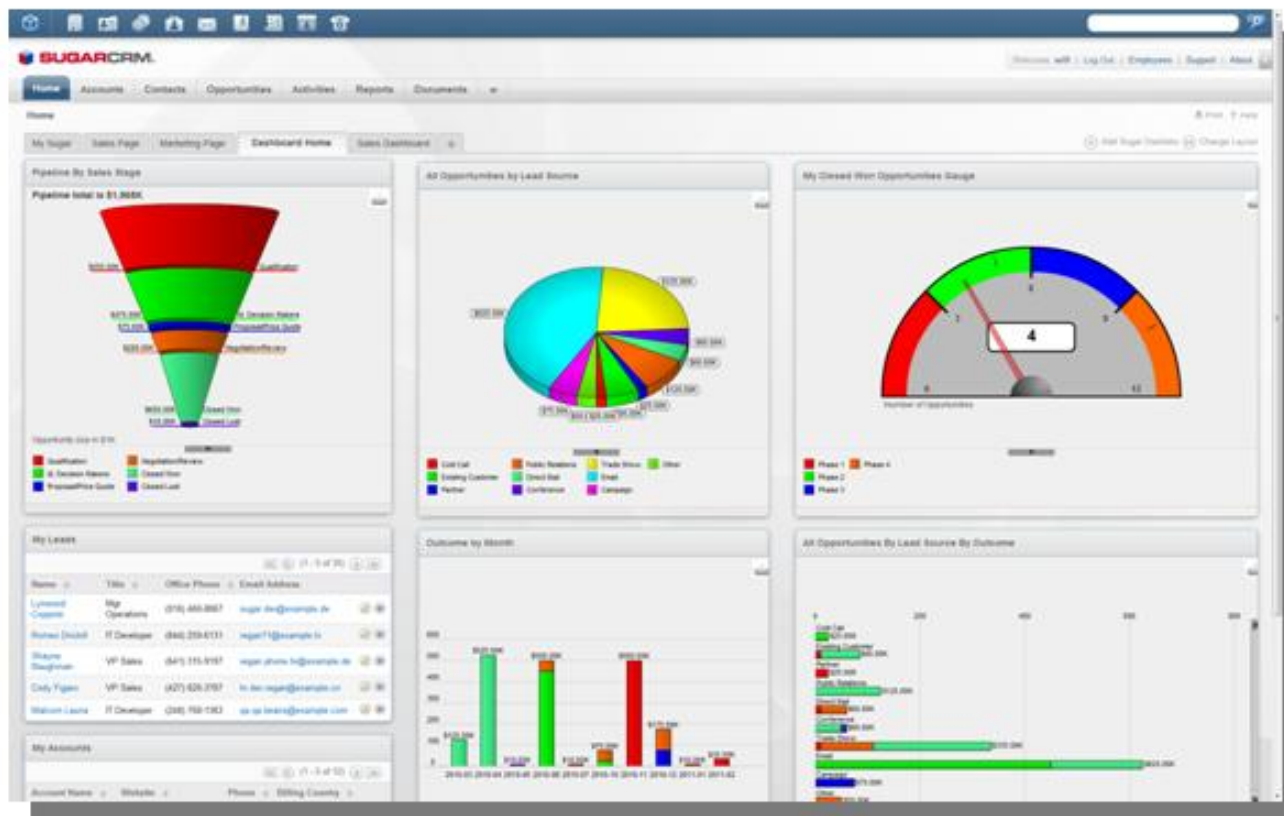
Customer Profiles

- Understand your customer base
- Parse by industry, revenue, time, geography, and other attributes
- Deliver relevant reports based on concrete data



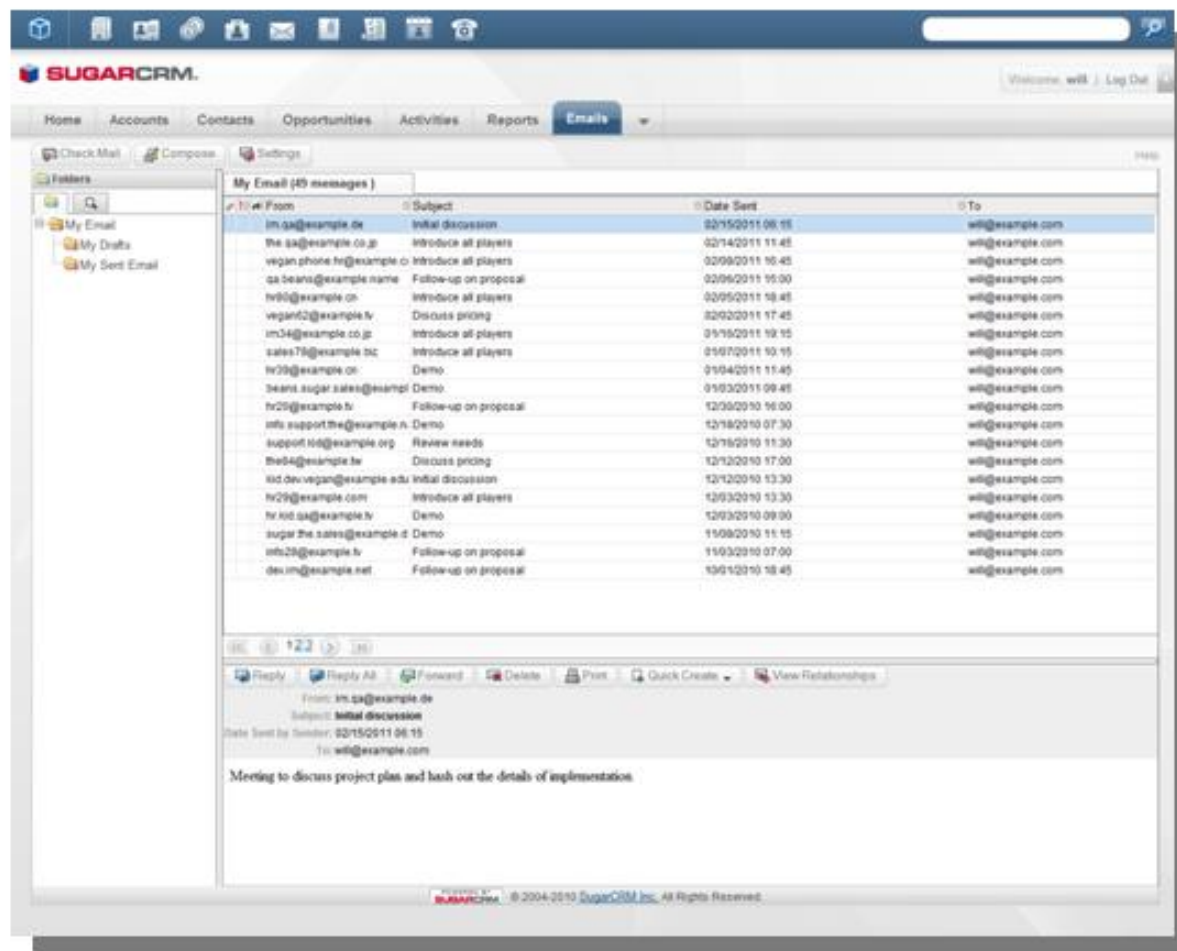
Homepage Layout and Dashlets

- Configure homepage to display only information relevant to your job
- Create multiple dashlets based on Sugar modules or outside data sources
- Edit the information display of any dashlet



Email Client

- Brand new AJAX UI
- Support for folders, personal inboxes
- Reduces toggling/sync between applications



Mobile and Offline

- Improve sales productivity with mobile access solutions
- Access Sugar from any smart phone or PDA
- Work offline and update Sugar information automatically when you return to the network

