



CUSTOMER CASE STUDY

Electrical manufacturer streamlines global sales processes and support

As a global company, Wieland Electric struggled with disconnected regional systems that limited visibility and coordination. With SugarCRM, the business unified sales, service, and marketing in one platform. This improved data quality, reduced manual work, and enabled faster, more consistent responses worldwide.

Wieland is recognized as the inventor of secure electrical connection technology. Today, the family-owned company is one of the leading suppliers of safety and automation technology and the global market leader in pluggable electrical installations for building technology. Its sales, service, and engineering teams operate across more than 70 countries, managing complex accounts and a wide range of products.

Local systems slowed growth

Before SugarCRM, regional teams operated independently with separate tools and disconnected data, making global visibility nearly impossible. Joint strategies were hard to implement, and customer information was scattered across different systems.

Manual processes also slowed follow-ups on trade fair leads, marketing handoffs, and technical support. Without a central system, there was no consistent record of requests, processing times, or outcomes across regions.

Modern platform unifies global workflows

Wieland introduced SugarCRM to consolidate customer information, standardize sales processes, and support international rollout. With intuitive dashboards and configurable workflows, teams quickly adopted the platform and automated key activities.

“With Sugar, we now have a 360-degree view of our customers worldwide,” said Lars Ohlsson, Team Lead CRM and Pricing. “The CRM has become essential for our sales team.”

Faster response, better visibility

After implementing Sugar, Wieland quickly increased efficiency across sales and support:

- 40% faster processing time for trade fair leads
- 25% faster responses for technical support
- Reporting time per seller cut by one day per month



wieland

Industry

Manufacturing

Location

Bamberg, Germany

Company Size

1,700 employees

Website

wieland-electric.com

“We significantly improved cooperation between marketing and sales by optimizing the lead-to-order process.”

— LARS O.

Team Lead CRM and Pricing,
Wieland Electric

About SugarCRM

SugarCRM helps sales teams reach their highest potential. Companies choose SugarCRM to cut through complexity, prioritize opportunities, and increase upsell using the resources they already have. SugarCRM is ideal for complex, relationship-driven industries – such as manufacturing, wholesale and distribution – looking to accelerate growth and drive smarter decision-making.

Learn more at www.sugarcrm.com