

Imagine a Platform that Does the Work for You

We talk with sales, marketing, service professionals at organizations like yours every day. And they're all facing the same challenge: It's that constant struggle to keep up with all the different customer relationships at all the different stages of their journey.

The good news is that there are plenty of CRM platforms out there that can help you manage these relationships and take a lot of this work off your hands.

Some are better than others, but all of them really will simplify your relationship management. And that's great.

Except for one thing...

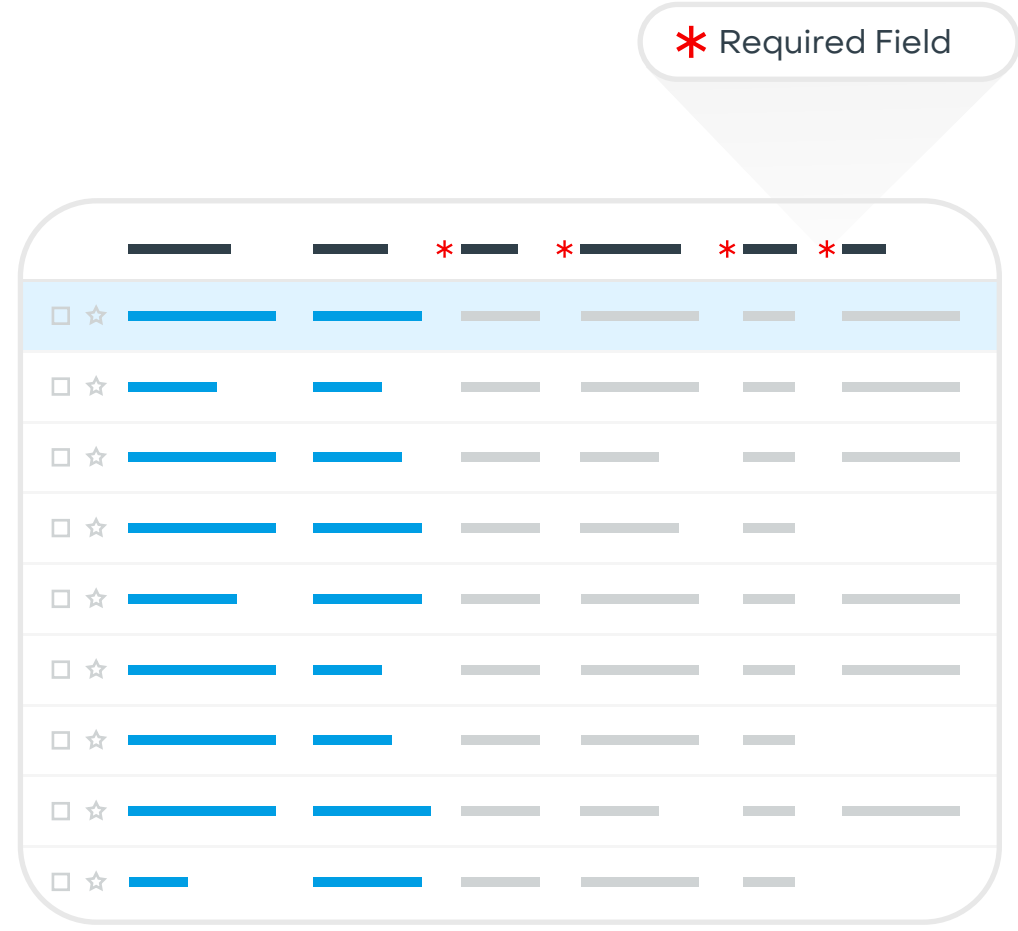


52%

OF SALES LEADERS SAY THEIR CRM IS COSTING THEM REVENUE

Even the most popular CRMs can still leave you with an awful lot of **manual data entry** to do. What's worse, you know most of this data will never be used.

It's just there because **someone somewhere** created yet another "required field"... and no one knows why.



54%

TIME SPENT BY SALES REPS ACTUALLY SELLING

Needless to say, this leaves you with an even bigger problem: **Low adoption**. No one wants to use the thing. They're too busy doing their day jobs.

If someone does **search the database** for info to help close a deal or assist a customer, here's what they'll find:



CONTRACT RENEWALS

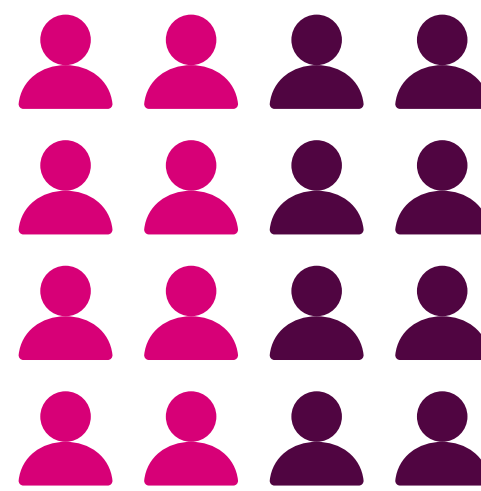


BUDGET CUTS



DOWNLOADED RESOURCES

There's all kinds of **missing information**. Sure, names and titles may be in there. And hopefully they're up to date. But the CRM still won't tell you that your prospect's contract is up for renewal next year... or that their CEO just cut their budget... or that they've downloaded every whitepaper you published in the last six months.



50%

OF SALES LEADERS CAN'T ACCESS CUSTOMER DATA ACROSS SYSTEMS

We looked at all this and said there has to be **a better way...**

So, we decided to create a different kind of CRM, one that would finally give marketing, sales, and service a complete picture of each customer's journey – without all the headaches and hassles of managing the CRM itself.

This new approach would mean three things:

01

No blind spots

because you can instantly see all the relevant information, including past, present, and even future (with predictive insights)

02

No busy work

because the platform automatically captures data and presents it in context to everyone who needs it

03

No roadblocks

because you should have a platform built around your needs and workflows instead of a standard solution with all the standard limitations



Let the Platform Do the Work

Instead of being stuck trying to hold together a high maintenance platform, you can finally get on top of it all and just let the platform do the work. **And that's what SugarCRM is all about.**

Source: CRM and Sales Impact Report, SugarCRM, March 2021