

CUSTOMER CASE STUDY

# IT Provider Benefits from Sugar Sell Integration and Ramps up Quarterly Savings with Switch to Sugar Market

Cireson® is a world leader in Microsoft® Cloud and Systems Center. Their mission is to bring service and asset management together within the Cireson platform to enhance the Microsoft user experience. Cireson focuses predominantly on solutions for Microsoft Service Manager (help desk) and Microsoft Configuration Manager, enhancing and amplifying the native functionality and usability as well as offering professional services for customization, automation, training and more. The Cireson platform complements Microsoft in a way that improves the experience for Cireson customers, their customers, analysts, administrators and end users alike.



**Industry** ///

Business Services and Consulting, Software, Technology

**Location** ///

San Diego, CA

**Website** ///

[www.cireson.com](http://www.cireson.com)



## Goals

Before adopting Sugar Market, the Cireson team was a group of sophisticated marketing automation platform users seeking an easier way to communicate between their CRM platform and their MAP. Their previous vendor, HubSpot, did not natively integrate with their current CRM, SugarCRM. To connect the two systems and align activities between Sales and Marketing, Cireson was using two different thirdparty tools. Even with the implementation of the third-party tools, they still had to perform many manual tasks in both HubSpot and Sugar.

## Results

After switching to Sugar Market, Cireson was able to get rid of both third-party tools, saving them upwards of \$500 per quarter. The Sugar Market and Sugar Sell integration completely eliminated their sync issues, and the tools' intuitiveness and easy-to-use builders allowed them to streamline lead follow-up, implement lead scoring and automate all of their reporting.

"Communication between Sales and Marketing is key for us and with so much manual entry being done on our part, it was hard to consistently ensure nothing was falling through the cracks," said Julie Feller, Direct Marketing Manager. "In order to better align our two teams, we needed to replace HubSpot with a MAP that natively integrated with our CRM. When we saw the tight integration Sugar Market and Sugar Sell had, transitioning to Sugar Market was a no-brainer for us."

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**– JULIE F.**  
Direct Marketing Manager,  
Cireson

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## About SugarCRM

SugarCRM is how marketing, sales, and service teams finally get a clear picture of each customer to help businesses reach new levels of performance and predictability. Sugar is the CRM platform that makes the hard things easier.

Thousands of companies in over 120 countries rely on Sugar to achieve high-definition CX by letting the platform do the work. Headquartered in Silicon Valley, Sugar is backed by Accel-KKR.

To learn more visit [www.sugarcrm.com](http://www.sugarcrm.com) or follow [@SugarCRM](https://twitter.com/SugarCRM).