




# The Sugar Platform

 market

 sell

 serve

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The Sugar platform is a highly flexible, scalable, and extensible framework for marketing, sales, and customer service solutions.

## Get Busy Being Less Busy

Technology was supposed to work for *you*, not the other way around. But your sales leaders are doing busy work when they should be calling on accounts. Despite all the data you handfeed your CRM, it still expects you to spot the cross-selling opportunities and at-risk accounts. It requires your marketing teams to manually score leads and monitor campaigns. And it has your CSRs routing cases when they should be talking with customers. It makes you wonder, “Is all this really worth the effort?”

## It's Time to Let the Platform Do the Work

The Sugar platform provides the way to finally get a complete picture of each customer's journey, without getting all the headaches and hassles that come with traditional CRMs. You get the simplicity, flexibility, and ease of use you want, but without sacrificing the capabilities and functionality you need. Our next generation automation means you get more and more insights while doing less and less work. And you'll be able to grow and evolve your business without outgrowing your CRM.

### No Blind Spots

Access all relevant information – past, present, and even future.

### No Busy Work

Capture data automatically and present it in context to everyone who needs it.

### No Roadblocks

Build, tailor, and extend the solution to your needs and workflows.

## Improve Customer Data ///

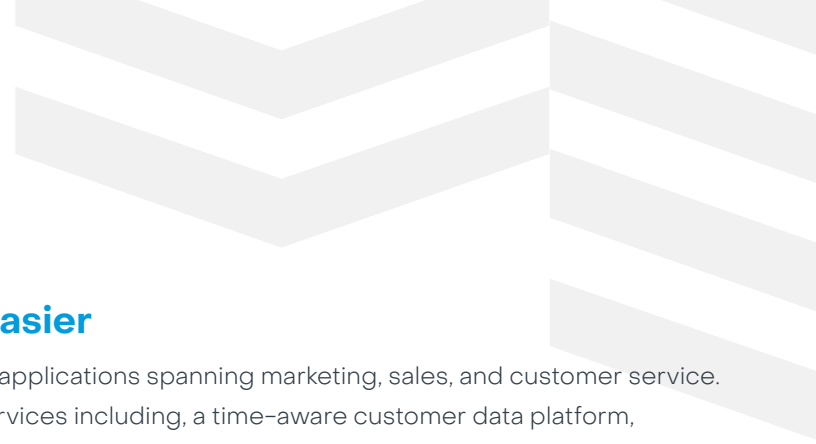
Enhance the quality, completeness, and accuracy of your customer data by automating maintenance and augmenting with externally-sourced information.

## Focus on Higher Value ///

Spend less time maintaining the CRM and more time engaging with your customers.

## Grow and Evolve ///

Customize, extend, and integrate the platform with less effort and more flexibility.



## We're Here to Make the Hard Things Easier

The Sugar platform provides tightly integrated, high-function applications spanning marketing, sales, and customer service. Our applications are built on a common platform of shared services including, a time-aware customer data platform, predictive AI, workflow automation, unified identity and access management, omnichannel communications, and a robust global cloud infrastructure. Add-on platform solutions include products for descriptive analytics, sales intelligence, and email/calendar integration.

Sugar's platform provides comprehensive APIs and a robust integration platform as a service (iPaaS), enabling deep customization and easy integration. The platform also extends mobile access to all functionality via dedicated mobile apps and mobile-responsive web interfaces.

Best of all, our platform is supported by an expert team of consultants, implementors, support agents, and operations personnel responsible for Sugar's award-winning customer loyalty ratings.

## Key Features of the Sugar Platform

### Time-Awareness

Captures a complete historical record of every change event in the customer journey for improved situational awareness.

### Comprehensive Configuration and APIs

Supports deep functional access and multi-level customization from light configuration to embedding CRM into custom applications.

### Robust Cloud Infrastructure

Provides scalability, global reach, and tight security combined with the ability to manage and extend the platform using commonly-available skills.

### Omnichannel Communications

Integrates voice and chat communications into CRM applications.

### AI-Powered Predictions

Enables highly accurate, data-backed predictions about customers and the business.

### Low-Code Enablement

Provides rich low-code features, including a custom module studio, a robust workflow engine, formula-based fields, iPaaS, and a mobile app configuration suite.

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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.



Let the platform do the work

NORTH AMERICA

LATIN AMERICA

EUROPE

ASIA-PACIFIC