



SugarCRM provided by BT

Overview:

As the leading provider of commercial open source customer relationship management (CRM) software, SugarCRM is rethinking how technology can help companies manage their customer relationships. SugarCRM easily adapts to companies of all sizes operating in any business environment, by offering a flexible, cost-effective solution.

Accessing SugarCRM is easy – just open up your web browser. It gives you full visibility over your sales force, workflow automation, and more effective communication with prospects. It's fully customisable and integrates your customer-facing business processes to help you build and maintain more profitable relationships.

SugarCRM from BT is available in two options: Sugar Professional and Sugar Enterprise – take a tour at www.bt.com/sugarcrm to discover the functionality of Sugar Professional or to find out how it can benefit your business.

See if SugarCRM is right for your business with a free 30 day no obligation trial.

Reasons to have SugarCRM:

- Boost your company's sales performance
- Improve communication with prospects
- Customise with open source code

Benefits of SugarCRM:

- **Be in control** – Full access to the underlying source code means this is a true custom application, so you can be sure it is the ideal solution for the needs of your business.
- **More effective communication with prospects** – SugarCRM can be used to quickly generate multi-channel marketing campaigns, ensuring your opportunities with prospects and existing customers are realised to their full potential.
- **Gain total control of your most important processes** – With sales automation, marketing automation, customer service automation, software support automation, advanced forecasting and pipeline management. All of which can have a direct impact on the day-to-day running of your business.
- **All the answers in one knowledge base** – Thanks to centralising your product and services information in a core knowledge base, you can support all your customers much more cost-effectively. You can even build modules to your own requirements, proving that SugarCRM really is a highly flexible, easy-to-use, powerful software solution your business can really profit by.

Price:

SugarCRM is available in multiple editions starting from £20 (exl. VAT) per user, per month on a 12 month minimum term.

Further information and to sign up for a free trial:

Please visit: www.bt.com/sugarcrm or call 0800 731 0144

Offices Worldwide

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