

# GOT SUGAR?

A guide to getting the most out of SugarCRM

# NEW CRM ON THE BLOCK

SugarCRM has been around since

It has over

2,000,000 users and growing.

(38% YOY revenue increase)

## OPEN SOURCE BASE / # NET PROMOTER SCORE Sugar gives customers the ability to

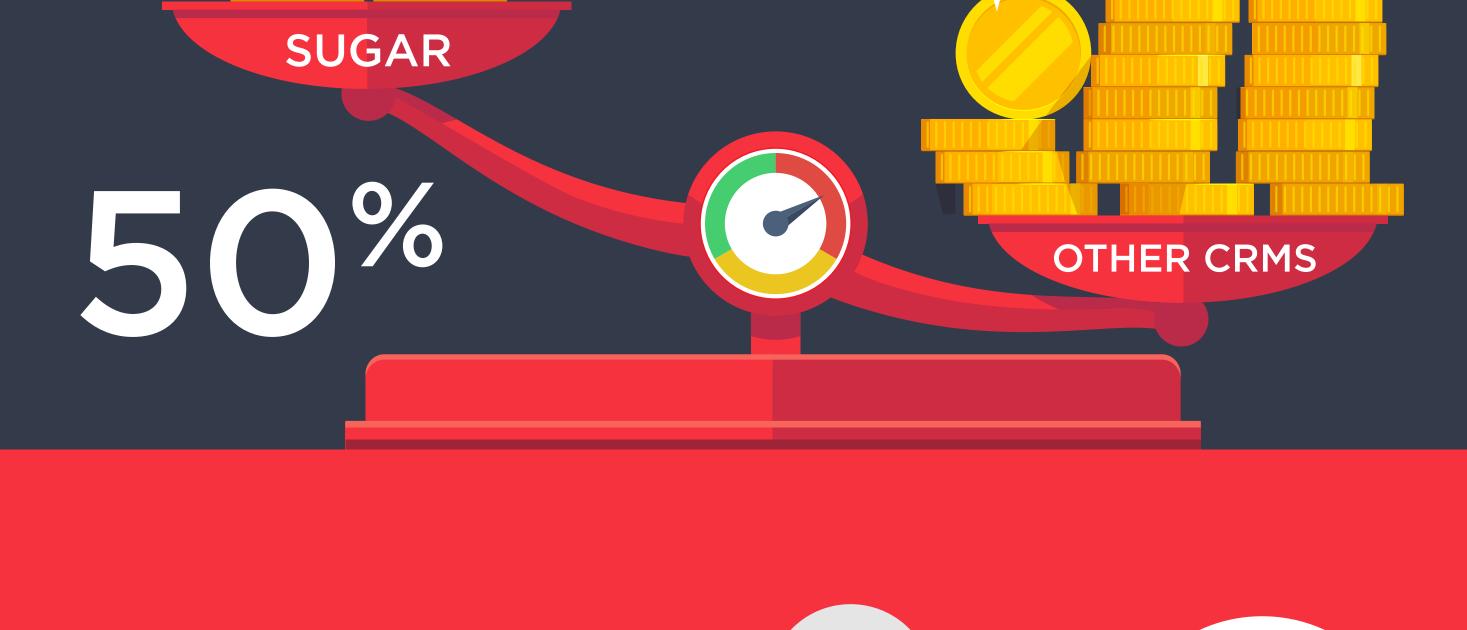
customize to their heart's content. There are both free and paid versions, so you can start without too much \$\$ commitment.



### In some cases, Sugar's cost is perceived to be less than half of other leading CRMs.

COSTS LESS

(mktg.bransell.net)



### CRMs work better when they're connected to your marketing automation system and your support systems—anything that

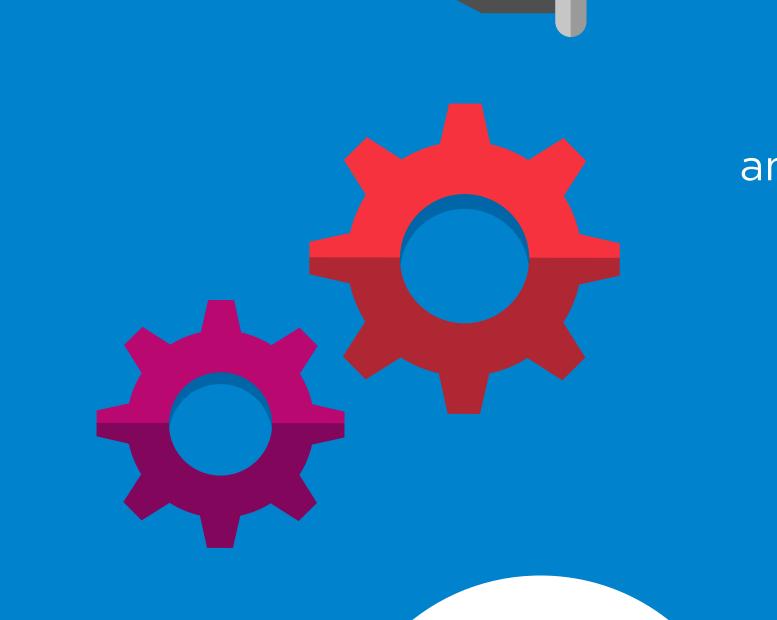
has customer info.

SUGAR AND

YOUR DATA

TIBCO can get you connected so you can make the most of your data.





## anything in your network. TIBCO makes connecting to Sugar easy so you can focus on making every customer relationship extraordinary.

Connect Sugar to everything and

INTEGRATE,

ACCELERATE

automate your workflows, making your integration efforts really pay off.

DO IT ALL WITH TIBCO CLOUD

TIBCO Cloud™ gives you an easy, quick, cost-effective way to

connect Sugar with everything in your network. TIBCO can even

WE KNOW INTEGRATION ISN'T (usually)

EASY

See how easy it is to connect SUGAR! Visit http://tibco.cm/sugarcrm