

GOT SUGAR?

A guide to getting the most out of SugarCRM

NEW CRM ON THE BLOCK

SugarCRM has been around since

2004

It has over

2,000,000

users and growing.
(38% YOY revenue increase)

OPEN SOURCE BASE / **#1** 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.



COSTS LESS

In some cases, Sugar's cost is perceived to be

less than half of other leading CRMs.

(mktg.bransell.net)



SUGAR AND YOUR DATA

CRMs work better when they're connected to your marketing automation system and your support systems—anything that has customer info.

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



CONNECT, INTEGRATE, ACCELERATE

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

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

WE KNOW INTEGRATION ISN'T (usually) EASY

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