The **Customer Relationship Management** platform designed to drive success

Get a clear picture of each customer, allowing sales, marketing, and service teams to eliminate busy work in a flexible and scalable solution.

enable.services **sugar**crm

Hello,

Implementing a CRM solution is critical to having a better understanding of your customers. Sugar knows that with a complete customer view, you will be prepared to engage with each customer, build stronger relationships, and enjoy greater success.

SugarCRM's solution fully meets and, in many cases, exceeds your requirements. Sugar can offer you the most innovative and affordable CRM on the market. We are confident this proposal presents a highly competitive and compelling solution that addresses your most pressing business and operational needs.

Sugar offers the following:
- Scalability to support business growth
- Flexibility and ability to customise
- An easy-to-use and intuitive interface
- Integrations with back office systems
- Reporting and analytical capabilities

Thank you for the opportunity to propose a solution that supports your CRM initiative. If you have any questions, or if there is anything more that we can do to support you during the decision process, please contact us. We look forward to partnering with you and contributing to the success of this important project.

Sincerely,

Joseph Bushnell, CRM Consultant
jbushnell@enable.services
07904 268348

enable.services architect, build and deliver prosperous solutions for you collaboratively, with progress as the incentive for ideas, ensuring exceptional service. We'll listen to your needs and aspirations to inform a plan that's designed for success. At every turn, we'll do what's right for you. We're proud to be one of SugarCRM's specially selected, worldwide partners and have worked alongside them since 2004, and with how they constantly evolve, we can see them being partners for many more years to come.

Our customers range from Bristol City Council to the Ministry of Justice and Canal and River Trust, covering all industries providing customers with modern, scalable and innovative solutions.

enable.services services allow customers to benefit from a complete 360-degree view of their customer or project journeys, optimising and streamlining workflows through automation, relationship management and keen organisational structures.

Services include:
- Analysis and mapping
- Requirement discovery/ scoping
- Design
- Implementation/ migration
- Training

- Development
- Onboarding
- Optimisation
- Change management
- Ongoing support

SugarCRM helps businesses everywhere provide the most outstanding experiences of all time — for every customer, from anywhere in the world. Together, we're building a world where companies can act as fully functional extensions of their customers. Where teams can anticipate needs long before customers even realise they have them. Where sales, marketing and services are fully freed to focus on people instead of processes.

Established in 2004, SugarCRM's solutions are used worldwide by customers in a wide variety of industries including small, medium and large enterprises. Some of the largest companies in the world rely on Sugar for their CRM needs.

SugarCRM has spent the last 18 years building an organically grown, tightly integrated suite of CRM applications and supporting platforms. SugarCRM is dedicated to building industry-leading core customer experience functionality in an organic manner. More than 2 million users in 120 countries have switched to Sugar to fuel extraordinary customer experiences.

enable.services

sugarcrm
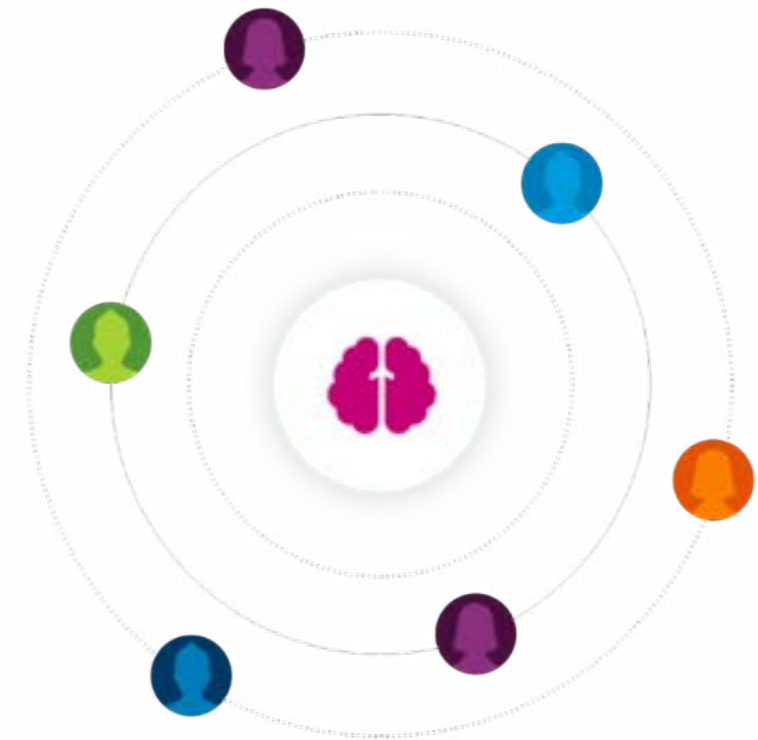
Sales and operations

Paint a clear picture of customers with a complete understanding of their past, present, and future. Create extraordinary customer relationships with the most intelligent sales automation solution on the market.

Customer service and support

Build an outstanding customer experience and streamline customer service processes with lead and case routing, portals, automation, and more.

Marketing automation

Capture leads, attract website visitors, increase conversion rates, and report on key metrics with an all-you-need marketing automation platform designed to connect you to your audience.

Trusted by leading brands:

We are confident that no other CRM offering in the market today can equal the flexibility, scalability, reliability, intuitive interface, open architecture and lowest total cost of ownership (TCO) that Sugar can to meet your unique business needs and requirements.

It has more than 2 million users across 120 countries, providing critical insight for businesses operating within a range of industries and sizes.

SugarCRM's core values include:

- Innovative

- Open

- Integrity

- Value

- Passion

SugarCRM products

Sugar Enterprise

Enterprise provides the power and ease-of-use that Sugar is known for in an on-premise sales force automation tool that supports higher levels of customisability and control. Manage your business operations seamlessly.

On-premise CRM

Sugar Sell

Sell is Sugar's ultimate sales platform that boosts deal quality, quantity, and velocity. Manage leads, opportunities, and subscription-based business in a system that offers predictive analytics and artificial intelligence.

Sales-focused CRM

Sugar Serve

Serve allows you to embed omnichannel customer communications into a single user interface, creating the ultimate customer experience whilst reducing costs, optimising processes, and increasing satisfaction.

Customer-service focused CRM

Sugar Market

Market is an all-in-one marketing automation platform that gives you the ability to build beautiful emails and landing pages, schedule social media posts, report on ROI, and nurture leads.

Marketing automation platform

enable.services

sugarcrm

SugarCRM products

Sugar Connect

Integrate your Google Workspace or Office 365 account with your CRM to surface information from Sugar as you interact with prospects and customers in real-time. Let the platform do the work with key automation.

SugarPredict

Uncover key insights even with limited data. SugarPredict uses external sources to analyse factors your data doesn't cover and makes predictions that enable businesses to focus on the highest priority sales activities.

Sugar Discover

Gain unprecedented insight into revenue performance with Sugar Discover - sales insights that track extensive metrics and historical performance to alert you proactively to issues or opportunities with root cause analysis.

Sugar Hint

By using just a name and email address, Sugar Hint inputs all contact data for you. Its capabilities in sales intelligence eliminate busy work and frees you to focus on customer interactions.

enable.services

sugarcrm

Deployment options

Only Sugar offers truly extensive options for creating the customer experience solution you need. You'll always experience the full power of our award-winning platform.

Onsite

Stay in compliance with complete control over security, privacy, and extensibility by hosting your CRM on your servers. Manage your technology stack with unprecedented levels of customisability.

enable.services cloud

Our fully GDPR-compliant, ISO certified data centres offer security and reliability for your solution. We've successfully maintained 99.9% uptime for over 15 years.

SugarCloud

SugarCloud is engineered inside AWS to leverage the most cutting edge cloud technologies and components, designed to offer optimal performance, reliability, scalability and security.

enable.services

sugarcrm

Lead, contact and opportunity management
Increase your sales win rate by prioritising the right opportunities and optimising activities for each customer, all through Sugar's artificial intelligence.

Capture all details across the entire sales and customer lifecycle.

Manage subscription-based business with a built-in renewals console.

Route leads to different team members based on priority, region, source, interest, or other key info.

Account management
Benefit from a complete view of the customer journey and leverage context-sensitive dashlets.

Maximise efficiency by presenting the right information to each individual based on role and preference.

See your last interactions with an account at a glance to help you understand who needs to be contacted.

enable.services

sugarcrm
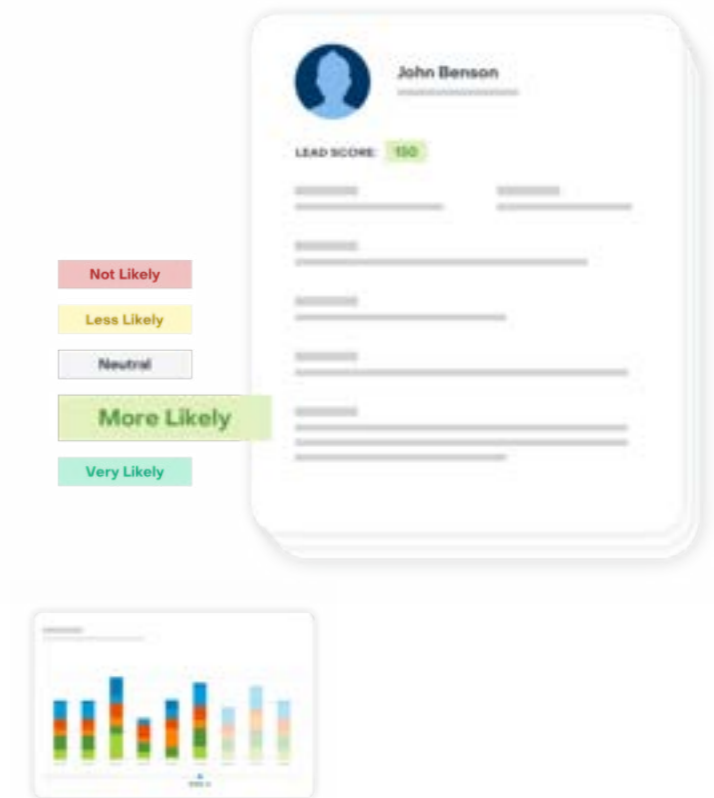
Reports and dashboards

Sugar's real-time reporting lets you rapidly click and deploy reports on business performance analytics across the entire business. Executive dashboards provide a one-page window into your business. Uncover opportunities by drilling down to underlying data right from your dashboard or report.

Case and defect management

Deliver a superior, multi-channel customer experience with a centralised and optimised customer support hub. Resolve customer issues quickly with smart routing and escalation workflows, and quickly access or author knowledge content to solve common issues for the lowest cost. Provide "at a glance" views of complete customer histories for all customer-facing employees. Close the loop between manufacturing and support teams with integrated bug and defect tracking.

Pipeline management

Sell smarter, faster with real-time, personalised access to every deal with the best CRM for sales. Track early indicators and changes affecting your pipeline. Increase revenue by spending time on the right deals at the right time. Clearly understand performance versus forecast, and what it will take to make your number.

Expert collaboration

Harness collective wisdom through collaborative discussion. Easily identify and connect with experts across your organisation. Enable context-sensitive discussions that are easily cross-referenced in the future.

Process automation

Provide fast response through intelligent routing of inbound calls and emails to the right service representative every time. Leverage Sugar's business rules engine and advanced workflow to design handoffs and escalations. Enhance the customer experience by building bridges to product experts outside the support centre.

Customer self-service

Empower your customers and save time and money with simple, effective self-service tools. Deliver an intuitive experience for customer or business partners with fast access to bug or case status, knowledge base records, and case creation tools. Give customers the power to seek advice from company experts anytime, anywhere using Sugar's mobile-enabled Portal.

Knowledge management

Improve customer service by empowering smarter customers. Manage structured content publication using template-driven processes. Seamlessly deliver content throughout the Sugar UX.

Increase knowledge awareness and relevance through user-defined tagging and intuitive searching.

Mobile app
Access customer information on the go with our mobile CRM solution, even where Internet access is limited; offline mode keeps you connected, and syncs back when you are online.

The free app, available on iOS or Android, gives you complete flexibility; work from anywhere, at any time.

Be prepared for a customer meetings and onsite visits with bulk download functionality for offline access.

Capture information and follow-ups right on your mobile device by adding custom actions for commonly-performed activities..

Stay engaged with native device integrations such as notifications and calendar syncs.

App security
You can enable or disable user access and offline availability for any modules based on predefined user roles. Locally stored databases on mobile devices are encrypted to ensure high standards of data protection.
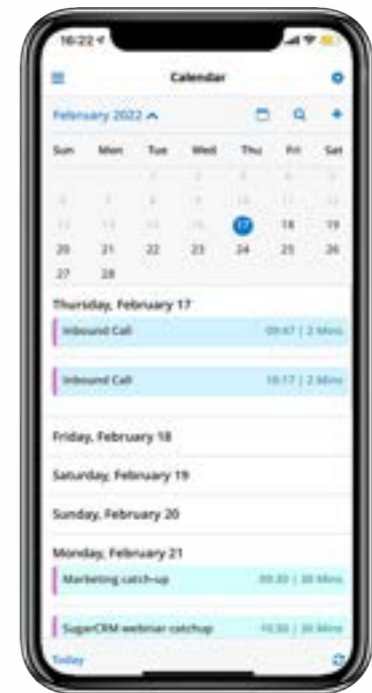
Sugar integrations and API

Sugar uses a REST API to integrate with almost any external software. The integration can pull and push information to eliminate duplicate data entry and save time.

Some of the most popular integrations include:

Security

The Sugar structure is ideal for satisfying many GDPR requirements. It can be used not only to maintain compliance in the use of its data, but also to consolidate other important systems' data to meet GDPR requirements. For this reason, there is no doubt that Sugar can greatly reduce the stress and work required to comply with GDPR and the potential for actually improving the customer experience along the way. Though Sugar systems can be used to support overall GDPR activities, it is important to understand that a CRM system is just one of the IT systems that will be processing personal data.

A data controller must ensure that data protection by design and default is applied to all those IT systems. This means the data controller will need to put into place appropriate technical and organisational measures. These measures must be designed to implement data-protection principles in an effective manner and to integrate any necessary safeguards into the processing to meet the requirements of GDPR and protect the rights of data subjects.

Languages and currencies

Use Sugar throughout the world for your distributed workforce. Out of the box, Sugar supports 35 languages with 80 more available in language packs, so your global teams can work in virtually any preferred language. Additional language packs are available for a total of more than 80 languages. Sugar also offers multi-currency support.

Supported languages:

- Albanian
- Arabic
- Bulgarian
- Catalan
- Chinese
- Czech
- Danish
- Dutch
- English UK
- English US
- Finnish
- French
- German
- Greek
- Hebrew
- Hungarian
- Italian
- Japanese
- Korean
- Latvian
- Lithuanian
- Norwegian
- Polish
- Portuguese
- Portuguese Brazilian
- Romanian
- Russian
- Serbian
- Slovak
- Spanish
- Spanish Latin America
- Swedish
- Turkish
- Ukrainian

enable.services

sugarcrm

Support

All Sugar subscriptions come with customer and technical support. Sugar support is included at no additional charge with all of our commercial editions for the length of your subscription.

SugarCRM gives all customers access to a customer support portal where they can open and manage support cases. SugarCRM provides support for all bugs, customer issues, and technical questions, including questions on Sugar Logic, Sugar Studio, and Module Builder.

- 8 × 5 means customers will get support from SugarCRM during standard business hours (8 hrs; 5 days per week).
- 12 × 5 means customers will get support from SugarCRM during extended business hours (12 hrs; 5 days per week)
- 24 × 7 × 365 means customers will get support from SugarCRM 24 hrs per day, 7 days per week, 365 days per year.

In addition to being able to open support cases on the support portal, customers can call SugarCRM to open a support case and receive first-level technical support.

enable.services

sugarcrm

Sugar features
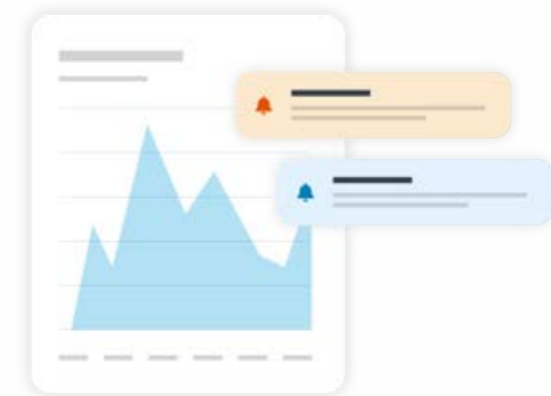
SLAs

To help achieve our maximum service levels, SugarCRM Support provides support through a multi-tiered structure where cases may be escalated internally depending on one or multiple factors such as duration the case has been open, technical skills required, severity level, etc. If a customer is dissatisfied with the way a support case is being handled, the customer can request an escalation by contacting SugarCRM Support directly.

Priority 1	Sugar (production instances only) is completely down or most functions are inaccessible by users
Priority 2	Sugar is generally up and functioning, but one or more items are not working as expected.
Priority 3	Non-critical issues or general questions on the application.

Priority	8x5	12x5	24x7
Priority 1	4 business hours	2 business hours	1 hour (24x7x365)
Priority 2	1 business day	4 business hours	2 business hours
Priority 3	2 business days	1 business day	4 business hours

enable.services

sugarcrm
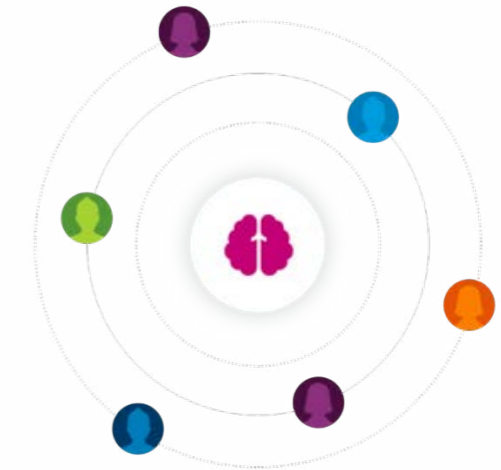
Sugar user and administrator product documentation is available online. User documentation includes Application Guide, Portal User Guide, Plug-Ins Documentation, and Sugar Mobile. For example, the Sugar Application Guide introduces users to basic CRM concepts and helps you get familiar with the Sugar system. It describes how to access Sugar through a personal computer and a web browser and also describes how to perform a broad range of customer relationship management tasks.

Administrator documentation covers Administration Guide, Portal Deployment User Guide, and Installation and Upgrade Guide. SugarCRM also publishes the Sugar Developer Guide designed for developers who are new to Sugar, or CRM and Web-based applications. This guide introduces basic CRM concepts and helps developers get familiar with the Sugar system. It describes how to configure and customise the Sugar platform for a broad range of tasks applicable to companies, government agencies and other organisations that need to manage business relationships with people.

enable.services

sugarcrm

SugarClub is also available to all users of Sugar. This is an online community where you can engage, learn, and explore. It has a wealth of documentation, videos, blogs, courses, and content all focused on helping you with your system.

It also has forums so you can connect with other SugarCRM users, allowing you to learn best practises and discover new ways of working.

For further details please contact us on sales@enable.services or 01473618980.

We're #1 where it counts: with our customers.

enable.services