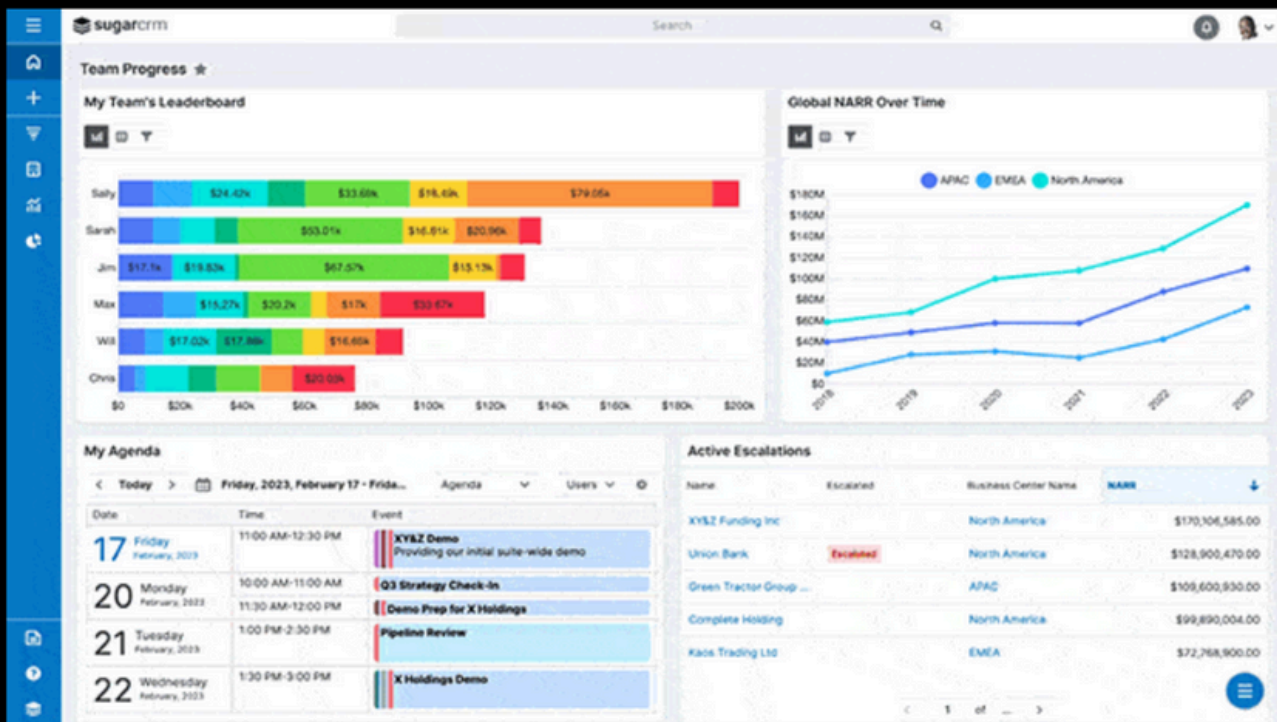enable.services

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## powered by enable.services

What is Sugar?

Sugar is a CRM that puts sales leaders back in control.

Sales and Operations

To create an exceptional customer experience, it's essential to have a complete understanding of their past, present, and future. Sugar's state-of-the-art sales automation solution will help you achieve this, ensuring seamless and intelligent customer relationships.
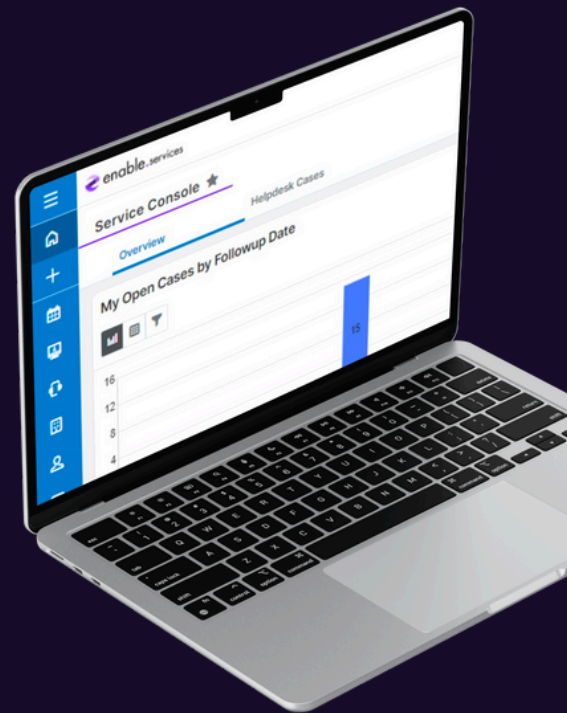
Customer Service and Support

Simplify your customer service processes and provide exceptional customer experiences with our lead and case routing, portals, and automation tools. Sugar's platform streamlines support services, building a customer experience that exceeds expectations.
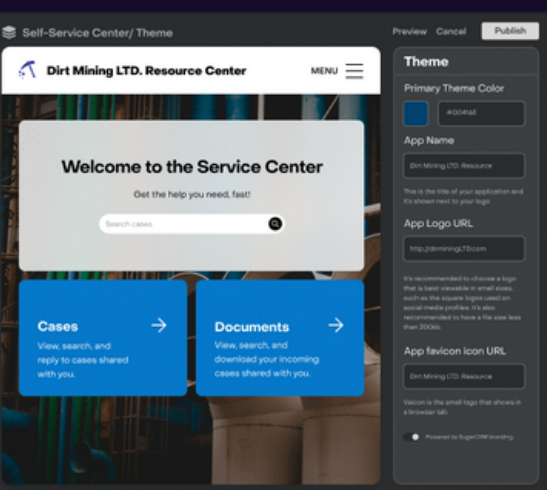
Marketing Automation

Connect with your audience and grow your business with our all-in-one marketing automation platform. From capturing leads and boosting conversion rates, Sugar offers everything you need to drive success.

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Why choose Sugar?

We are confident that no other CRM offering in the market can equal the flexibility, scalability and reliability that Sugar can in order to meet your unique business needs.

SugarCRM helps sales teams reach their highest potential. 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:

✓ **Stronger Together**
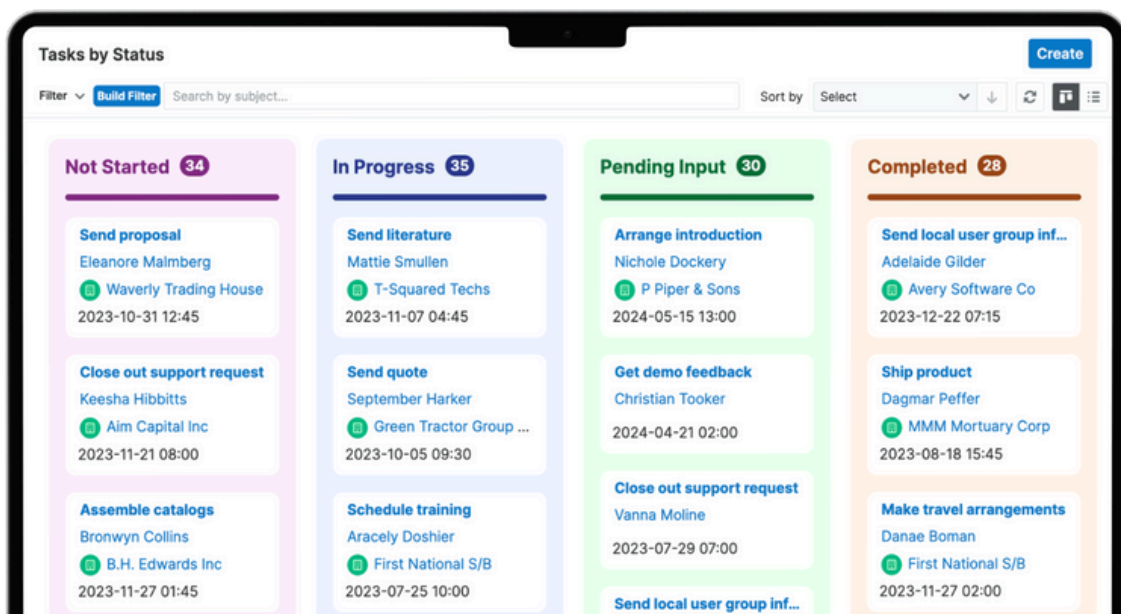
✓ **Just Fix it**

✓ **Drive for Results**

✓ **Embrace Change**

✓ **Believe in 'Yes if'**

SugarCRM Solutions

Elevate your business game with SugarCRM's full-throttle solutions.

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.

Sugar Serve

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

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.

Sugar Market

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

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SugarCRM Products

Rev up your business with SugarCRM's powerhouse products, taking your performance to the next level.

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 automations.

Sugar Predict

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

Sugar Discover

Gain unprecedented insight into revenue performance with Sugar Discover. Track extensive metrics and historical performance to alert 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 eliminates busy work and allows you to focus on customer interactions.

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Deployment options

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

Onsite

Stay compliant 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 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.

Sugar Cloud

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

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Lead, contact and opportunity management

Increase your 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.

Neutral

More Likely

Very Likely
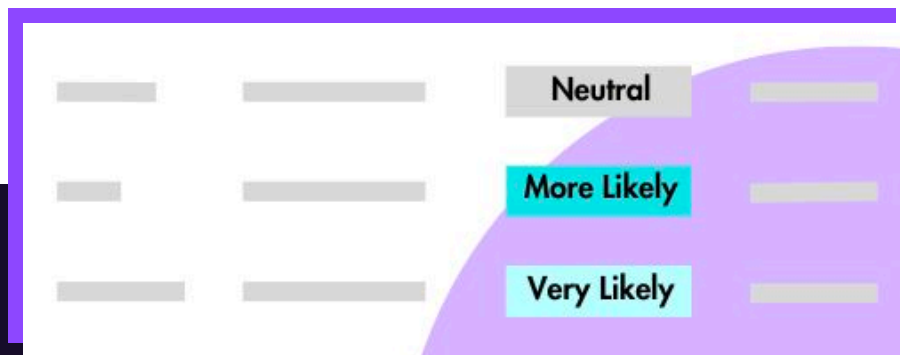
Account management

Gain insights into your customer journey and streamline your workflow.

Effortlessly personalise your dashboard with context-sensitive dashlets to ensure no detail is missed. And to top it off, get a comprehensive overview of your previous contacts with each account.
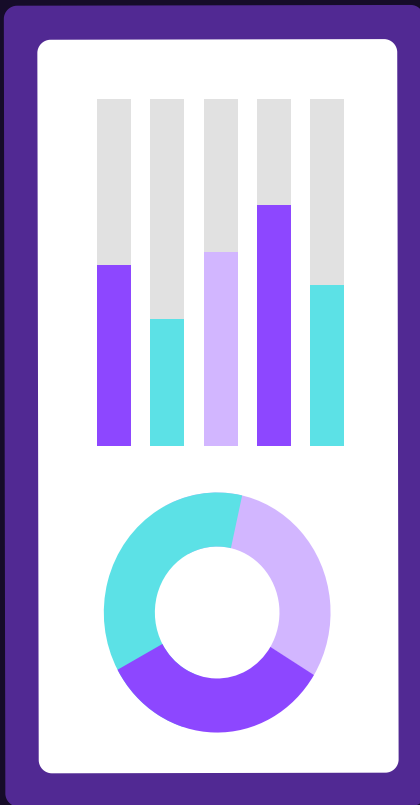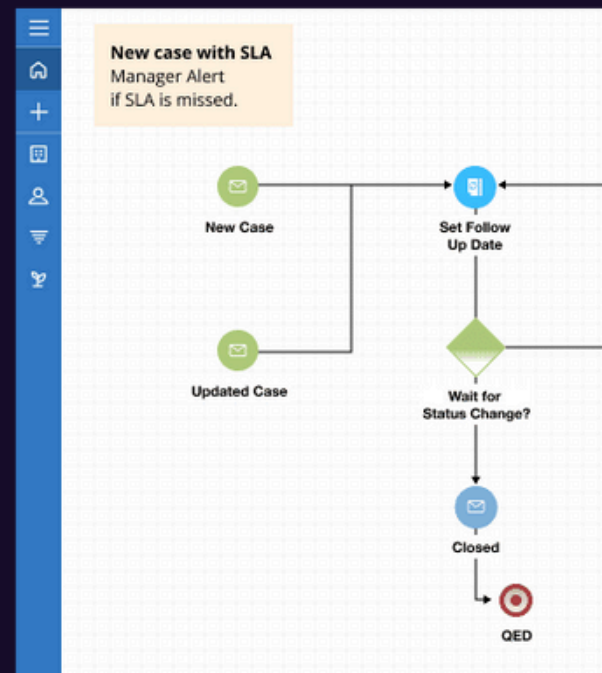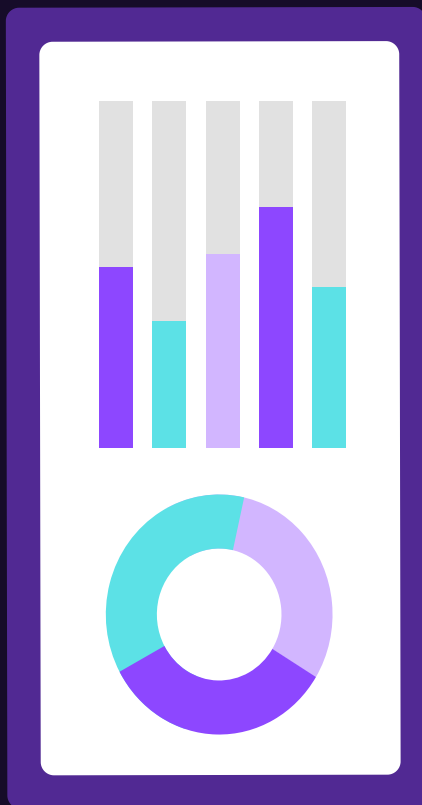
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Reports and dashboards

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 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.

New case with SLA
Manager Alert
if SLA is missed.

New Case

Set Follow Up Date

Updated Case

Wait for Status Change?

Closed

QED

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Reports and dashboards

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# Case and defect management

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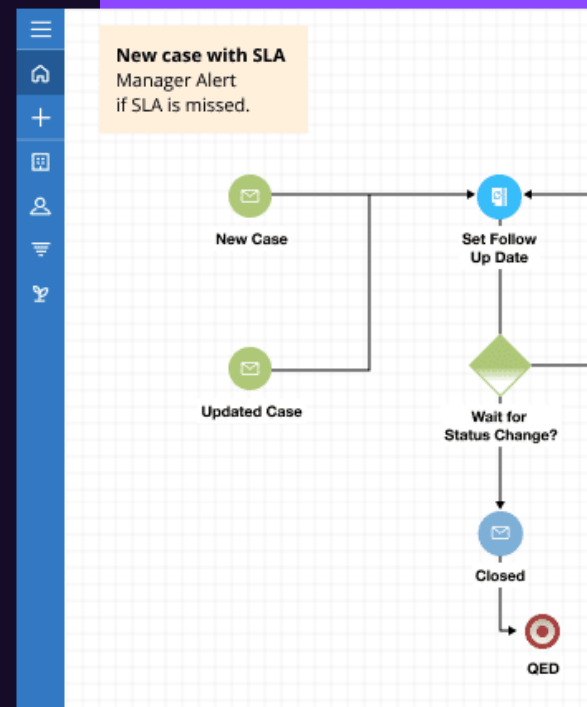
Pipeline management

Sell smarter and 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 focusing on the right deals at the right time. Clearly understand performance versus forecast and what it will take to make your targets.
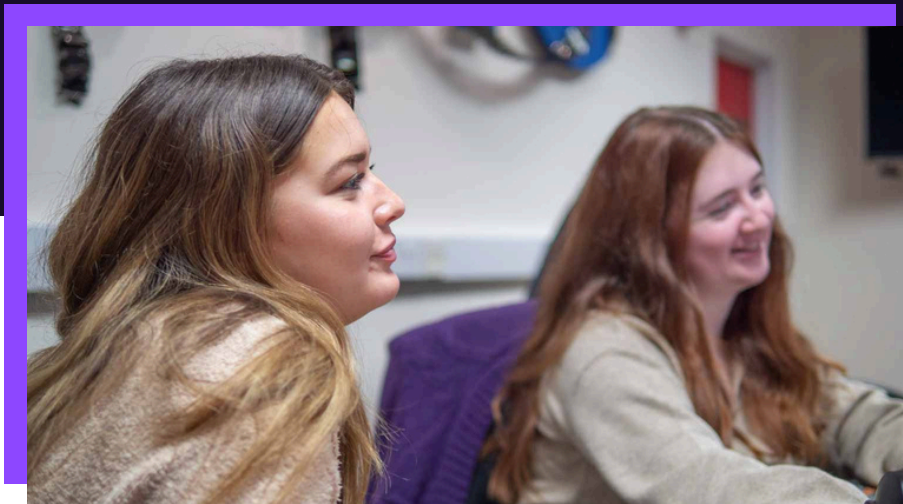
Expert collaboration

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.

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Process automation

Provide fast responses through intelligent routing of inbound calls and emails to the right service representative every time. Leverage Sugar's business rules engine and advanced workflows 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 yet effective self-service tools. Deliver an intuitive experience for customers 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.
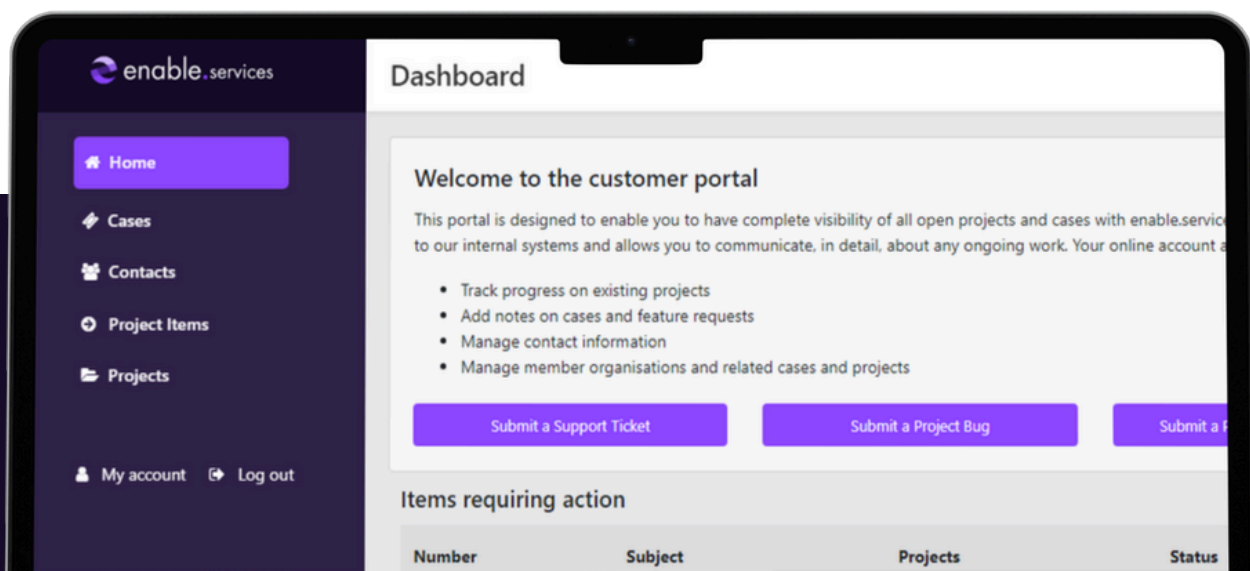
Knowledge management

Improve customer service by empowering your 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.

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.
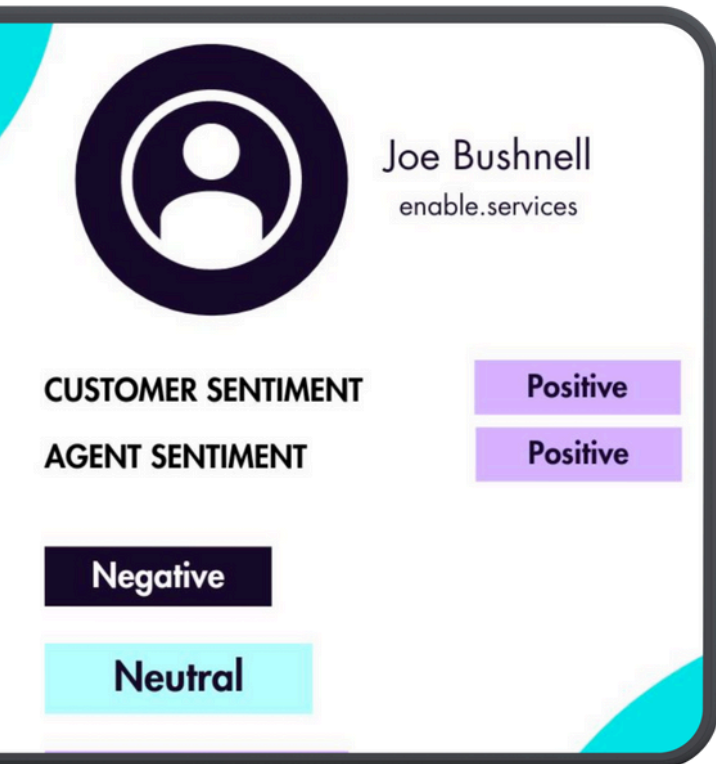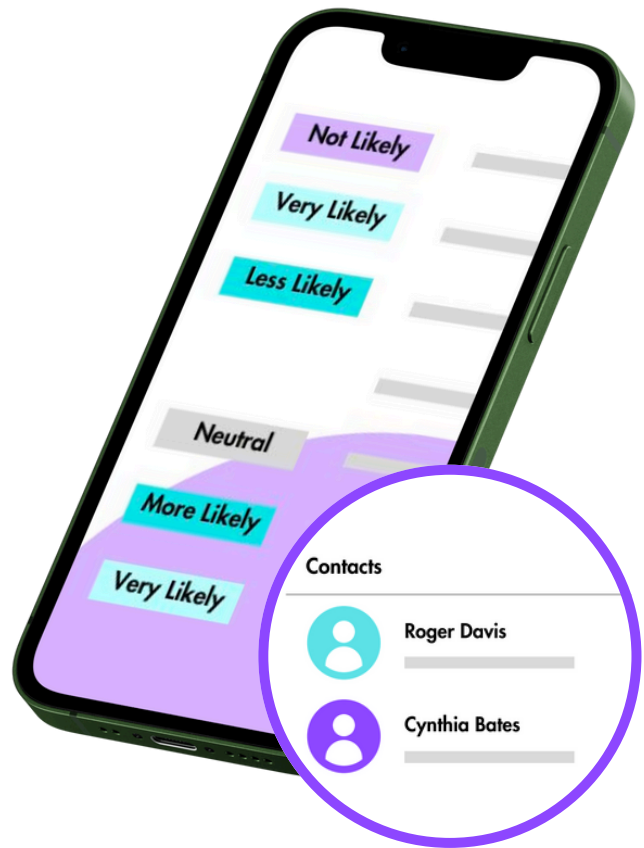
Mobile app

Our mobile CRM solution enables offline access to customer information, offering complete flexibility and custom actions for commonly performed activities. The free app, available on iOS or Android, provides bulk download functionality for offline access, and native device integrations like notifications and calendar syncs to keep you engaged.

Not Likely

Very Likely

Less Likely

Neutral

More Likely

Very Likely

Contacts

Roger Davis

Cynthia Bates

Joe Bushnell
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CUSTOMER SENTIMENT

Positive

AGENT SENTIMENT

Positive

Negative

Neutral

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.

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Support

Think of enable.services as an extension of your team, here to help with any Sugar questions or issues. We are available from 07:30am to 06:00pm, Monday to Friday, via phone, email, or video call.

Our prioritisation system enables our engineers to ensure that cases are worked on efficiently and effectively. This means that, on the rare occasion that an issue prevents your business from operating as usual, our support team will make it their top priority to resolve it as a matter of urgency.

We aim to respond to and resolve support cases as quickly as possible.

In addition to being able to open support cases via email or phone call, customers can use enable's customer portal to open new support cases.

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SLAs

We know your time is precious, and so we aim to get you back to business as soon as possible. Our case priority system and service-level agreements allow us to keep a structured approach to supporting your Sugar platform.

| Priority	Description	SLA
Priority 1	System is completely down or multiple core functions are not working as expected	1 Business Hour
Priority 2	System is generally up and functioning, but a key part of business functionality is down	24 Business Hours
Priority 3	General system issue which does not have a high impact on functionality	5 Business Days
Priority 4	General questions or other non-production related issues	10 Business Days

Sugar Sell Essentials

Get a 360-degree view of everything happening within your organisation and build people-centric relationships with stakeholders and partners. Sugar Sell Essentials also supports subscription-based business models and renewal management. You can easily generate renewal opportunities, prorate cross-sell and up-sell opportunities, and track and manage customer entitlements.

Features

- ✓ **Account management**
- ✓ **Contact management**
- ✓ **Lead management**
- ✓ **Pipeline management**
- ✓ **Reporting and analytics**
- ✓ **Mobility**
- ✓ **Omni-channel communications**
- ✓ **Business process management**
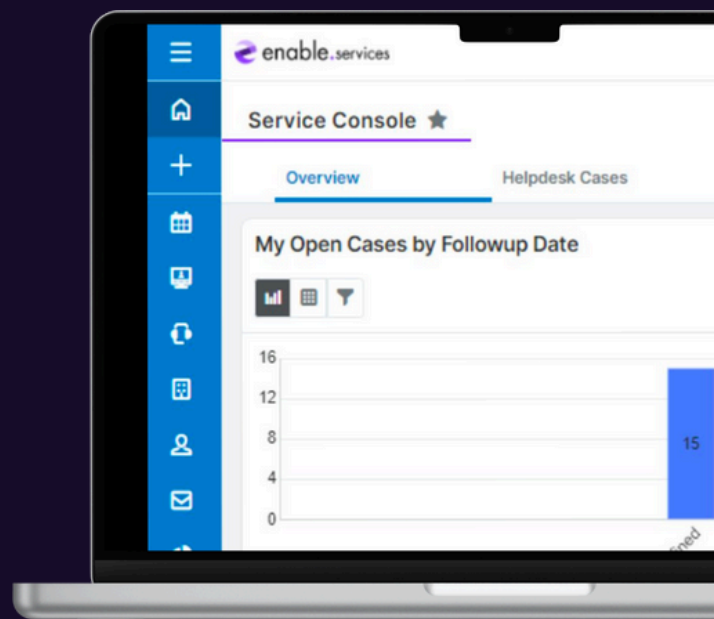
Sugar Sell Essentials is a sales force automation for growing teams needing 3-5 seats with basic support and ease of upgrade.

£15/u/m | £180/u/y

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Sugar Sell Advanced

In addition to the features available with Essentials, Sugar Sell Advanced allows you to prioritise leads based on AI-powered predictive lead-conversion scores as well as expand on past successes by leveraging insights from matching lead profiles to similar accounts. You can also accurately predict the fate of sales opportunities and increase your win rates by focusing your efforts on the right opportunities.

Features

- ✅ **Intelligent lead prioritisation**
- ✅ **Intelligent opportunity prioritisation**
- ✅ **Account management**
- ✅ **Pipeline management**
- ✅ **Reporting and analytics**
- ✅ **Mobility**
- ✅ **Omni-channel communications**
- ✅ **Business process management**
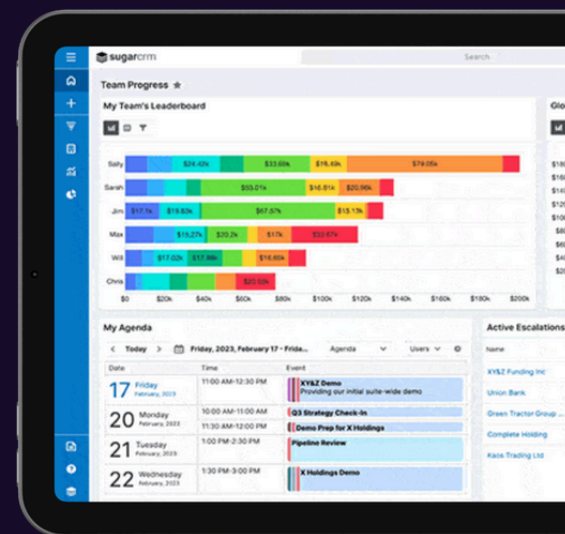
Sugar Sell Advanced has enhanced sales force automation and generous extensibility with add-ons with AI capabilities and standard support.

£68/u/m | £816/u/y

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Sugar Sell Premier

Sugar Sell Premier allows you to work with your Sugar data directly within Outlook or Gmail, meaning you have hassle-free meeting scheduling as well as the ability to automatically sync conversations, meetings, and people into your CRM. The geo-mapping feature also allows you to identify which accounts and leads are in closest proximity to each other, plot the results on a map, and chart the most efficient path.

Features

- ✓ **Intelligent lead prioritisation**
- ✓ **Intelligent opportunity prioritisation**
- ✓ **Guided selling**
- ✓ **Data enrichment and news feed**
- ✓ **Mail and calendar integration**
- ✓ **Geo-mapping**
- ✓ **Advanced Forecasting**
- ✓ **Pipeline insights**
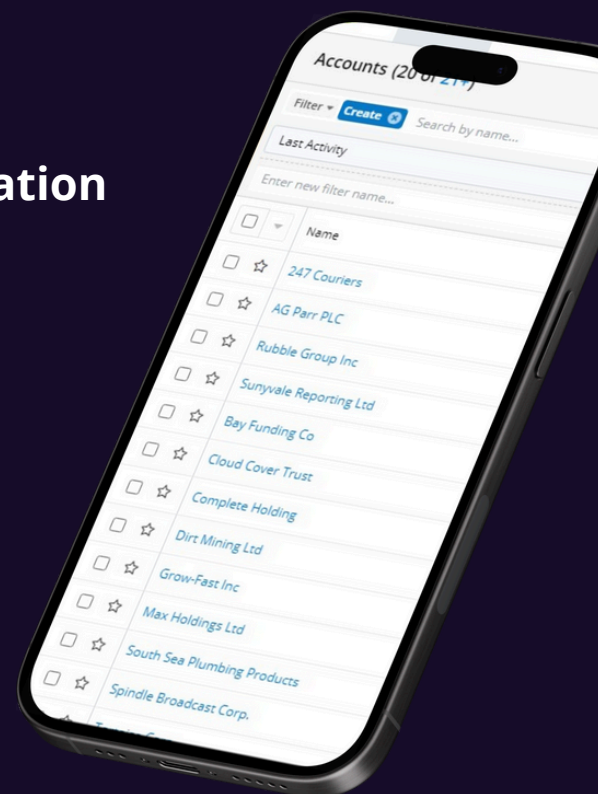
Sugar Sell Premier has comprehensive sales force automation capabilities for complex business with built-in AI and enhanced support.

£108/u/m | £1296/u/y

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Sugar Enterprise Onsite

Sugar Enterprise is the premier sales force automation product for on-premises deployment. Enterprise provides the power and ease-of-use that Sugar is known for, in an on-premises package supporting higher levels of customisability and control. With Sugar Enterprise, you can maintain compliance with complete control over security, privacy, and extensibility. Additionally, you can enhance your understanding of customer needs to improve conversion rates, revenues, customer satisfaction, and retention.

Features

✅ **Sales acceleration and pipeline management**

✅ **Business process automation**

✅ **Reporting and dashboards**

✅ **Multi-level customisation**

✅ **Upgrade flexibility**

✅ **Case management**

✅ **Sugar mobile**
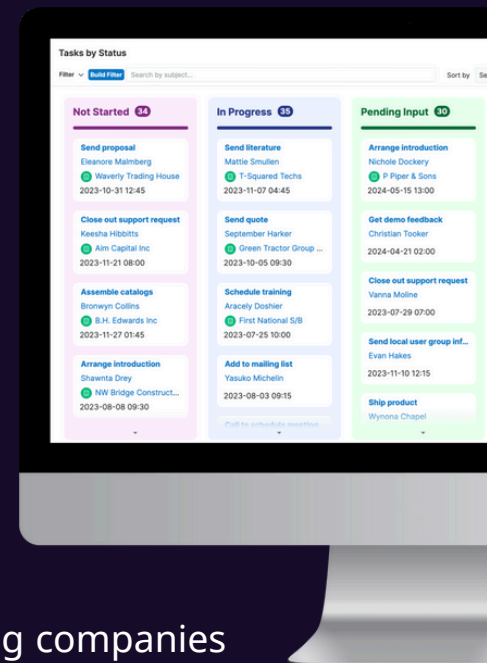
Enterprise provides on-premises deployment, enabling companies to have complete control over security, privacy, and extensibility without sacrificing their CRM needs. It offers unprecedented levels of customisability and full control over the technology stack.

£68/u/m | £816/u/y

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Sugar Serve

Sugar Serve has everything you need to deliver exceptional customer service. A customer support platform focused on features that matter most to service agents, you'll have instant access to precise insights. It also functions as a Customer Relationship Management (CRM) platform, empowering you to create the exact CRM you need.

Features

- ✔ **Self-service portal and knowledge base**
- ✔ **AI-powered sentiment analysis**
- ✔ **Omni-channel communications**
- ✔ **Automatic case routing**
- ✔ **Reporting and analytics**

To discover the complete feature list for Sugar Serve, please **contact us.**

Serve eliminates blind spots and enables your support professionals to focus on creating customers for life. So say goodbye to clunky, disjointed support tools and hello to Sugar Serve.

£64/u/m | £768/u/y

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Sugar Market

Sugar Market is the marketing automation platform that offers all the essential features you need without the hassle of unnecessary ones. It empowers your marketers to concentrate on reaching audiences and creating a high-definition customer experience. Moreover, it efficiently feeds the funnel and aligns with sales to build the right pipeline.

Features

- ✅ **Email marketing tools**
- ✅ **AI-driven predictive analytics**
- ✅ **Reporting and analytics**
- ✅ **Native CRM integration**
- ✅ **Social media management capabilities**

To discover the complete feature list for Sugar Market, please contact us.

Market helps you to cultivate and qualify leads with multi-step nurture campaigns and sophisticated lead scoring models. It can also assist in attracting more visitors to your website and gaining visibility into how they interact with digital assets.

Starting from £800

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Get a clear view of every deal, know when to reach out, and connect to the systems you already use.

Email us: sales@enable.services
Call us: 01473 618980

President's Club International Reseller Partner of the Year 2024