

SugarCRM

powered by enable.services

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



enable overview

At enable.services, we are passionate about delivering software solutions that drive results for businesses of all sizes. Our top priority is always putting people first, which is why we are committed to providing exceptional service to each and every one of our customers.

Our comprehensive range of software solutions includes development, training, and support services to ensure that your business has everything it needs to succeed.

We understand that every business faces unique challenges, which is why we take the time to listen to our customers and provide personalised solutions that meet their specific needs. Let us show you how our human-centered approach to technology can benefit your business today.



Sugar overview

SugarCRM is changing the game for businesses worldwide by providing exceptional customer experiences. Our solutions allow companies to act as an extension of their customers, anticipating their needs and providing support from anywhere in the world. Our goal is to help businesses focus on people rather than processes, allowing their teams to deliver outstanding service every time.

Since 2004, our CRM applications have been leveraged by enterprises of all sizes across various industries. Even some of the largest companies in the world depend on Sugar for their CRM needs. Our tightly integrated suite of CRM applications and supporting platforms have been organically developed over the past 18 years to achieve industry-leading core customer experience functionality.

As a result, over two million users in 120 countries have already switched to Sugar to fuel extraordinary customer experiences. Join the SugarCRM community today and provide your customers with the best experience possible.

What is Sugar?

Optimising Business Performance with Our Comprehensive Solutions

Sales and Operations

To create an exceptional customer experience, it's essential to have a complete understanding of their past, present, and future. Our 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. Our platform streamlines support services, building a customer experience that exceeds expectations.

Customer Service and Support

Connect with your audience and grow your business with our all-in-one marketing automation platform. From capturing leads to boosting conversion rates and reporting on key metrics, we offer everything you need to drive success.

Why choose Sugar?

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 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.

Marketing automation platform

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.

Customer service focused 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-focuses CRM

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 realtime. Let the platform do the work with key automation.

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 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.

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 Cloud

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

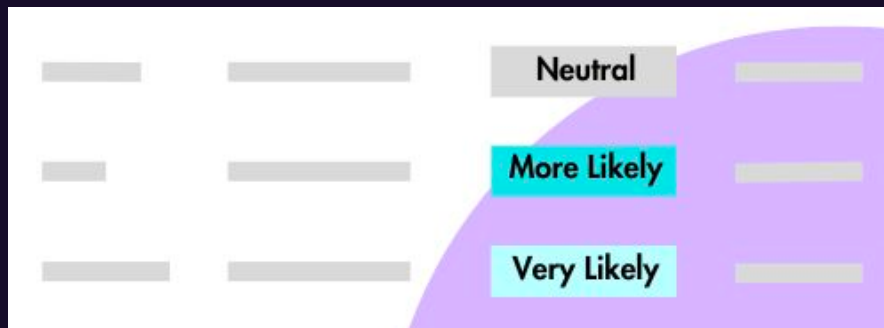
Sugar Cloud

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

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

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.

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.

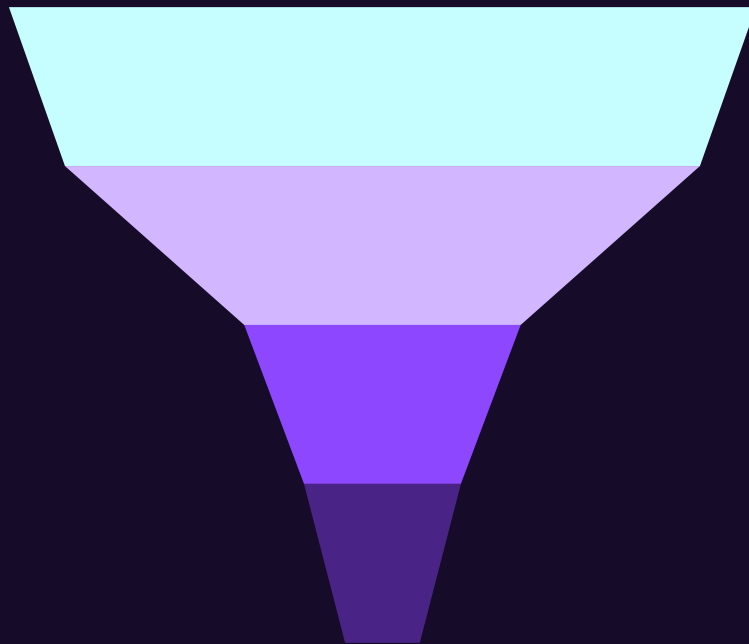


Case and defect management

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.

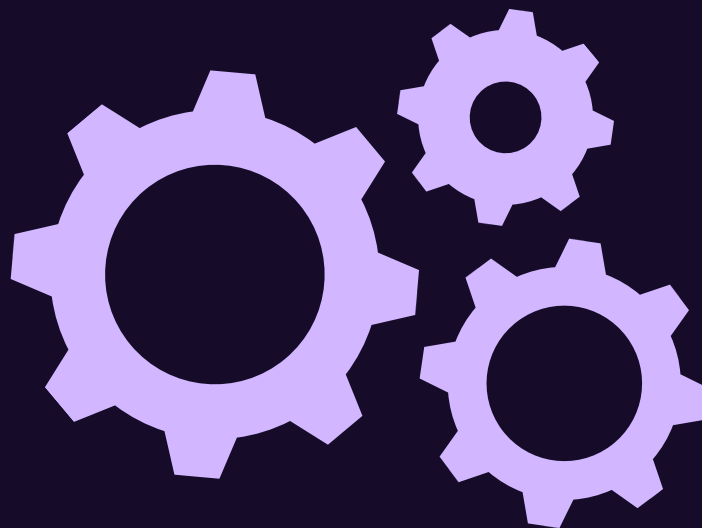


Expert collaboration

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.

Sugar integrations and API

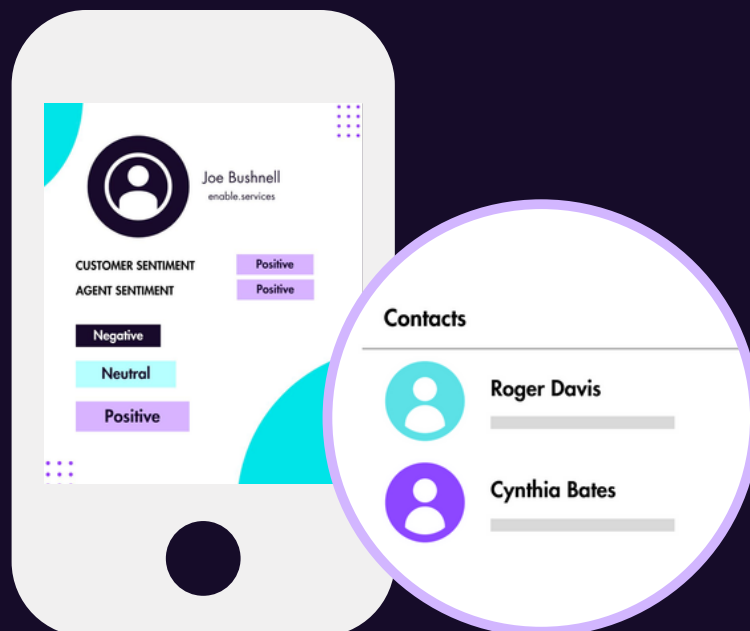
Sugar uses a REST API to integrate with almost any external software. The integration can pull and push information to eliminate duplicate data entry and save time.

Some of the most popular integrations include:

 Jira Software Office 365 SurveyMonkey twilio Magento dotmailer DocuSign stripe sage RingCentral qb intuit quickbooks slack

Mobile app

Our mobile CRM solution enables offline access to customer information, with 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.



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.

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



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 x 5 means customers will get support from SugarCRM during standard business hours (8 hrs; 5 days per week).



12 x 5 means customers will get support from SugarCRM during extended business hours (12 hrs; 5 days per week)



24 x 7 x 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.

SLAs

To help achieve our maximum service levels, SugarCRM Support provides support through a multitiered 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



SugarCRM Documentation

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.

SugarClub

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.

Welcome to sugarclub

**Happy Holidays from SugarU!**
Celebrate with 20% off SugarU Live Classes
[LEARN NOW](#)

**UPCOMING LIVE CLASS**
Sugar Admin Fundamentals
January 9-11, 2024
[REGISTER](#)

**Join Social Club**
Meets on the 2nd Thursday of Each Month
[REGISTER NOW](#)

Have you seen the new Events page?
Stay up-to-date on all upcoming Sugar events
[SEE MORE](#)

New Group: Sugar Documentation & Resources
Your new home for Quick Tips and more!
[VISIT & JOIN](#)

Connected '23 Conference Content
[SEE MORE](#)

Who's Online Right Now?
 **Nilesh Dave**
[1 member online](#)

Recent SugarClub Conversations
[All recent questions and discussions](#) [By last reply date](#) [Descending](#)



I need to create 1 report with meeting module with email address of attendees

Latest:
3 hours ago
by Christopher Hart



can we set values dynamically in multi select in SugarCRM ?

Started:
7 hours ago
by neeraj verma

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



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