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SUGAR CRM

Clients and client relationships occupy the very top of any business paradigm, no matter how complex and non-standard it is. Clients make companies develop new products and polish their services, clients determine the content of long-term corporate roadmaps and strategic plans, clients affect the corporate image – so in the long run, your business is all about clients and your relationships with them. Clients are a valuable asset that often appears non-renewable if something goes wrong. Therefore, proper maintenance of your clients database and its timely updates are essential elements of a well-thought development strategy. However, when your business grows and the number of your existing and potential clients grows exponentially, it often gets increasingly hard to keep up with the ever-increasing flow of new leads and requests from existing clients. In this case, conventional customer relationships methods stop working, as sales people and account managers are no longer able to efficiently process incoming requests. If it happens to your company, it's a clear signal to start implementing a modern and efficient customer relationship management system that would remove existing bottlenecks and enable your sales and marketing departments utilize their potential in its entirety.

SugarCRM is a highly popular open source CRM application used by thousands of companies across the world, large and small. The system is installed on a web server and users access it using a browser, so the system can be deployed in a highly distributed environment, with your employees scattered across the world. A properly configured customer relationship management system enables you to improve customer loyalty thanks to a proactive approach to identifying your clients' needs and addressing them in a timely manner, lower the risks of losing existing customers and generally improve the efficiency of your sales process. Implementation of SugarCRM in your company offers a number of obvious advantages: the system stores all the clients' information in its database and your employees do not need to request it twice when new orders are placed or changes are made to existing ones; no data is stored in personal notebooks or files on your employees' computers - so even if any team members are away, all of their information will be available to others; an informative and flexible dashboard provides extensive information about current and upcoming tasks, arrangements, meetings; an advanced access control mechanism enables the administrator to configure separate system views and assign them to different user groups and finally, your marketing specialists have a brilliant opportunity to manage marketing campaigns and send mass emails to specific customers or customer groups right from their accounts. Which is more, SugarCRM's open source model makes it possible to create custom modules and features designed to meet your company's specific needs.

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SugarCRM is a multi-layered and versatile solution intended for companies of all kinds. Its default interface and functionality can be minimized to meet the needs of a small home-based business or expanded to the maximum to handle large volumes of data and a multitude of users in corporate environments. The former will enjoy the convenient customer and sales management methods offered by the system, while the latter will benefit from efficient collaboration and data sharing capabilities of SugarCRM. The system can be easily expanded using third-party add-ons or integrated with other PHP applications, such as your website.

SugarCRM gives a new sense to the familiar concept of how technologies can help companies thrive in their business areas and establish great relations with their clients. However, proper customization of this system requires thorough knowledge of its business logic, objects and the code. If you are customizing a solution that will store your clients' and your own financial information online, you should pay utmost attention to the quality of this work, as any vulnerabilities may seriously undermine your security and result in the loss of data that must stay within the company under any conditions. The experience our company has accumulated over the years of SugarCRM customization give us a right to call ourselves a reliable and trusted SugarCRM customization and integration partner. We know the internals of the system and are well-versed in its business logic. Just contact us and explain which business problems you would like to get rid of and we will advise you on the best way to do it using SugarCRM and its virtually endless capabilities. We will be happy to assist you with integrating it with your website or any compatible custom applications you use. We are ready to start improving your business as soon as you are, so don't hesitate and contact us right away. If you've got questions, we've got answers!

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