

ADVANTAGE



SugarCRM – A Success Story

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Case: SugarCRM implementation at a large multinational technology company

The client is a large multinational technology company that designs, develops, and sells consumer electronics, computer software, online services, and personal computers.

What were the challenges the client wanted us to overcome?

Each route-to-market (RTM) had its own flavor of the CRM

Disparate master data definitions across RTMs

Collaboration between different systems was difficult because of the differences in integration

Customer experience was inconsistent across RTMs

Cross RTM collaboration / integration was possible only through reporting / complex integrations

What Infosys did

- Customization and development as per client requirements
- End-to-end testing and deployment
- Rollout of the solution to other departments

Solutions

Implemented SugarCRM 7.6 with SAML authentication. Leveraged REST Web Services through REST API calls to interact with external systems. The implementation provided an external server caching solution and for upload / download of files within Sugar, uses the external server.

The Infosys effect

- Helped identify the right CRM solution as per client needs
- Ability to quickly ramp up the team in three weeks and gain the required expertise
- Provided SugarCRM-certified consultants to the project which helped improve the quality of deliverables by 40%
- High quality of deliverables; achieved zero P0 bugs
- Proactive solution that aligned with their needs; received multiple appreciation emails
- Developed an in-house training in SugarCRM that helped improve employee efficiency by 25%

Thank you



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