

# Advantage YOU. With the Infosys SugarCRM Practice.



The SugarCRM Practice is part of our larger CRM portfolio (~2,500 employees) which includes Salesforce.com (SFDC), Microsoft CRM, SAP CRM, Siebel, Pega, etc. As a part of our strategic focus on open source technologies, we have teamed up with SugarCRM. This practice is one of the first alliances of SugarCRM with global system integrators. It offers

services such as consulting, package evaluation, implementation, rollout, version upgrade, development of reports and executive dashboard, integration with other enterprise applications, application maintenance and support, and project management.

The practice has its own Center of Excellence (CoE) which actively pursues

development of tools and accelerators, solutions, reusable tools, best practices, and co-creation with SugarCRM. The CoE is equipped with training material to train employees at short notice and has helped our employees complete their SugarCRM certification. It has already developed multiple solutions on the SugarCRM platform.

## Infosys SugarCRM Practice snapshot

Over 25 SugarCRM consultants

Over 10 specialists and certified professionals in consulting, architecture, and program management

Expertise across industries

Active engagement with the world's largest multinational technology company

## Products and partner



## Four strong reasons to choose Infosys for SugarCRM

- Proven industry-leading knowledge across key verticals
- Global presence and capability
- Strong technical knowledge and skill
- Dedicated CoE and capability to ramp up the team at short notice

## Three powerful value propositions

- As one of SugarCRM's first partners, we have built deep expertise in SugarCRM. And we use this expertise to help enterprises in its implementation
- Infosys accelerates its efforts to design frameworks, tools, and accelerators to improve end-user productivity for the digital workforce on SugarCRM
- SugarCRM and Infosys are engaged with each other in joint marketing and developing go-to-market strategy



## A CASE IN POINT

Infosys is helping a multinational consumer electronics provider based in the US use SugarCRM for customized support, improvised communication, and interaction between the sales and marketing teams for their B2B business.

The client is challenged with a fragmented view of its customers and its sales channels operating in silos. The new CRM platform enables cross sales team collaboration and provides a holistic view of the customer enabling engaged

customer interactions. The over 70K users would be benefited from sales and marketing automation, and reporting and analytics. The new platform would increase customer convenience leading to better customer satisfaction.

For more information, contact [askus@infosys.com](mailto:askus@infosys.com)

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