

SugarCRM Racks Up Another Record Quarter, Fueled by Channel Growth and Increased Customer Adoption

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SugarCRM (<http://www.sugarcrm.com>), the world's fastest-growing customer relationship management (CRM) company, today announced another record quarter in 2011, with billings growth continuing a strong upward trend to 69 percent in the third quarter over the same period in 2010, and by 13 percent over the second quarter in 2011.

The results reflect continuing momentum in key and emerging markets, with year-over-year billings growth increasing by 84 percent in North America, 83 percent in Asia Pacific, 45 percent in EMEA (Europe Middle East and Africa), and 111 percent in Latin America.

"SugarCRM has again outdone its achievements of the past quarter," said Larry Augustin (<http://www.sugarcrm.com/crm/about/leadership.html#LarryAugustin>), SugarCRM chief executive officer. "We are executing on all fronts, as we expand our network of channel partners and support customer competitiveness by providing a uniquely flexible CRM solution that's affordable and allows customisation and scalability."

Channel Momentum

In line with SugarCRM's strategy to build a dynamic sales channel network, the number of SugarCRM channel partners has been growing steadily. In the third quarter, SugarCRM welcomed 38 new partners, bringing the worldwide total to 343 partners.

"Our channel partners bring SugarCRM's benefits to bear for customers," said Jeff Campbell (<http://www.sugarcrm.com/crm/about/leadership.html#JeffCampbell>), SugarCRM vice president of worldwide sales and customer advocacy. "Our strategy to collaborate with partners to meet the changing needs of businesses as they streamline and grow has been a success for SugarCRM and for our partners and customers."

One of SugarCRM's new channel partners is Starfire Technologies (<http://www.starfiretechnologies.com/index.html>), Inc., a privately held services and software company based in Lawrence, KS. "Our goal is to deliver services, tools, and products that improve IT operations and business processes, and we are confident that partnering with SugarCRM will help us grow our business," said Richard R. Spurlock, Senior Enterprise Architect at Starfire Technologies. "One thing that we found very appealing about SugarCRM is the company's ability to enable social businesses. As a result, we've decided to replace Salesforce.com for Sugar as part of our ongoing strategy, and we even plan to implement Sugar into our own organisation as well."

Customer Momentum

SugarCRM continues to see a strong flow of new customers. Over the last 12 months, the company has acquired over 2,800 new customers. In addition, the number of active customers is up over 30% year over year, with subscriptions up almost 40%, to over 100,000. New customer wins include Alliance Exposition (<http://www.alliance-exposition.com/>), Leaders Choice Insurance (<http://www.leaderschoiceinsurance.com/>),

Modern Information Solutions (<http://www.miscindiana.com/>), LLC (<http://www.miscindiana.com/>) , Power Plate France (<http://www.powerplate.fr/>), Express Estate Agency (<http://www.expressstateagency.co.uk/>), Mitsuba Systems (India) Pvt Ltd (<http://www.powdergun.com/>), tgestiona (<http://www.t-gestiona.telefonica.com.ar/tgestiona00.asp>) (a division of Telefonica Argentina), and Aveling Homes (<http://avelinghomes.com.au/>).

Power Plate France is a company that brings Acceleration Training™ products to over 100 countries to help users build muscle tone and prevent bone density loss, and they selected SugarCRM to create efficiencies in their business. “As a company who sells products in countries around the world, it was important to us to find a better way to manage our customer contacts, and SugarCRM was the answer,” said Yohan Lefebvre, Directeur Informatique for Power Plate. “With our rollout of Sugar, our sales team will have customer data at their fingertips in real-time, and they will have the ability to do more effective follow-up on leads.”

“SugarCRM is about customer choice,” said Nick Halsey (<http://www.sugarcrm.com/crm/about/leadership.html#NickHalsey>), SugarCRM chief marketing officer and executive vice president of corporate development. “Our continuing customer momentum is the result of our single-minded focus on providing the ultimate flexible and open CRM solution to businesses of all shapes and sizes from the SMB to the enterprise.”

Industry Accolades

Sugar continues to achieve industry recognition for CRM leadership. Recent accolades claimed include:

- iTnews (<http://www.itnews.com.au/>) (Australia): SugarCRM came out on top of the CRM Scorecard when compared to Salesforce, Oracle on Demand, Microsoft Dynamics, RightNow and NetSuite in a technical study, “Which Clouds Play Nice (<http://www.itnews.com.au/News/277170,revealed-which-clouds-play-nice.aspx>)”

- UK Cabinet Office ([http://www.cabinetoffice.gov.uk/sites/default/files/resources/Open Source Options v1.0 \(pdf, 581kb\)_0.pdf](http://www.cabinetoffice.gov.uk/sites/default/files/resources/Open%20Source%20Options%20v1.0%20(pdf,%20581kb)_0.pdf)): The UK government cited open source software options that are suitable for use in government, and SugarCRM was the only open source CRM vendor highlighted.

- InfoWorld Bossie Award

(<http://www.infoworld.com/d/open-source-software/bossie-awards-2011-the-best-open-source-applications-171572-1#t=7&last=7>) (U.S.) : SugarCRM was named best open source application for sales force automation and customer support services.

- CRM magazine

(<http://www.destinationcrm.com/Articles/Editorial/Magazine-Features/The-2011-CRM-Market-Leaders-76485.aspx>) 10th Annual CRM Market Leaders Awards program (U.S.)

- o Winner – Open Source CRM category

- o Leader – Midmarket Suite CRM category

- o Leader – Small-Business Suite CRM category

- o One to Watch – Sales Force Automation category

About SugarCRM

SugarCRM makes CRM Simple. As the world's fastest growing customer relationship management (CRM) company, SugarCRM applications have been downloaded more than ten million times and currently serve over 850,000 end users in 192 countries. Over 7,000 customers have chosen SugarCRM's On-Site and Cloud Computing services over proprietary alternatives. SugarCRM has been recognised for its customer success and product innovation by CRM Magazine, InfoWorld, Customer Interaction Solutions and Intelligent Enterprise. For more information, call (408) 454-6900 or 1 87 SUGARCRM toll-free in the US, email contact@sugarcrm.com, or visit <http://www.sugarcrm.com>.

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