

SugarCRM Opens New UK Office

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SugarCRM (<http://www.sugarcrm.com>), the world's fastest-growing Customer Relationship Management (CRM) company, today announced the opening of a new office in Cambridge in the United Kingdom to support the company's rapid growth. With 1185 clients like DF King Worldwide (<http://www.king-worldwide.com.com>) and Powwownow (<http://www.powwownow.co.uk>), and 16 channel partners like EnableIT (<http://www.sugaruk.co.uk>), Green Inc (EU) (<http://www.green-inc.eu>), Apto Solutions (<http://www.aptosolutions.co.uk>) and Livelink New Media (<http://www.livelinknewmedia.com>) in the UK and Ireland, the new office will enable SugarCRM to better serve local partners and customers.

The new office will also accommodate the growing number of SugarCRM UK employees. Today, SugarCRM is the third-largest CRM provider in the world behind Microsoft and Salesforce thanks to an increase in the number of global customers as well as key strategic relationships with tier one companies. SugarCRM saw its billings grow by 50 per cent in 2010, and by 68% annually in its most recent quarter (<http://www.sugarcrm.com/crm/press-releases/2011/q3-momentum>). With the help of the UK office, SugarCRM plans to emulate the same level of success by the end of this year.

"Outside of the US and Germany, the UK is our largest market and has the greatest potential, so it was imperative to increase our presence here," explains Tom Schuster (<http://www.sugarcrm.com/crm/about/leadership.html#TomSchuster>), VP and GM of SugarCRM Europe. "Opening an office in Cambridge will allow us to meet the needs of our UK partners and customers and to enhance our offerings further, thereby ensuring clients are supported effectively and are achieving the best possible results for their business."

The Cambridge Cluster (or Silicon Fen (http://en.wikipedia.org/wiki/Silicon_Fen)) is one of the most important and dynamic technology centres in Europe with a strong focus on open innovation, which played a part in the decision to base an office there. Furthermore, the ties with Cambridge University will provide a rich talent pool to draw upon.

Headquartered in Cupertino, CA, SugarCRM also has offices in Raleigh, NC; Minsk, Belarus; Munich, Germany; Paris, France; and Sydney, Australia.

In related news, SugarCRM also announced the opening of its Raleigh, NC office today. For more information, please see the press release (<http://www.sugarcrm.com/crm/press-releases/2011/sugarcrm-opens-new-raleigh-office>) announcing the company's expansion into North Carolina.

For more information on the Cambridge office, or to learn more about SugarCRM, please visit the SugarCRM web site (<http://www.sugarcrm.com>). Also, feel free to connect with SugarCRM on Facebook (<http://www.facebook.com/sugarcrm>), Twitter (<http://twitter.com/#!/sugarcrm>) and YouTube (<http://www.youtube.com/user/DiscoverSugarCRM>).

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 +44 (0) 1223 597848 or email: sales-uk@sugarcrm.com, or visit <http://www.sugarcrm.com>.