

# SugarCRM Off to a Sweet Start in 2012

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SugarCRM (<http://www.sugarcrm.com>), the world's fastest-growing customer relationship management (CRM) company, today announced its tenth straight quarter of accelerating sales as the company continues its strong growth trajectory. The company's recent achievements include a record-breaking Q1 2012 financial performance, a new version of its next generation CRM solution (<http://www.sugarcrm.com/newspress/sugar-65>), a growing channel ecosystem (<http://www.sugarcrm.com/newspress/sugarcrm-channel-partner-program-momentum>) that includes a new distribution partner, and new integrated solutions from technology partners. The announcements are being made at SugarCRM's sixth annual SugarCon (<http://sugarcon.sugarcrm.com/>), a customer, user and partner conference being held April 23-26, 2012 at The Palace Hotel in San Francisco, California.

"Our open business model has enabled us to achieve continuous record growth over the last ten quarters, and we are off to a great start in 2012," said Larry Augustin (<http://www.sugarcrm.com/about/sugarcrm-executive-team/en#LarryAugustin>), SugarCRM's chief executive officer. "As the demand for CRM solutions increases, SugarCRM is well positioned to continue its rapid growth as an increased number of companies are looking for affordable, flexible CRM solutions that can grow their business."

## Transforming the Customer Experience with Next Generation CRM

During his keynote on Tuesday, April 24th, Clint Oram (<http://www.sugarcrm.com/about/sugarcrm-executive-team/en#ClintOram>), CTO and co-founder of SugarCRM, will introduce the new release of Sugar 6.5 (<http://www.sugarcrm.com/products/whats-new-sugar>). Pivoting from the legacy approach to CRM design that has typically been too focused on sales management, Sugar 6.5 ushers in a new era of CRM focused on end users. Sugar 6.5 includes simplified navigation with an enhanced user interface design, a new search framework with integrated full-text search, new calendar and scheduling capabilities, as well as deeper integration with third party applications. The new version offers performance improvements to increase productivity and satisfaction for the end-user. For more details on Sugar 6.5, please see the product announcement (<http://www.sugarcrm.com/newspress/sugar-65>).

## Record Billings Growth of 118 Percent

Coming off the heels of closing \$33 million in new financing (<http://www.sugarcrm.com/newspress/sugarcrm-completes-33-million-financing-round-further-expansion-enterprise>), SugarCRM achieved strong financial performance in the first quarter of 2012. SugarCRM's billings growth increased by 24 percent over the previous quarter and climbed by 118 percent over the first quarter of 2011. The results reflect the company's focus on expanding its global presence in emerging markets, headlined by year-over-year billings growth increases of 110 percent in Latin America, 76 percent in Asia, 36 percent in Australia/New Zealand, 23 percent in EMEA (Europe Middle East and Africa) and an outstanding 169 percent in North America.

The company added nearly 700 new customers around the world in Q1 2012. Among the list of new SugarCRM customers in the first quarter of 2012 were Sylvan Automation Ltd., Captain Marketing, CE Power

Solutions, Clasquin SA, Samsung Techwin, Orix, Televisa, Acero Estrella, Prosperity Advisers Group and TriSure Benefits.

“As a business that supports the dynamic needs of the manufacturing industry, it is imperative that we effectively engage with our customers. Getting the best CRM system in place that had mobile support so that we could work with our customers in real-time was critical to us,” said new SugarCRM customer, Mike Fetherston, IT Specialist, Sylvan Automation Ltd. “SugarCRM fits our needs perfectly.”

Another new Q1 customer, Bruce Gordon, CEO of Captain Marketing said, “As a company that provides SEO, SEM, social media, PPC, site design and other marketing services to clients, we needed a CRM that provided the flexibility to customize in more meaningful ways, and SugarCRM was our answer. It’s easy to integrate SugarCRM with telephony and email solutions because of its strong APIs, and we are looking forward to boosting productivity with our new solution in place.”

#### Distribution Model and Growing Channel Partner Program Drives Momentum

SugarCRM continues to expand its channel partner ecosystem to meet the increased demand for flexible and affordable CRM solutions. The company added 39 new channel partners globally in Q1 2012 bringing its channel community to more than 400 worldwide.

SugarCRM and its executives received recognition in CRN’s 2012 Channel Chiefs List, with Jeff Campbell and Del Ross being rewarded for their success in driving global channel growth. The program itself also received a coveted 5-star ranking. In related SugarCon news, SugarCRM also announced the winners of its annual channel partner awards that recognize partners for their outstanding achievements in driving customer success.

New partners added in Q1 included DG3, Showing Suite, Consentus Solutions Group Inc., e2b tecnologias, TecnoImplanta, ISW, eDelta, OpenXcell, GIS Gesellschaft für InformationsSysteme, Acuity xpt, IDESO, Dixendris, TrueBusiness Consulting Group and Et ceterum. And existing partners like Synolia are seeing SugarCRM business driving their growth. Synolia opened up a second office to support their need to scale, and they were also named SugarCRM’s April 2012 Partner of the Month for the positive work they’ve done with Sugar customer, DATAFIRST.

“With the growing importance of CRM in the Mexican market, we saw an opportunity to grow our business by selling SugarCRM solutions based on the new requirements of existing customers, said new SugarCRM channel partner Edgardo Colón, director general for TecnoImplanta. “SugarCRM compliments the existing business process software we have been selling and implementing for customers.”

To further accelerate growth, SugarCRM also announced a new distribution relationship with Ingram Micro (NYSE:IM), the world’s largest IT distributor. The agreement will allow the channel partners of Ingram Micro’s Advanced Computing Division to sell and distribute SugarCRM’s solutions in North and South America.

Also in related news, SugarCRM announced the latest additions to its channel partner program including a new certification program and a new partner advisory council.

## Strong Technology Partner Ecosystem

One of the key drivers of SugarCRM's success is its large and thriving developer and technology partner ecosystem. SugarCRM's open source and open platform model makes it easy to develop world-class extensions and integrations with Sugar. At SugarCon several new or enhanced partner product integrations are being announced, including Lucid Imagination, EasyAsk, inBOX25, Transverse, SierraCRM, NextPrinciples, Inc., engajer, UserVoice, Vocalocity, Colosa Inc., BitRock Inc. and Faye Business Systems Group. Demos of the integrations will be available at SugarCon.

## 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 1,000,000 end users in 192 countries. Over 7,000 organizations have chosen SugarCRM's On-Site and Cloud Computing services over proprietary alternatives. SugarCRM has been recognized for its customer success and product innovation by CRM Magazine, InfoWorld and Customer Interaction Solutions.

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