

# SugarCRM New Mobile Application Enables Sugar On-Demand Users to Stay Connected at the “Speed of Business”

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SugarCRM (<http://www.sugarcrm.com>), the company that makes every user a customer expert, today announced the availability of its next generation SugarCRM Mobile application for all iOS devices, and previewed the SugarCRM Mobile application for Android devices. The announcement was made at SugarCon 2013 (<http://sugarcon.sugarcrm.com/>), the world's largest open CRM technology conference, at the Waldorf Astoria, New York.

“At SugarCRM, we strive to build for employees on-the-go,” said Lila Tretikov, chief product officer of SugarCRM. “With the launch of the new SugarCRM Mobile application, we have delivered a solution that equips all customer-facing users with a fast, easy way to stay connected with their customers, and to stay on top of what matters, when it matters. With the new application, employees can collaborate and respond to their customers at the speed of today’s business.”

The new SugarCRM Mobile application, powered by HTML5, offers a faster, easier way for employees in the field to stay connected with their customers; track the latest updates on their campaigns, deals, and contacts; and update their CRM records, all in real time. The application delivers a completely integrated experience with Sugar’s browser application, and at the same time takes advantage of key native iOS capabilities. Users can upload photos, access contact directions and maps, and click-to-call, email, and text their contacts instantly. The interface is fully configurable and can be customized to meet the needs of each customer-facing professional.

“Customer service isn’t simply 9 to 5 – it can be a 24/7 challenge, and customers can’t wait for employees to get back to the office to solve their problems,” said Clint Oram, chief technology officer for SugarCRM. “SugarCRM Mobile delivers the speed and agility needed for customer service that transcends location.”

A new study from enterprise resource planning (ERP) specialist ISF and market research firm IDC indicates that customer relationship management (CRM) applications for smartphones and tablets are a top priority for professionals on-the-go. In a survey of 450 C-suite executives worldwide, 31 percent of respondents identified CRM as the most-wanted mobile application.

Unlike most vendor solutions which charge extra for mobile CRM access, the SugarCRM Mobile application is free of charge and is a completely integrated part of the Sugar portfolio of CRM solutions.

Learn more about the new mobile application [here](#) or view the [video demo](#).

## About SugarCRM

SugarCRM delivers an integrated solution that empowers every user who interacts with customers to better understand and engage their customer, so every connection drives value. SugarCRM’s market-leading open Customer Relationship Management (CRM) platform delivers the agility, flexibility, and security required to equip each customer facing professional with the information and tools they need to know their customers better, do their job better, and deliver a consistent, superior customer experience across the organization, every time. SugarCRM applications have been downloaded more than 11 million times and currently help over 1.2M end users across disciplines effectively engage their customers. Over 6,500

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.

For more information, call (408) 454-6900 or 1 87 SUGARCRM toll-free in the US, email [contact@sugarcrm.com](mailto:contact@sugarcrm.com), or visit [www.sugarcrm.com](http://www.sugarcrm.com). You can also connect with SugarCRM on Facebook, Twitter and YouTube.

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