

# Accelerate Communication and Teamwork with Sugar and IBM Connections

**Sugar's open platform integrates easily with IBM Connections, adding collaboration communities and expertise discovery to enterprise-grade CRM.**

Today's business environment includes cross-functional teams, partnerships that span continents, and socially-networked employees. In this world of ever-expanding relationships, how can your organization enable and support communication and effective teamwork?

Together, Sugar and IBM Connections provide an agile, effective, and flexible solution. Sugar combines sales, marketing, and support automation with information access to boost productivity and customer satisfaction. IBM Connections social software offers dynamic social networking, idea sharing among communities of interest, and expert input to increase business engagement and teamwork.

Sugar plus IBM Connections is the ideal solution for businesses that need to:

- Build cross-organization collaboration through social networks
- Eliminate "silos" information systems and work flows
- Encourage idea sharing among communities of interest
- Locate expertise to increase engagement and effective teamwork
- Expedite decision-making with expert information
- Establish stronger business relationships



## How Sugar and IBM Connections together can boost effectiveness and collaboration

### Improve sales effectiveness in complex transactions:

- ✓ Use Sugar to manage opportunities and identify where expertise is needed
- ✓ Search Connections profiles from within Sugar to identify experts
- ✓ Invite experts via Connections to review opportunities in Sugar and engage with the sales team
- ✓ Collaborate with Connections and track transaction progress with Sugar
- ✓ Close more deals, faster, with more effective teamwork

### Promote collaboration among sales teams:

- ✓ Create and maintain sales documents and templates in Connections
- ✓ Associate opportunities created in Sugar with Connections communities
- ✓ Pull community content into Sugar as needed and collaborate on document creation and updates
- ✓ Maintain version control in Connections so the right content for an opportunity is always accessible in Sugar

**Contact SugarCRM today to request a demo**  
visit [www.sugarcrm.com](http://www.sugarcrm.com) or call +1-877-842-7276