

CASE STUDY:

# IT Provider Saves Money and Improves CRM Integration With Sugar Market

Cireson Gets Rid of Third-Party SugarCRM Integration Tools and Saves Money With Sugar Market



Cireson  
cireson.com



Cireson is a world leader in Microsoft Cloud and Systems Center. Their mission is to bring service and asset management together within the Cireson platform to enhance the Microsoft user experience. Cireson focuses predominantly on solutions for Microsoft Service Manager (help desk) and Microsoft Configuration Manager, enhancing and amplifying the native functionality and usability as well as offering professional services for customization, automation, training and more. The Cireson Platform complements Microsoft in a way that improves the experience for both Cireson customers, their customers, analysts, administrators, and end users alike.

## Goals

Before adopting Sugar Market, the Cireson team was a group of sophisticated marketing automation platform users seeking an easier way to communicate between their CRM platform and their MAP. Their previous vendor, Hubspot, did not natively integrate with their current CRM, SugarCRM. To connect the two systems and align activities between Sales and Marketing, Cireson was using two different third-party tools. Even with the implementation of the third-party tools, Cireson still had to perform many manual tasks in both Hubspot and Sugar.

## Results

After switching to Sugar Market, Cireson was able to get rid of both third-party tools, saving them upwards of \$500 every quarter. The Sugar Market and Sugar integration completely eliminated their sync issues and the tools' intuitiveness and easy-to-use builders allowed them to streamline lead follow-up, implement lead scoring and automate all of their reporting. "Communication between Sales and Marketing is key for us and with so much manual entry being done on our part, it was hard to consistently ensure nothing was falling through the cracks," said Julie Feller, Direct Marketing Manager at Cireson. "In order to better align our two teams, we needed to replace Hubspot



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Julie Feller, Direct Marketing Manager

with a MAP that natively integrated with our CRM. When we saw the tight integration Sugar Market and SugarCRM had, transitioning to Sugar Market was a no brainer for us."

## About Sugar Market

Sugar Market is the all-you-need marketing automation solution built to work for you. With a curated toolset that includes highly intuitive campaign builders, advanced automation and superior reporting, we focus on what matters most to marketers—streamlining campaign creation, understanding engagement, improving conversion and driving more revenue.



Learn more at [www.w-systems.com](http://www.w-systems.com)