



## Sugar Connect

### Supercharge Your Inbox with the Power of Sugar

Sugar allows your customer-facing sales and support reps to work the way they want to, bringing key customer experience activities into the apps they use most – email and calendaring. A key component of our No-Touch Information Management philosophy, Sugar Connect provides complete context during critical interactions with customers. And it keeps all of your customer account information up-to-date without ever having to leave your inbox.

Connect synchronizes Microsoft Office 365 and Google G Suite data directly with Sugar Sell, Serve, Enterprise, and Pro, incorporating email, calendar events, tasks, and contacts into the unified customer view provided by the Sugar platform.

### 360-degree Customer View

Gain complete visibility into the health of your accounts, lead, and opportunities right from your email app.

- Access Sugar information from a sidebar when reading or composing an email
- Create, update and delete records and fields in Sugar Sell and Serve
- Attach emails to Opportunities, Contacts, or Accounts
- See all customer emails in the sidebar
- Access and use CRM email templates

### Simplified Data Entry

Archive important emails to Sugar, while automatically syncing your calendar and contacts

- Archive all inbound and outbound emails
- Specify exactly which Opportunity, Contact, or Account you'd like the email to be archived to
- Sync and access shared calendars so you don't need to maintain events in multiple calendars
- Relate events to attendees' records in Sugar

### CRM Embedded

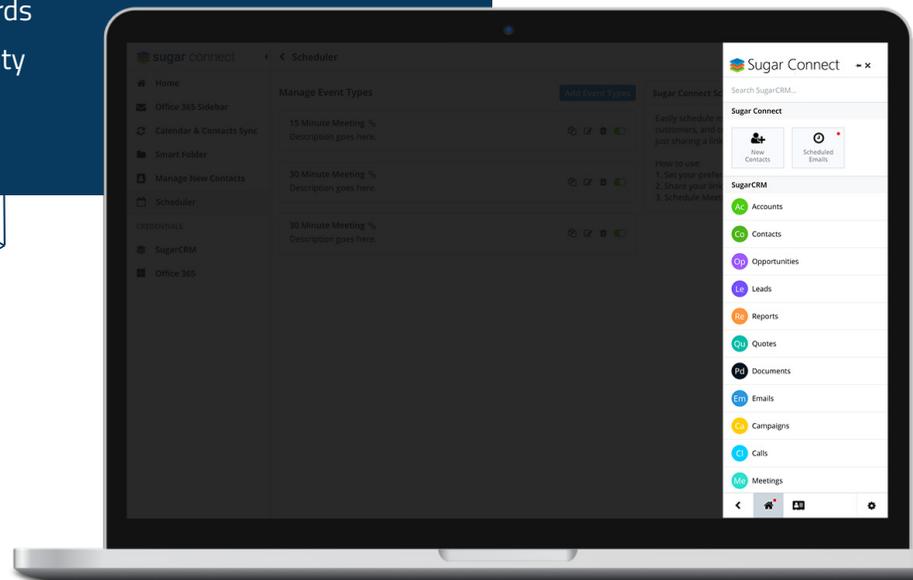
Access and update Sugar, without leaving your email

- Provides server-side integration with Microsoft Office 365 and Google G Suite
- Provides client-side integration with Windows Outlook
- Provides client-side integration with MacOS Outlook

Sugar Connect gives you critical context about customers when it matters most – when you're communicating with them. Connect eliminates the need to manually enter or cut and paste information between apps, so you get more complete and accurate contact, account, opportunity and support case records in Sugar. This means your sales and service professionals work more efficiently and spend more time doing what they do best – building customers for life.

## Benefits

- Higher sales wins rates and improved learnings from losses
- Faster time to resolution of support cases
- Accurate and complete customer records
- Higher sales and service rep productivity
- Improved end-user adoption of CX



**Sugar Connect is available today for Sugar Sell, Sugar Serve and Sugar Enterprise. Pricing begins at \$15 per user, per month**

To learn more about Sugar Connect, visit [www.sugarcrm.com/program-features/sugar-connect](http://www.sugarcrm.com/program-features/sugar-connect)

SugarCRM is a customer experience leader enabling businesses to create profitable customer relationships by delivering highly relevant, personalized experiences throughout the customer journey. We empower companies to strengthen existing customer relationships, create new ones through actionable insights and intelligent automation and better understand the customer at every stage of the journey. This enables businesses to accelerate demand generation, grow revenue, deliver superior customer care and increase loyalty. Our easy-to-use, intuitive platform makes customer experience easy and accessible for everyone, allowing marketing, sales and services professionals to focus on high-impact, value-adding activities that create customers for life.

To learn more visit [www.sugarcrm.com](http://www.sugarcrm.com) or follow @SugarCRM.

**Connect With Us**

