

*“One of the things we love about Sugar Professional is that it is so intuitive. You can tell this was designed by sales people who understand what I need to make my job easier.”*

—Martin Umeh  
Regional Sales Manager  
Control Technology Corp.

## Powering Growing Businesses With An Intuitive, Flexible, and Open CRM Application At An Affordable Cost

**An intuitive, easy-to-use CRM system**

**Complete view of sales, marketing, and support**

**Easy to configure and extend to meet changing needs**

**Accessed via the web and mobile devices**

### CRM Made Simple

Sugar Professional organizes sales, marketing and support information in a single application, making employees more productive and providing executive visibility into company performance.

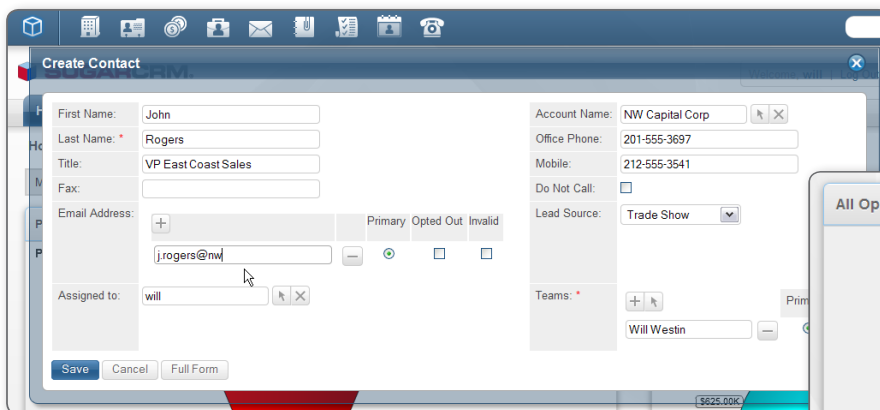
### Market Leader

Sugar Professional is used by more than 6,000 companies in more than 30 countries. The application is recognized for its ease-of-use and flexibility to adjust to unique or changing business processes.

### Flexible and Open

Sugar Professional is designed to be simple to use and simple to change. Business users and system administrators can easily alter the look and feel of the application, add custom fields or modules and design processes through Sugar Studio. Sugar Professional is designed to work the way your company works.

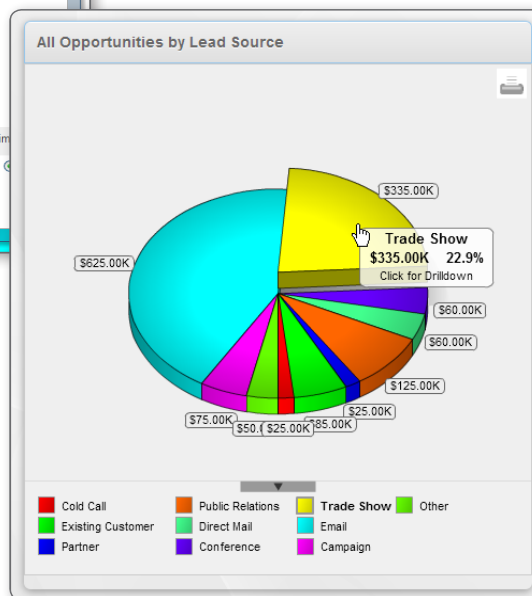




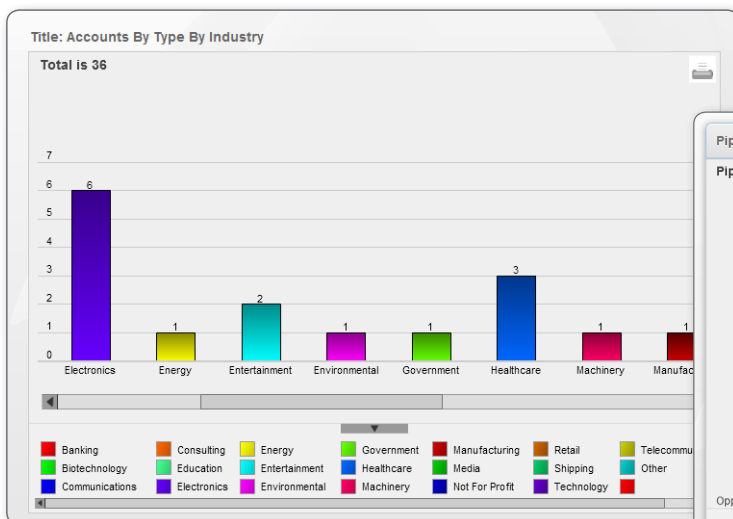
The Shortcut Bar allows workers to complete common tasks without leaving their present screen, all with a click of the mouse.

*“Within a few weeks of rolling out Sugar Professional, we were able to realize the benefits. It’s changed the way we do business.”*

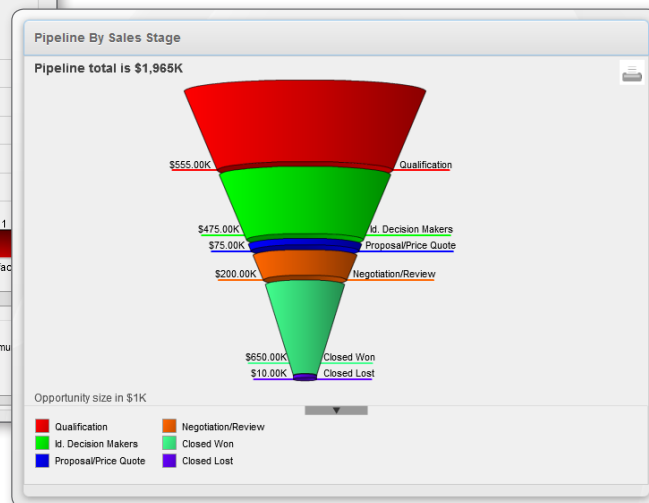
—Dave Wilson  
Director of Technology  
University Readers, Inc.



Monitor lead sources to understand the impact of marketing spend on sales performance.



Understand who your customers are and how to retain their business.



Pipeline dashboards reveals sales progress by individuals, groups or company-wide.



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