



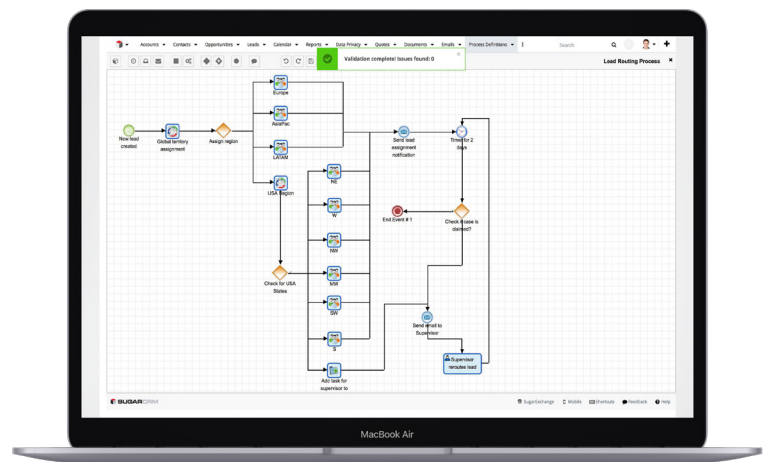
# SugarBPM™

Automation Suite



## Provide the Right Data, to the Right People, at the Right Time

SugarBPM™ enables administrators to streamline common business processes by managing approvals, sales processes, call triaging, and more. SugarBPM is an easy-to-use business process management (BPM) and workflow tool that adds advanced BPM functionality to Sugar Sell, Sugar Serve and Sugar Enterprise. This feature set allows organizations to increase efficiency and productivity across the business through automating and optimizing key business and customer-facing processes.



## Benefits of SugarBPM™

### SIMPLIFY AND AUTOMATE COMPLEX BUSINESS PROCESSES

Whether you are automating common manual tasks, or streamlining your customer experience end-to-end, SugarBPM has the power to optimize any customer-facing process. SugarBPM's powerful yet intuitive automation tools provide the following benefits:

- SugarBPM supports complex business rules, email templates, process automation flows and monitoring
- SugarBPM provides the capabilities to support enterprise-level complex business processes through industry standards-based process driven architecture
- Automate sales and customer service activities to sell more and improve customer satisfaction

## CUSTOMIZE AND EXTEND BEST PRACTICES

SugarBPM allows you to not only automate key processes inside single departments, but also allows you to automate and optimize processes across entire departments end-to-end. This means you can extend the automation and enabling of best practices across the entire organization with much less effort and cost.

- Build and customize specific business related flows and templates to use it across departments for best practices
- Zero coding experience needed; build and share complex flows using visual designer

## CONTINUOUSLY IMPROVE EFFICIENCY

Don't simply automate your key processes – transform your business. The simple yet highly powerful business rules engine, visual process designer and modeling tools allow you to truly optimize every facet of your customer facing processes.

- SugarBPM allows individual end users to receive, analyze, and react to notifications through any standard e-mail system, wireless devices, or any standard Web browser
- SugarBPM lets end users and admins model and maintain business processes using a visual graphical tool without coding
- It encapsulates complex and multi-step flows to automate and streamline business process

## About SugarCRM

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

