sugarcrm

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

SugarBPM

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

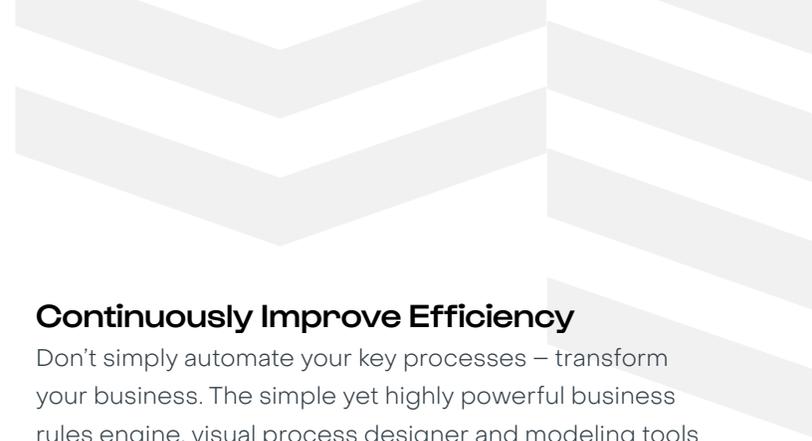### Simplify and Automate Complex Business Processes ///

SugarBPM has the power to optimize any customer-facing process.

Customize and Extend Best Practices ///

Automate and optimize processes across entire departments end-to-end.

Continuously Improve Efficiency ///

Don't simply automate your key processes — transform your business.

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 how marketing, sales, and service teams finally get a clear picture of each customer to help businesses reach new levels of performance and predictability. Sugar is the CRM platform that makes the hard things easier.

Thousands of companies in over 120 countries rely on Sugar to achieve high-definition CX by letting the platform do the work. Headquartered in Silicon Valley, Sugar is backed by Accel-KKR.

To learn more visit www.sugarcrm.com or follow **@SugarCRM**.

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sugarcrm | **Let the platform do the work**   NORTH AMERICA | LATIN AMERICA | EUROPE | ASIA-PACIFIC