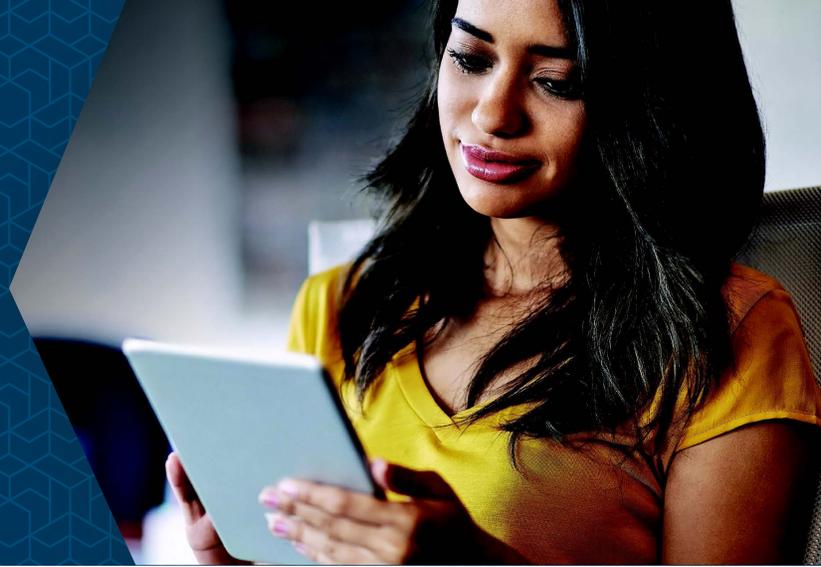




# Sugar Hint



## Increase sales team productivity by over 30% with actionable data and proactive customer insights

In a connected, digital world, organizations must become ever more productive to achieve their targets. Professionals within each organization must focus on high-impact, value-adding activities, to drive organizational growth. In contrast, many professionals spend more than 60% of their time on manual processes and administrative activities.

SugarCRM aims to solve this challenge by automating, supplementing and streamlining administrative overhead and manual activities with artificial intelligence. Imagine a platform that enables users to spend 100% of their time on high-impact activities.

## Sugar Hint is a no-touch intelligence solution designed to increase productivity, uncover insight and deliver a one-of-a-kind customer experience.

SugarCRM Hint provides a wide range of important, useful and actionable insights on leads, contacts and accounts. Hint uncovers key information at every stage of your sales, marketing, and customer service cycles, giving you more time to focus on the human interactions of customer relationships. Stay up-to-date with the latest and most relevant:



**Contact information:** Includes job title, occupational history, educational background, social profiles for a foundational background on your lead or contact



**Account information:** Includes company size, location, industry, description, company social profiles to understand the overall business



**Account insights:** Proactively receive customized news and updates on key accounts through a variety of user-configurable alerts



**Activity history:** Provides a chronological history of interactions such as recent calls, meetings, and emails related to the lead or contact for a full record view

# Convert more leads, accelerate deal cycles and find new opportunities with Hint.

Hint automatically gathers and analyzes actionable insight from a broad range of social and business data sources, all by leveraging names and email addresses already stored in Sugar. Users can also quickly import the enriched data into Sugar with a single click. Without any external browsing activity, Hint has the right information users need to know to start driving conversations and accelerating conversions.

## Now with Hint Insights automated alerts, stay “in-the-know” for important updates and signals about your key accounts.

Users can now receive key customer updates via user-configurable email alerts, in-app dashlets and browser-based push notifications. Users can elect to receive Financial, Press, Personnel, and other general account insights for a customizable set of accounts in the Hint Insights Preference Center. Alerts can be served in real time notifications, instant email alert, daily email digest, and/or a weekly email digest. Using these insights, users can proactively monitor breaking and important developments for key accounts.

### Make Smarter Business Decisions

Always stay proactive with key insights about prospects and customers to support the right business decisions at the right time.

### Accelerate the Conversion Rate

Eliminate time consuming research and manual data entry, and focus on actual selling activities.

### Enhance Productivity

Measurably increase seller productivity with more time to cover more accounts, contact more prospects and drive more conversations.

## About SugarCRM

SugarCRM time-aware sales, marketing, and service software helps companies deliver effortless and predictable customer experience. For mid-market companies and anyone that wants a CX-driven platform, Sugar gives teams the time-aware customer data they need to create a seamless customer journey and increase customer lifetime value. More than 4,500 companies in over 120 countries rely on SugarCRM. Based in Silicon Valley, SugarCRM is backed by Accel-KKR.

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



NORTH AMERICA

LATIN AMERICA

EUROPE

ASIA-PACIFIC