



## CUSTOMER CASE STUDY

# Kyloe Partners, Bullhorn's Global Integration Partner, Utilizes Sugar Market to Double Lead Generation Campaigns and Cut 60% of Workload

## COMPANY SNAPSHOT

Kyloe Partners provides assistance to recruiters through Bullhorn CRM technology integrations and consulting services. Kyloe was founded in 2015, 5 years after Raymond Pennie, Co-Founder and Director of Kyloe, and Stewart Morgan, Co-Founder of Bullhorn, struck up a train-ride conversation about helping Bullhorn CRM users get the best technology in a quickly evolving industry. The UK-based company has grown significantly, now boasting a global presence, an expanding client base and an impressive tech development and implementation portfolio.

## GOALS

Kyloe was searching for a user-friendly, CRM-integrated solution that eliminated meticulous tasks, sped up the process of finding and engaging contacts, allowed them to easily build emails and landing pages and streamlined the communication between Sales and Marketing. As Bullhorn's global integration partner, Kyloe understood the importance of alignment between technologies and knew that their current solution, Act-On, was holding them back. Kyloe was not actively searching for a new partner. In fact, they were considering writing a custom integration of their own for Bullhorn until Pennie was coincidentally introduced to Sugar Market.

# Kyloe™

**INDUSTRY:**

Staffing & Recruiting Technology

**LOCATION:**

Kirkwall, Scotland

**WEBSITE:**

[www.kyloepartners.com](http://www.kyloepartners.com)



*The synchronization between the two systems has been a major improvement on my day-to-day job. I don't have to pull information from Bullhorn manually by exporting to Excel and I can just expect both of the systems to have all data synced. Having my Sales team go to Bullhorn and see the customer journey is even more amazing. They know exactly what they could possibly sell based on web visits and email opens.*

—**KIRSTEN MOORMAN**,  
Marketing Manager

## RESULTS

Kyloe and Sugar Market, both key partners of Bullhorn, attended Bullhorn's annual event, Engage. After a single live demo, Pennie was immediately impressed with Sugar Market's intuitive platform and powerful integration capabilities. Today, Kyloe is a Sugar Market super-user! Marketing Manager, Kirsten Moorman, is a seasoned marketing automation expert, having worked with a handful of platforms including Marketo, Hubspot and Act-On.

Moorman uses the Events integration with GoToWebinar to run a robust webinar program that's accumulated a large following. The ability to create professional landing pages and emails quickly based on templates has cut 60% of her workload and doubled the volume of marketing communications she's able to deploy. She was even surprised to discover how simple it was to create sophisticated nurture campaigns with Sugar Market. Most importantly, however, Sugar Market met the all-or-nothing demand for a seamless CRM integration with Bullhorn with no need for a custom integration or workarounds.



*With Sugar Market I felt like there was a lot of personal communication and interest in my opinion and knowledge based on my experience with marketing automation platforms. I also felt like Sugar Market would save me time on building emails as they would come out as they looked on my screen, which wasn't the case with the previous platform.*

— **KIRSTEN MOORMAN**,  
Marketing Manager



SugarCRM helps businesses everywhere provide the most outstanding experiences of all time — for every customer, from anywhere. We're building a world where companies can act as fully functional extensions of their customers. Where teams can anticipate needs long before customers even realize they have them. Where sales, marketing and services are fully freed to focus on people instead of processes. We bring innovation, transparency, integrity, value and passion to all we do to cultivate customers for life.

