



#### CUSTOMER CASE STUDY

# Tyson Foods Satisfies Craving For Simplicity With SugarCRM



Responsible for producing approximately half the chicken, pork and sausages consumed in the USA, it's no wonder \$39 billion-a-year company Tyson Foods spent 18 months looking for the perfect solution to manage its 115 bespoke business requirements.

The answer came in the form of Sugar's easy-to-use solution, which provided that all-important simplicity for Tyson's salespeople, as well as meeting the broader business needs.

Discover how Sugar sweetened the deal for Tyson Foods below.

**Industry** ///

Food and Beverage

**Location** ///

Springdale, AR

**Website** ///

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

## A Little History

A global company, Tyson Foods traces its roots back over 80 years. Its core sales channels are mainly B2B, including well-known brands such as AdvancePierre, Hillshire Farm, Ball Park, Jimmy Dean and Sara Lee, as well as restaurants and supermarkets.

Building on its existing success, the company wanted to further develop the B2C arm of the business as part of its sales outreach, which sparked the search for the right CRM platform to support their ambition.

Having inherited several CRM systems through various acquisitions, leading to increased complexity, Tyson Foods needed a CRM that was simple enough to encourage staff to make the most of it, but that was also comprehensive enough to facilitate collaboration across teams and be used on mobile devices.

Tyson Foods' IT Director Christopher Poland explains the predicament: "We have a history of buying technology that never gets adopted. If I couldn't put something extremely usable in the hands of an analog guy, it wasn't going to get used."

## Food for Thought

So, what made Tyson Foods choose Sugar?

Its ease-of-use! Put simply, they knew they could get people to use it.

Tyson designated the vice president of field sales operations as its CRM executive sponsor.

"I stood up a different CRM system before I came to Tyson, and it never caught on," says Marty Madsen, the field sales VP. "Here, the support we had from all executives and departments is what drove the success."

## Looking To the Future

Thanks to the partnership, Tyson Foods is heading towards its expansion goals and Sugar is helping Tyson's sales team to easily access the essential data they need, right when they need it.

Poland explains it:

"It's like when you throw on a light switch; you don't think about the flow of electricity or the plant that made the power, you just expect the light to come on. And, if it isn't mobile, then we just wouldn't give it the time of day."



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— **MARTY M.**, VP Field Sales, Tyson Foods



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Sugar has helped Tyson Foods address all 115 bespoke business requirements, providing the high quality graphics and data they needed so the teams can access deeper insights.

The technology has also been well received by Tyson Food’s employees, while the Senior Sales Director alone reported a 15% decrease in time spent pulling weekly pipeline updates from five directors and 52 sellers.

It helped that the CEO was so enamored that he had Sugar — which the company calls “Accelerator” — loaded on his devices.

“That’s a huge motivator when you can tell people he’s going to be in the system looking at whether you are using it,” Madsen says.

Poland picks up the conversation: “The number one item on our list was user experience. CRM is one of those business processes that you want people to adopt but they don’t have to; they can still get their job done without it. We felt like that was one of the major differentiators between Sugar and other platforms.”

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**— CHRISTOPHER P.**  
IT Director, Tyson Foods

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## 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](http://www.sugarcrm.com) or follow [@SugarCRM](https://twitter.com/SugarCRM).