



# Supercharge Your Inbox with the Power of Sugar

Sugar allows your customer-facing sales and support reps to work the way they want to, bringing key customer experience activities into the apps they use most—email and calendaring. A key component of our No-Touch Information Management philosophy, Sugar Connect provides complete context during critical interactions with customers. And it keeps all of your customer account information up-to-date without ever having to leave your inbox.

Connect synchronizes Microsoft Office 365 and Google Workspace data directly with Sugar Sell, Serve, Enterprise, and Pro, incorporating email, calendar events, tasks, and contacts into the unified customer view provided by the Sugar platform.

Connect gives you critical context about customers when it matters most – when you’re communicating with them. Connect eliminates the need to manually enter or cut and paste information between apps, so you get more complete and accurate contact, account, opportunity and support case records in Sugar. This means your sales and service professionals work more efficiently and spend more time doing what they do best – building customers for life.

## sugar connect

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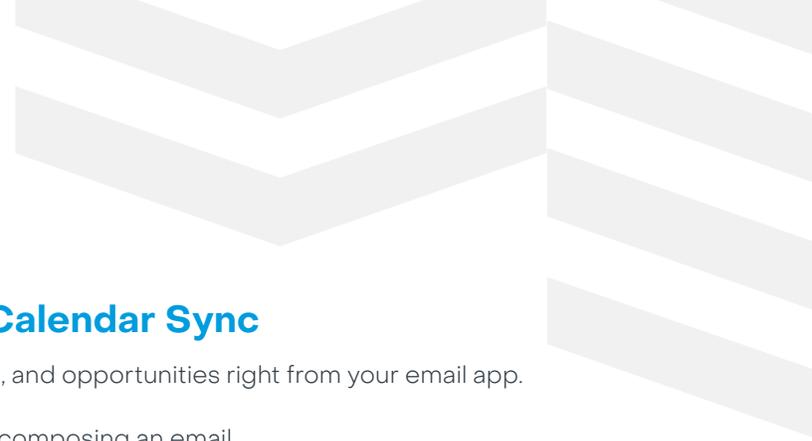
**Higher Sales Win Rates and Improved Learnings from Losses** ///

**Faster Time to Resolution of Support Cases** ///

**Accurate and Complete Customer Records** ///

**Higher Sales and Service Rep Productivity** ///

**Improved End-User Adoption of CX** ///



## Connect is More Than Just Email and Calendar Sync

Gain complete visibility into the health of your accounts, leads, and opportunities right from your email app.

- Access Sugar information from a sidebar when reading or composing an email
- Create, update, and delete Sugar records without leaving your email client
- Attach emails and their attachments to related Sugar records like opportunities, leads, and cases
- Access and use CRM email and campaign templates to promote marketing activities
- Share your calendar with the customer so that they can pick a time convenient to them

## Simplified Data Entry

Archive important emails to Sugar, while automatically syncing your calendar and contacts.

- Easily archive inbound and outbound emails
- Specify exactly which Opportunity, Contact, or Account you'd like the email to be archived to
- Sync events across your Sugar and Outlook or Google calendars so you don't need to maintain events in multiple calendars
- Relate events to attendees' records in Sugar

## CRM Embedded

Access and update Sugar, without leaving your email.

- Provides server-side integration with Microsoft Office 365 and Google Workspace
- Provides client-side Office 365 integration with Microsoft Outlook for Windows and macOS
- Provides client-side Google Workspace integration with Gmail accessed on a Chrome browser

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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).