



Company Profile

Headquarters

Las Vegas, NV

Stock Symbol

PEFF

Company Description

Leading provider of proprietary energy efficiency technology solutions

Customers

Macy's, JFK Airport, Bellagio Hotel and Casino, Smithsonian, Saks Fifth Avenue, Denver International Airport, Caesars Palace

Solution

Sugar Professional On-Site (switched to On-Demand)

Power Efficiency Corporation

Utilizing The Flexibility of Dual Deployment Models

Energy prices are on the rise, which in turn means so is demand for the services of Power Efficiency. With roughly a quarter of the United States' power supply consumed by electric motors, Power Efficiency's eSave Technology™ allows companies to run their industrial motors with increased efficiency.

By optimizing electric motor's power usage, Power Efficiency lowers electric expenses while also extending the motor's lifetime. Power Efficiency's solutions have benefited a wide array of companies such as Macy's, Caesars Palace, as well as JFK and Denver International Airports.

In Need of CRM

As Power Efficiency continued to grow, managing data critical to the sales process became more and more of a pain point. Power Efficiency has a very geographically dispersed customer base and sales organization that at times struggled to collaborate.

Power Efficiency was also dealing with developing internal systems and sales operations that would properly segment their customers as either an end user, OEM partner, or an electric utility company.

"We were growing so fast and needed to catch up on developing sales processes and systems. It was key that we find a CRM solution that allowed us to centralize data via a web-based application, automate processes, and increase visibility into sales performance and add accountability to those results," says Chief Financial Officer BJ Lackland.

Selecting SugarCRM®

Power Efficiency looked at a variety of CRM

solutions, but were quickly drawn to Sugar's ease of use and robust functionality after setting up a 30 day evaluation account.

By setting up the evaluation account, Power Efficiency had full confidence that Sugar could meet all of their CRM needs and more.

"We had heard good things about Sugar and the terrific value of the commercial open source business model. Our evaluation period proved that they lived up to the hype as Sugar gave us all the functionality we needed, increased flexibility, and was by far the most economical option in the market," says Lackland.

Once Sugar Professional™ On-Site was selected it took under five hours to transition and implement the existing evaluation account into an On-Site deployment.

Switching to On-Demand

Power Efficiency successfully rolled out Sugar to their sales and marketing departments but after using it for a year were having

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Chief Financial Officer
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second thoughts on their decision to deploy On-Site. After reevaluating their business needs and IT infrastructure, Power Efficiency decided it would be best to move their Sugar instance to an On-Demand account in an effort to lower their IT burden while improving performance and consistency.

The transition was completed over a two day period and without any data interruption, thanks to SugarCRM's industry-leading multi-instance On-Demand architecture.

"The transition required almost no effort on our side. The move has allowed us to take advantage of SugarCRM's best in class maintenance and security," says Lackland.

Continued Growth

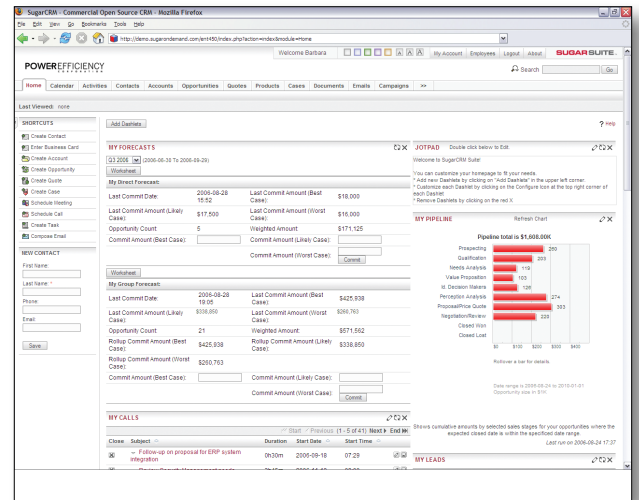
Although initially rolled out to its sales and marketing departments, Sugar is now utilized across the entire organization. Power Efficiency now utilizes Sugar for a variety of departments and processes such as purchase order workflow, product development, project management, bug tracking, customer support, vendor management, and returns tracking.

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By applying their core business strategy of optimizing efficiency to their CRM system, Power Efficiency now has a system in place that allows them to continue to grow and focus on expanding their business.

About Power Efficiency Corporation

Power Efficiency Corp. is a Delaware corporation headquartered in Las Vegas, Nev. and trades on



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the Over The Counter Bulletin Board (OTC:BB) under the symbol PEFF.

Power Efficiency Corporation is a world leader in providing proprietary energy management technology solutions. The Company's patented energy saving technology, branded as esave Technology™, enables alternating current induction motors to perform at their optimum efficiency without affecting speed, while also increasing motor life. Energy savings from the Company's products can save up to 40% in appropriate applications. For more information please visit www.powerefficiency.com