



SDN Technologies

SDN Technologies Reduces Costs and Increases Profits with Sugar Professional™, Sugar® Plug-in for Microsoft Outlook, and Sugar Mobile™ for BlackBerry

Company Profile

Headquarters

Sioux Falls, South Dakota

Founded

1999

Company Description

SDN Technologies is the technical division of SDN Communications, one of the largest broadband services providers in the US mid-west region.

Website

www.sdncommunications.com

Solution

Sugar Professional™

Solution Partner



SDN Technologies is a division of South Dakota Network (SDN) Communications, one of the largest broadband providers in the upper mid-west region. Founded over 20 years ago, SDN Communications currently provides telecommunications services for over 400 businesses, as well as numerous schools, banks, hospitals and government agencies. With a network of over 21,000 miles of fiber optics extending into eight states in the United States, SDN strives to connect people by offering a strong commitment to service.

SDN Technologies began 10 years ago as a three-person operation. Today, its business is supported by 25 employees and is valued as a multi-million dollar company. In early 2010, SDN realized it had outgrown its existing CRM solution. The homegrown system consisted of spreadsheets and manual note-taking supported by an inflexible CRM system. The system's inability to support SDN's business led to inaccurate reporting and results, inefficient tracking and billing processes, and an overall lack of visibility into its operations.

Requirements

SDN's unique business required a flexible solution that could be tailored to support its specific industry needs. The solution had to include accounting services such as financial tracking and billing. It also needed to support order tracking and service ticket management, including access via mobile devices for field technicians. And, SDN wanted to be able to use its existing internal IT resources to manage the system. Other key concerns were the cost and time required for implementation.

Solution

Based on its initial requirements, SDN narrowed its choices to three options: its current system, Tigerpaw; a popular industry solution, AutoTask; and SugarCRM®. Ultimately, SDN decided on Sugar Professional for Sugar's ability to scale and adapt to SDN's

specific industry needs. "Sugar's ease of implementation, cost-effectiveness and extensibility made it the best choice for our business," explains Joe Galinanes, General Manager of SDN Technologies.

SugarCRM's flexibility was the primary driver in SDN's decision. Throughout his career, Galinanes had become familiar with multiple CRM solutions, including Siebel and Salesforce.com. He explains, "The fact that Sugar is flexible and can easily adapt to our business was a key factor in our decision. A CRM solution should be a tool, not an inhibitor."

SDN began with a phased-implementation of Sugar Professional with the help of DataSync, a SugarCRM solutions partner. As a result, its customer service team and offsite technicians were up and running with Sugar Professional in less than 60 days. Because SDN already had internal technical resources, it was able to administer the solution while DataSync focused on training and developing custom functions within Sugar Professional. SDN also plans to expand its Sugar solution to its sales team and ultimately implement Sugar Professional throughout its entire organization.

Benefits

SDN rolled out its Sugar solution as a baseline service order management system that uses a custom order-ticketing module within

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www.sugarcrm.com

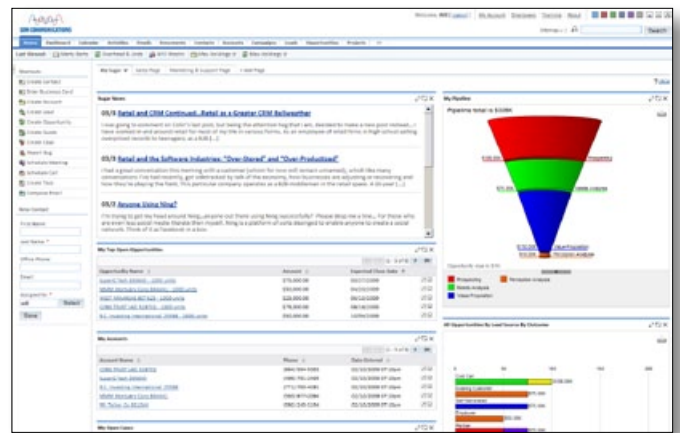
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Sugar to track and manage an average of 500 service calls monthly. It also provides a detailed historical record of every service order, ensuring that the information on record is as accurate as possible. This has led to complete elimination of manual processes and has shortened SDN's billing cycle by 10 to 15 days, resulting in better cash flow.

To support service order scheduling, SDN also integrated its Sugar solution with Microsoft Outlook. This has increased communication between service technicians and managers. With its previous system, SDN lacked a standard method for technicians to report their work hours. Now, it is able to see when a technician spends more time on a service order than previously allotted. As a result, SDN has increased its billable service time by 7.5 percent. And, because technicians' schedules can be viewed by anyone within the team, visibility and individual accountability have improved.

Additionally, SDN has customized Sugar Mobile to allow on-the-go access for its field technicians. Technicians now use their BlackBerry devices to record the resources required to complete each service order via a single dedicated custom form within Sugar. This form captures all service order expenses, including travel costs, meals and other billable components. Consequently, SDN is now able to bill customers accurately for expenses incurred from service orders. This has allowed SDN to increase its invoice billing totals by 15 percent, gaining extra revenue that was previously unaccounted for.

Within the first six months of its Sugar implementation, SDN has gained overall visibility into its business and streamlined its time, service and expense management systems. Full user adoption of Sugar has helped to increase accountability, which has resulted in cost reduction and increased revenue. Galinanes states, "Using Sugar Professional has allowed us to reduce costs and increase profits. It supports our business and enables us to update our processes."



About SDN Technologies

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About DataSync

DataSync Corporation is a leading provider of integrated small business software as a service (SaaS). The company was formed in 2005 and has delivered robust open source solutions to a wide variety of customers. In 2009, DataSync released its flagship product, DataSync Suite™, to a large audience of developers and businesses. The company now has thousands of users around the world, and has built a global partner network providing services and solutions based on DataSync Suite™.

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