



Superior Industries

Outgrows Salesforce.com and Saves \$100,000 with SugarCRM™

Company Profile

Founded
1972

Headquarters
Morris, MN

Web Site
www.superior-ind.com

Company Fact
Single-source supplier of conveyor systems and components

Number of Employees
235

Previous CRM Solution
Salesforce.com

Key CRM Requirement
Sales management, case management, customization and integration

Number of SugarCRM Users
45

Founded in 1972, Superior Industries designs and fabricates a full line of conveying equipment, telescoping conveyors, feed systems, & portable screening plants for industrial manufacturers. The company operates a complex and growing business through a combination of regional sales representatives and third-party distributors. Superior takes pride in the ‘Wow’ factor it provides customers from the initial customer contact through customer support. In such a competitive industry, strong customer relationships spell the difference between success and failure.

Measuring the ROI of CRM

Superior measures closely its investment in information technology systems to ensure projects are delivering the appropriate return to justify the investment. “Some companies with a rapid growth cycle like ours either sacrifice on the customer experience or pay too much for ineffective systems,” says Mary Erholtz, Marketing Manager at Superior Industries. In order to ensure technology investments are meeting the company’s high standards, Superior management conducts a rigorous cost/benefit analysis on all of its technology investments.

In 2005, Superior management reviewed the return on investment they were receiving from their CRM service, provided by Salesforce.com, and decided to reevaluate their approach. “We began using Salesforce.com as a patch in 2000 because we did not have the resources in place to manage a CRM system,” says Erholtz.

“Over time, the costs of Salesforce.com grew but the value they provided did not. There were a lot of hidden costs that made their service unjustifiable from a return on investment perspective,” says Erholtz.

Vendor Selection

As Superior began to look for a replacement of their CRM system, they focused their evaluation around open source solutions, which allow companies to deploy, customize and integrate their CRM system more cost-effectively than proprietary CRM applications. Moreover, choosing an open source CRM application gives Superior more control over how the application performs. “Our customer information is our most valuable asset,” says David Schmidgall, IT Manager at Superior. “We need to have unrestricted access to it without third-party restrictions.”

After careful evaluation, Superior Industries chose Sugar Professional™ On-Premise in order to manage their CRM system internally. One month after leaving Salesforce.

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Mary Erholtz
Marketing Manager
Superior Industries



com, SugarCRM was fully operational, serving 45 employees across the company. “It’s refreshing to feel in control again as a customer when it comes to solving your business challenges without the restrictions,” says Schmidgall.

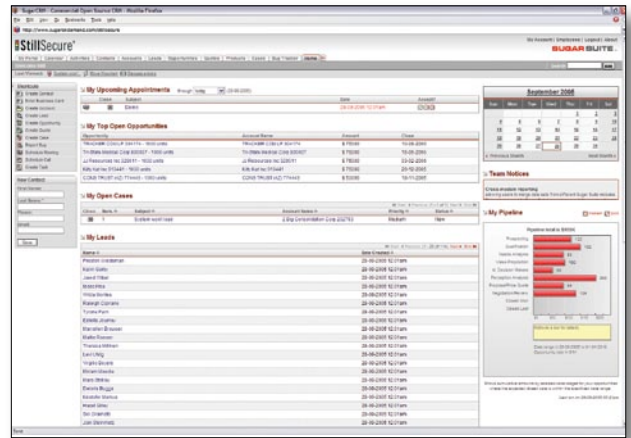
SugarCRM for Sales Management and Customer Support

Superior Industries uses Sugar Professional to coordinate and share sales information—including leads, contacts, opportunities and accounts—across its sales territories. The data generated from SugarCRM gives managers better insight into how different products and regions are performing. Superior manages customer problems with Case Management functionality to understand common problems with parts or components. “We have a much better understanding of trends across product lines, components and our suppliers,” says Erholtz.

SugarCRM for a Lower Cost-of-Ownership

From the beginning of the SugarCRM deployment, Superior measured the cost savings they would receive by moving from Salesforce.com. “As a mid-sized business we estimate we’ll save \$73,035 in four years if we remain at 45 users and \$104,980 if we continue to add 15 users annually, and we get this with minimal impact on our IT resources or investment in hardware,” says Schmidgall.

Superior calculates the following savings over four years:



- 2005:** 30 users, hardware and migration costs
= **\$7,420 in savings**
- 2006:** 45 users, \$35,100 of Salesforce.com vs.
\$10,755 of SugarCRM
= **\$24,345 in savings**
- 2007:** 60 users
= **\$32,460 in savings**
- 2008:** 75 users
= **\$40,575 in savings**

As the numbers above show, Superior plans to increase its use of SugarCRM by rolling the application out to additional users. The cost-savings, combined with the deep CRM functionality, allows the company to focus on its most strategic asset: its customers. “Sugar allows us to continue our fanatical approach to servicing the customer and continue to grow our operations without any loss of what we call the “Wow!” factor to our customers,” says Erholtz.

About SugarCRM

SugarCRM is the world’s leading provider of commercial open source customer relationship management (CRM) software for companies of all sizes. SugarCRM’s Sugar Suite easily adapts to any business environment by offering a more flexible, cost-effective alternative than proprietary applications. SugarCRM’s open source architecture allows companies to more easily customize and integrate customer-facing business processes in order to build and maintain more profitable relationships. SugarCRM offers several deployment options, including on-demand, on-premise and appliance-based solutions to suit customers’ security, integration and configuration needs. To learn more about the fastest growing CRM company, call (408) 454-6900 or 1 878SUGARCRM toll free in the US, email contact@sugarcrm.com, or visit <http://www.sugarcrm.com>.



www.sugarcrm.com

10050 North Wolfe Drive ■ SW2-130 ■ Cupertino, CA 95014 ■ T: 408.454.6900 ■ F: 408.873.2872

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