



The 3Sixty Group

Steady Costs, Growing Revenues

Company Profile

Headquarters

Auburn Hills, MI

Web Site

www.3sixtygroup.com

Company Facts

Manufacturer of Industrial Products

20,000 customers in 50 countries

SugarCRM Users

40

The 3Sixty Group is built to scale. The Auburn Hills, MI Company operates five manufacturing companies that build everything from circuit boards to piano hinges. The goal of the 3Sixty Group is to become a one-stop shop for industrial products. In this vein, the 3Sixty Group continues to acquire promising manufacturers with its most recent acquisition of Winston Manufacturing. The 3Sixty Group counts over 20,000 customers across the globe.

Manual Processes

With each acquisition comes increased revenues and more employees. For 3Sixty's strategy of growth to pay off, the company is focused on controlling the growth of headcount while still maintaining its impressive revenue growth. Such a goal can be difficult when each company brings different processes—often manual—into the company, says Tony Losey, IT/Marketing Manager at the 3Sixty Group. "Some of our processes were manually intensive. We relied a lot on our fax machine for Request for Pricing (RFPs) and oftentimes orders would fall through the cracks due to a weak follow-up procedure."

Another challenge for the company was information sharing. With offices spread across the United States, it was often difficult to keep employees on the same page. 3Sixty management realized that if the company was to realize its full potential, there would have to be better coordination of sales information across the company.

Vendor Selection

In 2004, 3Sixty Management developed an ambitious plan to automate the handling of its customer relationships across the company. The leaders of the company spent hours "white-boarding" the requirements of a CRM system. The company originally intended to build a system in-house, but concluded that solution would be too time-consuming and expensive. After conducting a thorough review, they decided to adopt SugarCRM because its open source architecture would provide the flexibility needed to meet their requirements.

"Each company has unique CRM requirements," says Losey. "We operate five companies who all have unique requirements so that compounds the issues. We decided to go with Sugar because it was completely open, customizable and we knew that we could easily integrate it with our existing systems."

Growing With the Project

Losey's team adopted SugarCRM® in its early days in 2004. They were impressed

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Toney Losey
The 3Sixty Group

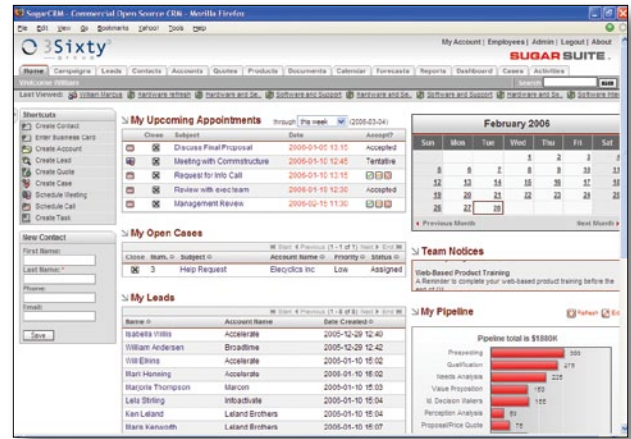
with the functionality and believed the project would take off. They were not disappointed. The great thing about open source is that you do not have to wait on the long development cycles of proprietary companies, says Losey. "My team knew that if functionality was not yet in the product, it would be in a few months."

The open architecture also allowed the 3Sixty team to make changes both large and small in short periods of time. "I need to make changes when management requests them. With Sugar, I have access to the code and the application is completely open so the changes are made instantly," says Losey. "That is just not possible with hosted or proprietary applications."

Automating Processes to Support Growth

One of the first ways the 3Sixty Group used SugarCRM was to more effectively manage the RFP process by eliminating the fax machine. Losey's team integrated SugarCRM into the company's content management system. Now, customers fill out a web form to request pricing and the form is automatically entered into Sugar and assigned to a sales representative. From there, the sales manager can review and assign the requests. Sales reps are notified via email that a new lead has been assigned to them and can handle the request share valuable information about the sales process with colleagues and management.

The Sugar application is accessed through a web browser so employees across multiple sites have an easily accessible location to manage customer



information. Sales representatives are heavy users of the Activity Management features which allow them to assign tasks, schedule calls and meetings and ensure follow-up on opportunities. "Before Sugar, we had a lot of small opportunities fall through the cracks," says Losey. "Now that never happens. The ability to manage sales orders in a single location has had a demonstrable effect on our bottom line."

Continuing to Grow with SugarCRM

The company plans to tie SugarCRM deeper into its operations in the coming year with integration to its multiple ERP and MRP systems and through web-based marketing using Sugar Campaign Management functionality in version 4.0. Already, the company has received a sizable return on investment from SugarCRM. "We have grown at 100% year-over-year for the last three years and we have not added a single employee," says Losey. "There were a lot of productivity gains waiting to happen and SugarCRM helped us to realize them."

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>.

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