



#### Company Profile

##### Headquarters

Annapolis, Maryland

##### Founded

2005

#### Company Description

Zenoss Inc. delivers open source IT management solutions to organizations across the globe.

##### Employees

30

##### Customers

AOL, Rackspace, Disney, and the U.S. Department of Treasury

##### Solution

Sugar Enterprise™

## Open Source Meets Open Source

### An open source IT management provider turns to SugarCRM® for an open source solution

For some companies, leveraging open source technology wherever possible is a corporate philosophy. This certainly holds true for Zenoss, a commercial open source network and system management software provider.

Founded in 2005, Zenoss provides businesses with an open source software solution that allows IT administrators to monitor the status and health of their technical infrastructure, such as servers, databases, and applications through a Web-based console. The open source deployment model and attractive price point has allowed Zenoss to attract Fortune 500 companies such as AOL and Disney and public organizations such as the Australian government and U.S. Department of Treasury.

#### An Arthritis-Generating Process

Like many commercial open source vendors, Zenoss relies heavily on leads generated via downloads of the open source version of its software from the Web. Until recently, the company relied on an antiquated system of hand-written scripts to collect customer information and generate outbound marketing emails.

"We were entering data and generating emails manually," says Rusty Wilson, director of IT at Zenoss. "It was a laborious, time-consuming process to say the least, and the resulting delays hampered our sales efforts. We used this as a forcing function to find and adopt a superior solution."

#### Three Steps Up the SugarCRM Ladder

That solution was Sugar Enterprise On-Site. Following its corporate philosophy to adopt open source whenever and wherever possible, Zenoss downloaded Sugar Community Edition in October of 2006. After early successes with the Community Edition, Zenoss quickly moved to Sugar Professional to take advantage of

additional functionality, such as reporting, dashboards, and permission-based access. More recently, Zenoss has deployed Sugar Enterprise to take advantage of offline clients, advanced reporting, and the self-service portal to better serve its customers.

Zenoss' support group currently uses the case mechanism within the customer portal to handle inbound support emails and escalation support for service phone calls. "If support can't handle an issue, we automatically escalate the call to our engineering department, whose members also have access to the system," Wilson says.

#### Sales and Marketing: United Again

Sugar Enterprise is also driving the company's lead generation-to-marketing initiatives. Step one was automating the labor-intensive task of downloading customer information off the Web and entering the leads into the sales system. The company's marketing department now also leverages Enterprise to deliver outbound marketing messages, including special promotions and events as well as its monthly newsletter.

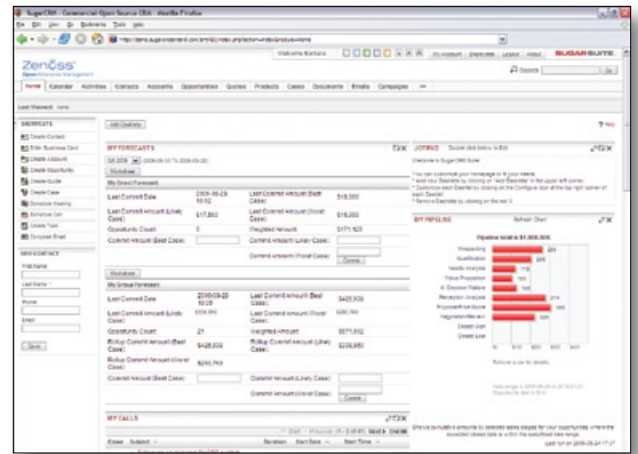
*"If support can't handle an issue, SugarCRM can bounce that call to a higher tier, which includes our engineering department, so even they have access to the system,"*

Rusty Wilson  
Director of IT  
Zenoss

And by utilizing Sugar's flexible architecture and customization capabilities, Zenoss was able to integrate Sugar Enterprise with a marketing demographics and analytics solution. This enables the company to deliver more targeted content. "All of our marketing emails have traceable URLs so that when we run a promotion we can track our click-through rates via Sugar," Wilson says. "It's safe to say that SugarCRM has become one of our mission-critical applications."

### About Zenoss

Zenoss provides the next generation alternative to legacy management solutions for IT operations management. Zenoss Enterprise is a single model-based product that enables organizations to seamlessly manage physical and virtual environments with unprecedented power, agility and value. Leveraging a commercial open source model, Zenoss solutions monitor over one million network and server devices daily and are used in over 23,000 organizations in 180 countries around the world. [www.zenoss.com](http://www.zenoss.com)



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