



Covalent Technologies

Transitions from Salesforce.com to SugarCRM™ to Bolster CRM Control

Company Profile

Founded
1998

Headquarters
Walnut Creek, CA

Company Fact
Leading Provider of complete enterprise open source solutions

Customers
Include 70% of Fortune 100 and 50% of Fortune 500

Previous CRM Solution
salesforce.com

Key CRM Requirement
Customizable sales management capabilities with an open architecture

SugarCRM Implementation Time
2 weeks

Founded in 1998, Covalent Technologies supports the IT needs of some of the largest enterprises in the world. As an original supporter of the Apache Software Foundation (ASF), Covalent has assembled leading experts around the popular Apache Tomcat Application Server, Apache Axis Web Services Framework, and the Apache HTTP Web Server, the world's leading Web server. Seventy percent of Fortune 100 companies, including Johnson & Johnson, Morgan Stanley, and Pfizer, count on Covalent for products and support for the open source technologies that drive their business. In addition to its large client base, Covalent has also established technology partnerships with other leading technology providers, including BEA, IBM, Novell, Oracle and Computer Associates.

Solution Requirements

The need to be customer driven and manage customer interactions led Covalent to subscribe to salesforce.com Enterprise Edition, a hosted software application that provides sales management capability. After rolling salesforce.com out to its employees, Covalent decided to reevaluate its CRM needs. "We needed our CRM solution to interact with our support and order management systems which were managed at headquarters," says Ryan Lindsay, Chief Operating Officer and Co-Founder of Covalent Technologies.

"Salesforce.com could not offer the flexibility to efficiently integrate with our core systems and the integration costs were astronomical. We decided that if we were to have a truly effective CRM strategy, we needed a solution that we could customize and integrate with our existing legacy systems."

Vendor Selection

Lindsay and his team began to evaluate other CRM applications, many of which were written in Java, a programming language that offers strong capabilities but is well known for its complexity and high cost. Covalent's executive team decided to standardize on a CRM system written in less expensive, more understandable programming language, so they would not have to hire an army of consultants to extend and integrate the application. SugarCRM, which is written with open source programming languages and can be deployed either on-demand or in-house, caught their attention. Says Lindsay, "Once we learned

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Ryan Lindsay
Chief Operating Officer and Co-Founder
Covalent Technologies

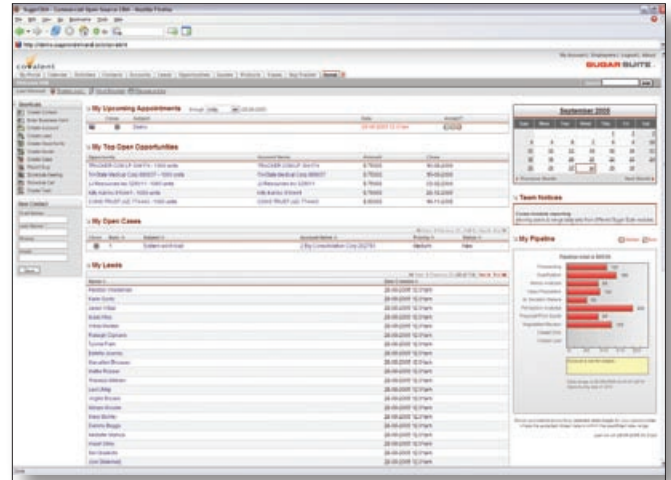
about SugarCRM, the decision was simple. The functionality was complete, we had flexibility around how the software was managed and we could manage SugarCRM for far less money than salesforce.com.”

Migrating From Salesforce.com to SugarCRM

After choosing SugarCRM, Lindsay’s team faced two concerns: a seamless migration of massive amounts of data, including customizations, from salesforce.com into Sugar Suite as well as user adoption by sales and service employees. Covalent enlisted SugarCRM Professional Services for the data migration. The company chose Sugar’s Jumpstart package, a \$3,000 service that transfers all customer information from existing CRM systems into SugarCRM.

“We moved from Salesforce to SugarCRM in less than three days,” says Lindsay. “The Sugar team transferred 250,000 records and more than 100 custom fields from Salesforce into Sugar Suite. The migration package offers tremendous value.”

Covalent’s concerns regarding user adoption were quickly allayed as well. The fast, intuitive design of the Sugar Suite user interface allowed reps to seamlessly transition onto SugarCRM. Covalent executives estimate that the average rep took less than a day to become familiar and productive with the Sugar Suite.



Sugar Suite for Complete CRM Functionality

Sugar Suite is being tied into the other core systems which reside at Covalent headquarters, so managers and employees have a single view of customer interactions and business performance. Covalent’s sales and support teams use Sugar Suite Professional for contact, opportunity and account management. Forecasts based on teams and geography roll up to executives, giving them better visibility across the lines of business.

Sugar Suite was built with a focus on user-friendliness and stability so the company gains benefits not only from increased revenue but from decreased support and integration costs as well. “Our conservative estimate is that SugarCRM will increase our bottom line by \$20,000 a year compared to salesforce.com,” says Lindsay. A sweet estimate by any measure.

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 1 877 SUGARCRM tollfree in the US, email contact@sugarcrm.com, or visit <http://www.sugarcrm.com>.



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04-05-015

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