



Sterling PCU

“Tickled Pink” With Sugar Suite™

Wins award for Best CRM Implementation and User Adoption

Company Profile

Founded
1946

Headquarters
Dayton, OH

Company Fact
Specialized Equipment
for Automotive and
Appliance Industry

Customers
Include Mercedes-Benz,
Toyota, Caterpillar, GE and
Carrier

**Previous
CRM Solution**
salesforce.com

**Key CRM
Requirement**
Full sales management with
advanced quoting and cus-
tomer support functionality

**SugarCRM
Implementation
Time**
1 month



Winner of the
2006 Selling Power®
Sales Excellence Award
for Best CRM Implementation
and User Adoption

Founded in 1946, Sterling PCU provides specialized equipment to the appliance and automotive industry. Sterling’s refrigerant and fluid processing systems can be found in the manufacturing and assembly facilities of the best-known companies in the world, including Mercedes-Benz, Toyota, Caterpillar and General Electric. With its long and distinguished history comes a long and extensive record of customer relationships, many of which were being stored in email, spreadsheets and disparate databases. Sterling’s management knew this problem needed to be resolved, but they did not want to spend the time and money deploying an application they would not use. Sterling’s expertise is in integrating and delivering complex manufacturing systems, not deploying enterprise applications.

Solution Requirements

Sterling PCU decided to use salesforce.com Professional, a hosted software application that provides sales management capabilities. The attraction to Salesforce was the supposed low cost and no hassle of renting rather than owning software. salesforce.com addressed Sterling’s basic needs, but Sterling management soon realized the hidden costs of the salesforce.com were no bargain.

“Things were fine with salesforce.com until we tried to do a second database back-up,” says Christopher Edwards, General Manager of Sales at Sterling PCU. “That is when salesforce.com started

to charge us an arm and leg for backing up our own data. It’s just not acceptable. It is our data, they do not own it, we do.” Making anything more than cosmetic customizations to salesforce.com threatened the other arm and leg. “You do not want to know how much money we spent on Salesforce customizations,” he says. Sterling executives determined they needed to find another solution—fast.

Vendor Selection

Sterling knew they wanted to continue to host their CRM application, but did not want to spend their entire IT budget to make the solution work. “Believe me, we have a lot of priorities in IT, but a very finite budget. Any money we did not use on CRM could be put to good use somewhere else,” says Edwards. After an extensive review, the Sterling team decided to standardize on Sugar On-Premise. At \$239 per user, Sugar On-Premise is less than one-third the cost of salesforce.com Professional, which is \$780 per user. The company expects to save an estimated \$18,000 annually with Sugar On-Premise.

“We moved from salesforce.com to SugarCRM because Sugar gives us twice the functionality at half the price.”

Christopher Edwards
General Manager of Sales
Sterling PCU



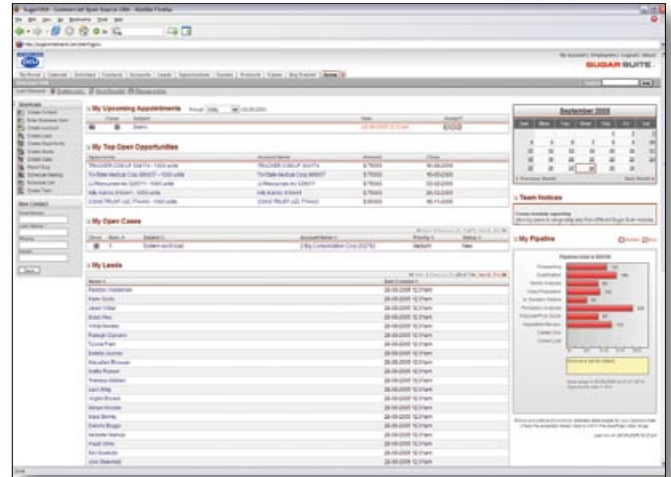
Providing a Single View of Customer Interactions

After Sterling received their data from salesforce.com, the company was up and running in less than a week. Edwards call Sugar Suite an “elegant solution” for managing customer relationships. The Sugar team helped Sterling implement enhanced quoting functionality, a key customer tracking feature for a company that needs to manage relationships across hundreds of companies in five (5) continents. Now, Sugar Suite provides an end-to-end view of customer interactions, including contact, opportunity and account management for managing sales to case management, project management and bug tracking on the customer support side. Sterling uses the Sugar Plug-in for Microsoft Outlook to connect email communications with its customer repository within Sugar Suite.

More Flexibility For a Changing Business

As the company ties Sugar Suite even deeper into the company’s operations in the coming year, it may move from the Sugar On Demand offering to Sugar On-Premise to connect the application more closely with its ERP system. SugarCRM offers flexible deployment options, where companies can move between a hosted or on-premise solution seamlessly. With the Sugar source code visible, Sterling will be able to easily make customizations and modifications that connect Sugar Suite across the company. Also, Sterling is planning to take advantage of SugarCRM’s multilingual capabilities and offer its international colleagues the same version of sugar Suite in German and Mandarin.

The Sterling team describes themselves as “tickled pink” with the SugarCRM solution. The team loves the value and the flexibility that the application provides. “We moved from salesforce.com to SugarCRM because Sugar gives us twice the functionality at half the price,” says Edwards. “SugarCRM also gives us the flexibility



we need to grow as a business. We are using Sugar On-Demand now but will most likely move our customer assets to Sugar On-Premise in the future. salesforce.com cannot provide us that kind of flexibility.”

Award Winning Results

Sterling PCU won the *2006 Selling Power Sales Excellence Award* for Best CRM Implementation and User Adopton, which recognized the company’s high levels of user adoption and business results using SugarCRM.

Sterling’s use of SugarCRM stood out because the company was able to automate complex and lengthy business processes within SugarCRM while achieving user adoption levels of over 90 percent. “We are honored to receive the Selling Power Sales Excellence Award,” said Christopher Edwards, General Manager of Sales and Marketing, Sterling PCU. “It is a fine recognition of an incredible partnership between Sterling PCU and SugarCRM. The customer service SugarCRM provides Sterling PCU is top-shelf; their product, out-of-the-box, is unbeatable; their professional services—on-time and on-budget. In a nutshell, SugarCRM values PCU as a customer, before, during and after the sale.”