

DON'T JUST CHATTER...SUGARCRM WITH QONTEXT DELIVERS TRUE SOCIAL CRM.

“The kinds of errors that cause plane crashes are invariably errors of teamwork and communication. One pilot knows something important and somehow doesn't tell the other pilot. One pilot does something wrong, and the other pilot doesn't catch the error.”

— *Outliers: The Story of Success* by Malcolm Gladwell

Businesses rely on team communications every bit as much as a crew flying its airplane.

Social CRM requires teamwork usually including members from sales, marketing & PR, service & support, engineering, product management, partners and... the **customer**. The biggest change in how business is done in the world of Social CRM is that the customer is in control. In control of the message, the conversation and how your brand is perceived in the market place.

To collaborate effectively around in the Social CRM world, teams need to:

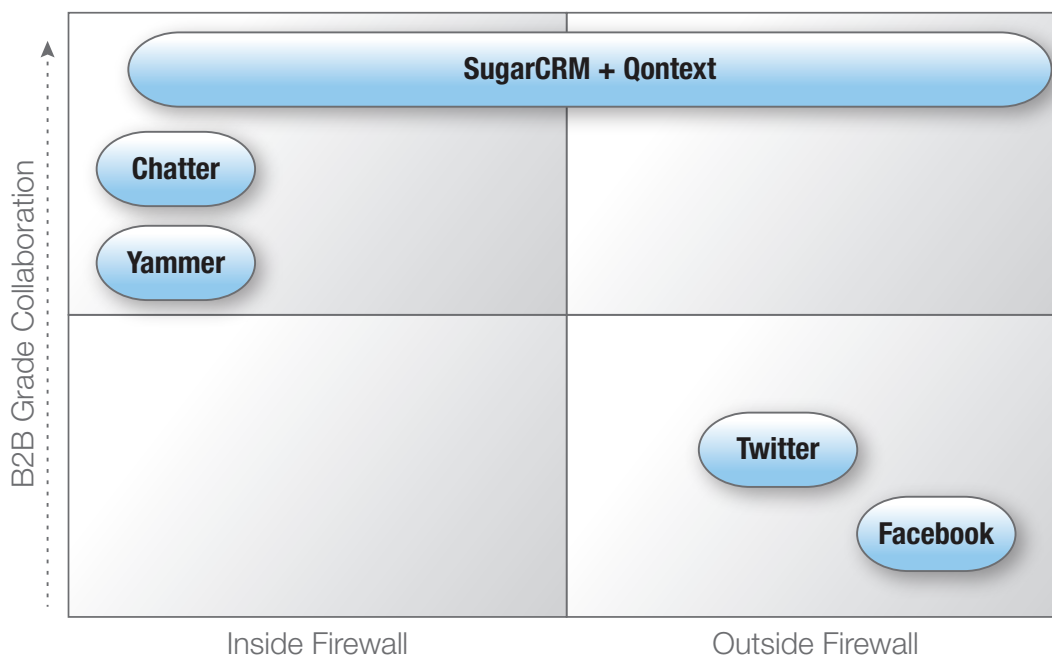
- Share structured and unstructured data
- Use scheduled and ad-hoc workflows
- Use both push and pull notifications
- Collaborate both inside and outside the firewall
- Access a secure business grade platform
- Co-author blogs and wiki's and maintain version control
- Prioritize notifications
- Include the customer in the conversation

Solution

Only SugarCRM with Qontext provides the platform that meets all these requirements. Only SugarCRM and Qontext provide the Social CRM platform that allows:

- B2B grade collaboration capabilities to meet these business needs, and
- Secure Internal and External access settings to selectively include partners and/or customers

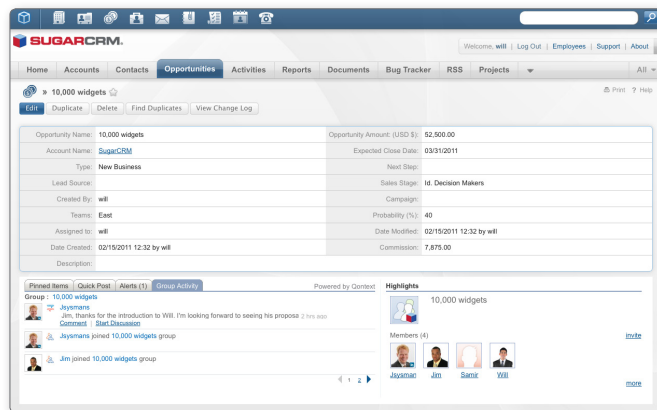
Consumer-oriented solutions such as Facebook and Twitter lack the security and controls required by business. For example, any data on Facebook or Twitter can never be removed. Other solutions like Yammer and Chatter only provide access to users within the organization. The true value of Social CRM can not be realized without also including customers and partners outside of your organization. SugarCRM with Qontext delivers the best of both worlds—enterprise-grade social collaboration capabilities and secure federated access by external parties.



Social CRM Requirements Matrix

	Chatter	Yammer	Twitter	Facebook	SugarCRM + Qontext
Share structured and unstructured data	Yes	unstructured only	unstructured only	Yes	Yes
Scheduled and Ad-hoc workflows	Yes	ad-hoc only	ad-hoc only	Yes	Yes
Push and pull notification	Yes	Yes	Yes	Yes	Yes
Internal and External collaboration	Internal only	Internal only	External only	External only	Yes
Secure business grade platform	Yes	Yes	No	No	Yes
Co-authoring (blogs & wikis + version control)	No	No	No	No	Yes
Prioritized Notifications	Feeds only	Feeds only	Feeds only	News & Messages	Feeds and Alerts
Include the customer in the conversation	No	No	Yes	Yes	Yes

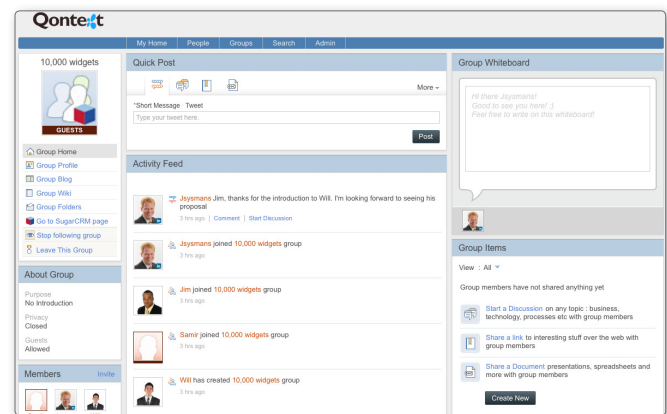
When your Sugar Admin enables Qontext, you will notice that a Qontext panel appears seamlessly integrated within your Sugar modules, like Accounts, Contacts, Opportunities, etc....This Qontext panel is designed to appear as one of the sections inside your Sugar view, displaying real-time module-specific content and activity.



Collaboration items (discussions, documents, blogs, wiki pages, videos, etc.) can be related to any module within Sugar including but not limited to Accounts, Contacts, Opportunities, Leads, Activities (calls, tasks, meeting), Campaigns, Projects, Cases.

Inviting members to a group activity is a simple 1-click action, regardless if the member is an internal co-worker or an external customer, vendor or partner. Internal

Sugar users can collaborate and track all activities right inside Sugar. Non-Sugar, external guest users can participate via Qontext's portal. All members can post comments, update their status, start discussions, subscribe and reply to activities.



Conclusion

Social CRM without being able to involve customers is neither social nor CRM. The SugarCRM with Qontext solution is the only Social CRM solution that provides a secure business grade platform that allows for seamless collaboration between team members across company boundaries.

Learn more at www.qontext.com/sugarcrm or at www.sugar-exchange.com/product_details.php?product=977

www.sugarcrm.com

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