

# Case Study



Pioneering the space of customer relationship management, SugarCRM touches every live by providing the best experience. SugarCRM is head quartered in Cupertino, California.

## CASE STUDY - SUGARCRM

*SugarCRM utilizes Thomson Data powerful Salesforce Contact List to foster Competitive Analysis and boost Brand Visibility*

## SUGARCRM IN A GLIMPSE

Pioneering the space of customer relationship management, *SugarCRM* touches every live by providing the best experience. *SugarCRM* is head quartered in Cupertino, California and produces the web application Sugar, also known as *SugarCRM*, which is a customer relationship management (CRM) system that is available in both open source and Commercial open source applications.

## CASE IN BACKGROUND

Focusing on technology sector *SugarCRM* planned to increase its *market share*, defeating competition and acquiring its own set of loyal customers.

*"Sales Force Automation is a premature sector that is still undervalued by companies because of cause, cost and complexity. We want to reach customers as fast as possible to break norms and aware them about the benefits and results that automation can bring to their in-built system", says Head of Marketing, SugarCRM.*

Surpassing several failing encounters, they chose *Thomson Data* for serving them with a list of companies using Salesforce.com and contacts that use the CRM within. After discussing the matter closely with us and testing some of our sample *Salesforce leads list*, SugarCRM felt completely confident of delivering the project to us and expecting a tremendous response.

## CHALLENGING AREAS

- Building *permission based* technology mailing list, specifically companies that needs and can afford Sales Force Automation, driving faster results.

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- Knowledge support on competitive analysis and marketing tactics for *brand visibility*.
- Assisting in launching a consumer focused promotional campaign.
- Supporting company's perspective of acquiring major clients in *Fortune 1000 companies* with an aim of generating a revenue of over *\$175 million*
- Involved in the process of *acquiring, segmenting and targeting* relevant customers.

## SOLUTION PHASE

To provide specific result driven solutions, Thomson Data implemented a three-fold planned approach:

### *Market Analysis*

To better understand SugarCRM multifarious range of products and services; Thomson Data decided to first dig deeper into company *performance statistics*, marketing initiatives and promotional endeavors.

### *Developing Segmented Consumer*

Analyzing above statistics, Thomson Data initiated the process of developing *Desirable Salesforce Consumers (DSC)* who were positioned as SugarCRM best prospects. The entire proposition also included key decision makers and advisory promotional strategies

### *Approval and Delivery*

Receiving client's approval Thomson Data compiled a performing list of over *70,000+ targeted customers* including detailed business information and competitive mapping. Enabling SugarCRM with progressive information of Sales Force using companies helped them to launch targeted marketing initiatives and promotional diligence.

## RESULTS

With a quick turnaround time of 4 months, SugarCRM were able to close major deals with leading companies gaining a *response rate* of over --- List solutions from Thomson Data also helped SugarCRM to gain an *ROI* of --- through direct marketing campaigns and other promotional activities.

Thomson Data helped SugarCRM tell its brand story, and we are now helping the company extend this initial success to new markets through other strategies.

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## ABOUT THOMSON DATA

At *Thomson Data*, we know it is not always presenting the best of list to your clients. More importantly, it's about reaching the right clients, at the right time with the right message. In addition, we make sure that the campaigns are able to draw the maximum of ROI with every dollar invested.

Specializing in delivering sales leads, email/data appending, application development and online marketing solutions, Thomson Data is committed to provide cost effective data services that can help companies expand to reach new prospects and enhance communication with existing customers.

Providing list database service that includes fast delivery, simple management, and responsive, knowledgeable customer support we make sure that your every deal or campaign is reached to the pinnacle of enablement, cost effectively.