

SugarCRM for Dummies Now Available

Popular reference guide instructs users on getting started and succeeding with SugarCRM

CUPERTINO, Calif. â€“ December 1, 2008 â€“ SugarCRM, the world's leading provider of commercial open source customer relationship management (CRM) software, today announced the availability of SugarCRM for Dummies, a new title in the For Dummies series published by John Wiley & Sons. The book is now available for purchase at Amazon.com, BN.com, and book stores across the country.

The book focuses on SugarCRM CE (the freely downloadable version of the software that supports up to five users) and helps small and medium-sized businesses implement the software. End users who are using the software will also learn how to not only use the software, but actually improve their sales performance by getting the most out of it. Sprinkled with expert tips and tricks, this accurate, accessible text allows readers to get up-to-speed on SugarCRM quickly. The book covers a broad range of topics, from installing the application to using its more advanced functionality.

Highlights include:

- â€¢ Installing and navigating SugarCRM
- â€¢ Managing sales contacts, leads and opportunities
- â€¢ Executing and measuring marketing campaigns
- â€¢ Using Sugar for customer support functions
- â€¢ Running Sugar in a mobile and offline environment
- â€¢ Customizing and extending Sugar

â€œI was interested writing this book because of the tremendous momentum SugarCRM has built over the last four years,â€• says Karen Fredricks, author of â€œSugarCRM for Dummiesâ€• a CRM expert who has written 10 â€œDummiesâ€• titles, including books on Act! and Microsoft. â€œThis book is intended to show how much one can accomplish with SugarCRM. The sky is the limit.â€•

â€œSugarCRM for Dummies is a valuable resource for the global user base of SugarCRM,â€• said Andy Dreisch, vice president of worldwide services at SugarCRM. â€œKaren has done a wonderful job describing the depth and breadth of our products in clear language that will be informative for beginners and useful for those more experienced with Sugar.â€•

To listen to an interview with Karen Fredricks on writing SugarCRM for Dummies, please visit .

SugarCRM for Dummies at Amazon.com http://www.amazon.com/SugarCRM-Dummies-Computer-Tech/dp/047038462X/ref=pd_bbs_sr_1?ie=UTF8&s=books&qid=1226695931&sr=8-1

SugarCRM for Dummies at BN.com <http://search.barnesandnoble.com/SugarCRM-For-Dummies/Karen-S-Fredricks/e/9780470384626/?itm=1>

About Karen Fredricks

Karen Fredricks has over 20 years of CRM consulting and training experience during which time she has acquired in-depth expertise in the operational requirements of a broad spectrum of businesses. She is the author of ten books on CRM software including titles on ACT, Outlook, Outlook Business Contact Manager, Microsoft Office Live and SugarCRM. Her company, Tech Benders, provides a variety of services to businesses of all types and sizes, including needs analyses to determine hardware and software requirements, installation of selected software packages, troubleshooting, software customization, and training. Tech Benders shows businesses how to operate more efficiently, and therefore, more profitably. Fredricks holds certifications in QuickBooks, Microsoft Office and ACT. For more information, call (561) 470-5450, email info@techbenders.com, or visit <http://www.techbenders.com>.

About For Dummies®

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About SugarCRM

SugarCRM is the world's leading provider of commercial open source customer relationship management (CRM) software for companies of all sizes. Sugar 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. For more information, call (408) 454-6900 or 1 87 SUGARCRM toll free in the US, email contact@sugarcrm.com, or visit <http://www.sugarcrm.com>.

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