

D&B FOR SUGAR

Embrace a New Paradigm for CRM And Build Relationships that Last



Winning and growing customers requires more than yesterday's sales and marketing tactics. Consumers today don't have the time to get acquainted. Instead, they expect the companies they do business with to:

- Know about them *before* contacting them.
- Customize offers based on that knowledge.
- Engage in the same manner across sales, marketing and customer service.

Give your customers and prospects what they want: a more personalized approach to their relationship with you. To do that, you need actionable insight to quickly pinpoint potential prospects and their needs.

Moreover, these insights can drive a more personalized approach to the relationship when those prospects become customers.

Bad data quality in your CRM makes that very hard.

How do you give sales and marketing teams the clean and reliable insight they need to capture and grow opportunities?

The answer is right inside your Sugar CRM. Transform how you Sell, Market and Serve Customers using SugarCRM with Integrated D&B Data and Insight.

The new paradigm for CRM data quality: Seamless streaming access to D&B's corporate, financial, and social information, and professional contacts.



Know Before You Call

Streaming access to relevant company news, social media, professional contacts, financial data and more – right inside Sugar – means you engage in a meaningful way on the very first contact.

- Cut research time by up to 12%
- Shorten sales cycles by up to 15%



Grow Customer Relationships

Corporate linkage information lets you find related firms and expand relationships. Rich contact information and talking points for key decision makers lets you sell higher in the organization.

- Increase customer retention by up to 5%
- Increase up-sell/cross-sell by up to 3%



Increase Productivity & Marketing ROI

A single, complete view of your customers and prospects reduces time wasted due to bad data. Your customer and prospect information is validated with D&B's global database and stays current with automatic updates.

- Reduce duplicate records by up to 20%
- Increase customer retention by up to 5%
- Increase up-sell/cross-sell by up to 3%

Unlock Your Potential at Every Touch point

With D&B for Sugar, the data in your CRM becomes insight that accelerates success.

- Sales finds opportunities before the competition and engages with meaningful conversations.
- Marketing gets clean, enriched data for more robust segmentation and targeting, and better campaign results.
- Sales Operations better aligns territories with opportunity.

The bottom line:
You get a stronger pipeline and better customer retention.

D&B Insight Includes Critical Information for Every Customer Touch Point, Including

- The latest financials
- Recent changes in locations, leadership, regulatory filings
- Unstructured data such as social media, news and market insight
- Corporate linkage information
- Accurate contact information for decision makers

The D&B Advantage

With insight from Dun & Bradstreet powering Sugar, you get:

- Business insight on more than 230 million companies around the world
- D&B's proprietary D-U-N-S Number ID, your key to a single, complete view of your customers and prospects

Trust D&B to power your CRM and your sales and marketing results.



Choose a Level to Suit Your Business Needs

Basic level bundle:

- Supports prospecting and company lookup workflows
- 100 Company appends per year
- 1000 Standard contacts per year

Standard level bundle:

- BASIC plus additional firmographics
- HQ DUNS information
- 1000 additional Standard contacts per year (2000 total)

Premium level bundle:

- STANDARD plus additional detailed industry
- Competitor information
- Financial information
- Family Tree view (add on)
- Unlimited Company News

D&B for Sugar is conveniently packaged in bundles so you're only purchasing the data you need. Purchase as many bundles as you and your team require.

Learn More

www.dnb.com/partner/sugar

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About Dun & Bradstreet® (D&B)

Dun & Bradstreet (NYSE:DNB) is the world's leading source of commercial information and insight on businesses, enabling companies to Decide with Confidence® for 172 years. D&B's global commercial database contains more than 230 million business records. The database is enhanced by D&B's proprietary DUNSRight® Quality Process, which provides our customers with quality business information. This quality information is the foundation of our global solutions that customers rely on to make critical business decisions.