

# Right Content & Customer Advocates, Right Opportunity, Right Time

Individually, SugarCRM® and RO Innovation are impressive platforms. Together, they introduce a whole new level of efficiency and effectiveness to sales, marketing and customer reference teams.



Shorten sales cycles to drive new revenue faster



Boost productivity of your sales team and get new reps up to speed faster



Increase usage and adoption of your CRM and RO Innovation investments



Ensure salespeople have effective assets at their fingertips



Streamline the customer reference request process



Report effectiveness, ROI and revenue influenced by marketing content and customer references



Maintain cleaner customer data and records from one seamless system

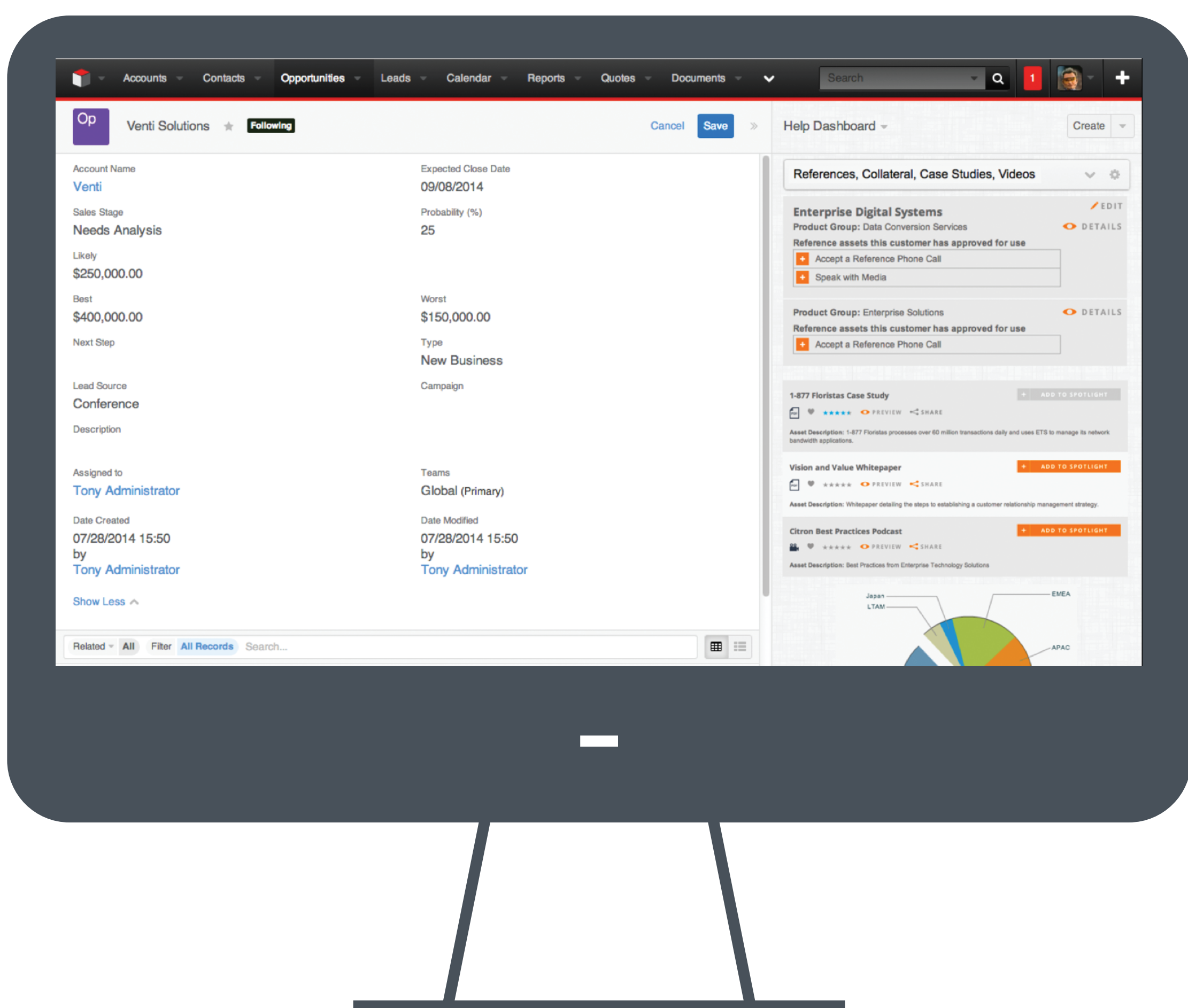
## How Does it Work?



### OPPORTUNITY RECORD

*Send the right asset at the right time with pre-filtered, recommended customer references & marketing assets within a SugarCRM Dashlet on the Opportunity record. Track engagement for more intelligent follow up that moves the deal along faster.*

Based on information in the Opportunity, quickly find customer references and assets that are the most relevant match. Users can also deploy recommended, ready-made Spotlights (microsites) and assets based on stage in the sales cycle.

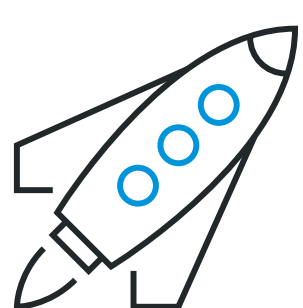


## What else does this integration achieve?



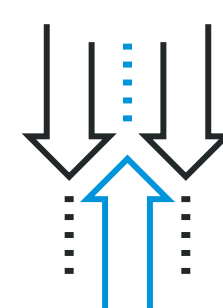
### DRIVE REVENUE

- + Cater to the daily workflows of sales reps in your CRM
- + Increase sales productivity: send the right materials to potential customers at the right time
- + Real-time tracking intelligence helps close more deals, faster



### LEVERAGE YOUR BEST SALES ASSETS

- + Proactively push the most relevant sales content and customer references to the rep based on their Opportunity
- + Tie references to closed deals for ROI reports at your fingertips



### STREAMLINE WORKFLOWS

- + Intuitive integration points streamline reference workflows (like nomination and request submissions)
- + Increases productivity of sales and marketing teams
- + Manage data in one system instead of two: leverage SugarCRM as the system of record for customer data

Interested in learning more? Contact Upland RO Innovation for a demo.