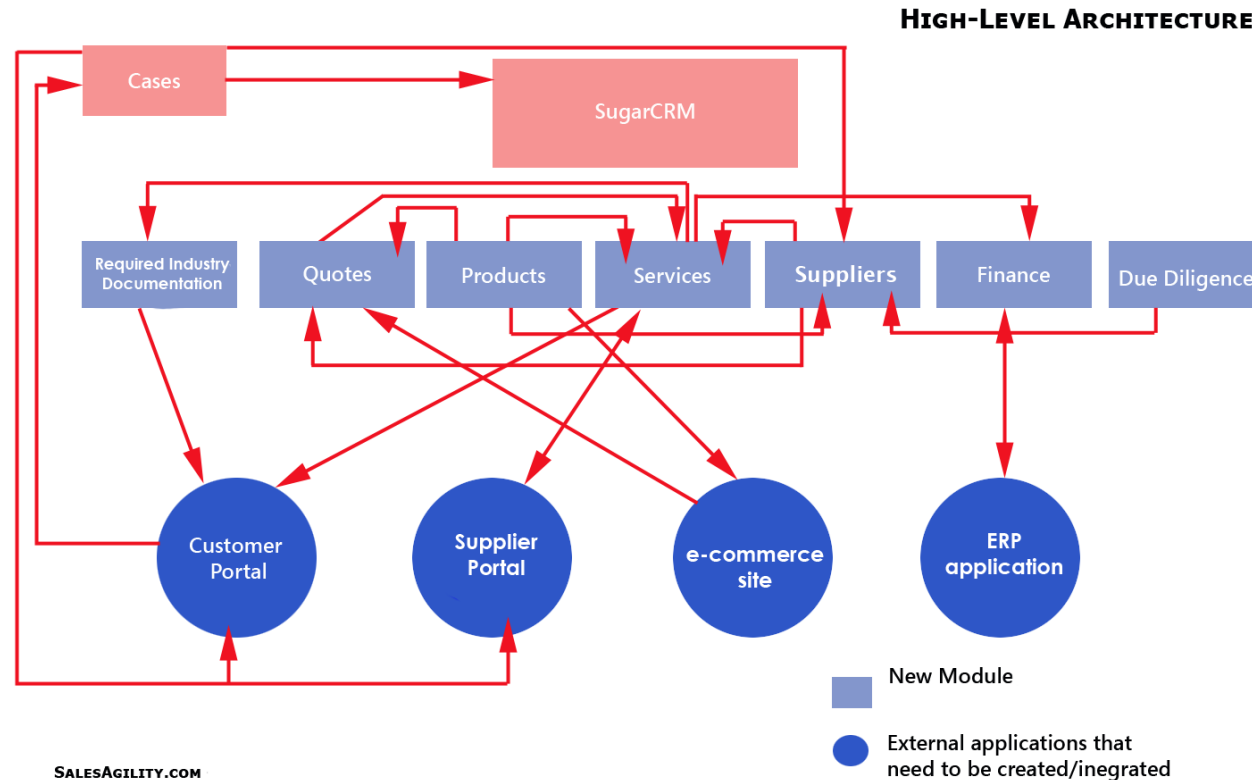


SugarCRM is a great framework product. Typically SalesAgility add around 20% new business functionality to any SugarCRM implementation for clients that require business specific processes to be developed.

Occasionally though we are faced with a requirement where we add appreciably more new business functionality to SugarCRM in order to enable clients to run their business in an integrated, seamless and frictionless manner.



The architecture above is a case in point. The client runs a highly innovative business where technology can be an enabler and deliver real competitive edge. SugarCRM provides the basic framework and the SOAP API the basic integration tool. With seven custom modules, extensive modifications to existing modules and some tricky integrations into both open source and proprietary applications, this is a wonderful example of how powerful and flexible SugarCRM is.