

## Dick Van Patten's Natural Balance Selects Faye Business Systems Group And SugarCRM To Streamline Sales Processes

SugarCRM, the market-leading customer relationship management (CRM) company that enables effective customer engagement, today announced that Natural Balance Pet Foods®, a pet food manufacturer and distributor, turned to SugarCRM and Sugar Gold partner [Faye Business Systems Group](#) to implement a new CRM application.

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The [SugarCRM](#) application will assist with the growth of sales and improve sales management processes and visibility for Natural Balance®.

After evaluating numerous [CRM solutions](#), Natural Balance® chose SugarCRM based on key solution requirements, including sales mobility for remote access to customer information, strong sales process management capabilities and tracking. With its varied global customer base, Natural Balance® also required the flexibility to configure its solution to fit its business and provide the ultimate customer experience. SugarCRM not only met the requirements, but also offered ease of implementation and affordability when integrating the platform with other Natural Balance® applications like ERP and Marketing.

After choosing SugarCRM, Natural Balance® engaged [Faye Business Systems Group](#), a SugarCRM Gold Partner and Developer, to help design, implement, and deploy the solution.

“We were looking to increase our ability to monitor marketing and sales activities, simplify remote access to customer information, and improve management processes throughout the sales cycle,” commented Joey Herrick, founder and President of Natural Balance® Pet Foods. “Upon assessing numerous CRM systems, it became evident that SugarCRM was the only CRM system that really demonstrated everything that we were looking for.”

[Natural Balance®](#) products are used by top trainers, breeders, veterinarians, kennels, and caring pet owners who want the best for their animals. SugarCRM will be configured to suit the unique needs of Natural Balance®, and run a crucial part of the business.

“We are very pleased Natural Balance® chose us to implement their new [CRM system](#) and are looking forward to working closely with them throughout the implementation process,” said David Faye, CEO, Faye Business Systems Group. “We expect to see an increased performance in Natural Balance® sales KPIs in the upcoming months, and will monitor every aspect of the implementation and training to make sure that Natural Balance® reaches their expected targets and goals.”

“Natural Balance® products are distributed worldwide, and the scope of their reach means they are interacting with an enormous variety of customers on a daily basis,” said Lorna Heynike, Senior Vice President of Marketing for SugarCRM. “SugarCRM’s platform offers Natural Balance® the tools necessary to track customer activity, understand their customer concerns, and effectively engage them to drive long term growth. Natural Balance’s decision to integrate SugarCRM is a key proof point that the platform meets a broad set of customer engagement requirements.”

Faye Business Systems Group has successfully implemented several hundred SugarCRM instances and extends their services to assessing and optimizing [CRM software](#) based on individual clients’ requirements and needs. In addition to implementing software Faye Business Systems Group specialize in creating innovative add-ons for Sugar including integrations for Sage 100 ERP (MAS90), Intacct, QuickBooks, Constant Contact, and Authorize.Net.

#### About FBSG

Faye Business Systems Group is a Southern California-based technology consulting firm and Software Company with over 25 years of experience in helping growing companies get “over the wall” and optimize their financial and business systems to become more profitable. FBSG uses SugarCRM, Sage 100 ERP (Previously MAS 90 and MAS 200), Intacct, and a variety of custom software solutions to meet client needs. Services include software development, project management, packaged software implementations, custom software implementations, integration, consulting, training, and support.

For more information, call (818) 227-5130, email [info@fayebsg.com](mailto:info@fayebsg.com), or visit <http://www.fayebsg.com>. Connect with Faye Business Systems Group on LinkedIn, Facebook, Twitter or YouTube.

#### About Dick Van Patten’s Natural Balance Pet Foods®

Based in Pacoima, California, Natural Balance® was founded by Dick Van Patten and Joey Herrick in 1989 on the philosophy of providing pets and their owners The Food For a Lifetime™. All Natural Balance products are free from artificial flavors, colors and bleached ingredients, and are used and respected worldwide by top trainers, breeders and caring pet owners who want the best for their animals. In addition to its more than



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50 dog and cat food varieties, the Natural Balance product catalog includes several Zoological Formulas™, which are currently fed to carnivores, bird of prey and reptile populations in some of the most prestigious zoos and animal reserves across the country.

For more information about Natural Balance, its Buy With Confidence™ program and its unique product line, please visit <http://www.naturalbalanceinc.com>.

### About SugarCRM

SugarCRM democratizes customer engagement, empowering every professional who interacts with the customer to excel at their job. SugarCRM's market leading open Customer Relationship Management (CRM) platform delivers the agility, flexibility, and security required to equip each customer facing professional with the information and tools they need to effectively collaborate and engage with their customer, both within and beyond the enterprise. SugarCRM applications have been downloaded more than 11 million times and currently help over 1,000,000 end users across disciplines effectively engage their customers. More than 6,000 paid subscriber customers have chosen SugarCRM's On-Site and Cloud Computing services over proprietary alternatives. SugarCRM has been recognized for its customer success and product innovation by CRM Magazine, InfoWorld and Customer Interaction Solutions.

For more information, call (408) 454-6900 or 1 87 SUGARCRM toll-free in the US, email [contact@sugarcrm.com](mailto:contact@sugarcrm.com), or visit <http://www.sugarcrm.com>. You can also connect with SugarCRM on Facebook, Twitter and YouTube.

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