Faye Business Systems Group To Showcase Popular SugarCRM Integrations at SugarCon 2013

Integration brings together disconnected business processes so businesses can manage customer relationships more effectively, reduce costs, increase profitability and achieve a long-term competitive advantage. Faye Business Systems Group's (FayeBSG) Integrations include Sugar QuickBooks, Sugar Sage 100 ERP, Sugar Constant Contact, Sugar Intacct and Sugar Authorize.net.

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Established SugarCRM Gold Partner, Faye Business Systems Group, today announced that the company will be showcasing its technology integrations with SugarCRM, the market-leading customer relationship management (CRM) company that enables effective customer engagement enterprise-wide, at SugarCon 2013, SugarCRM's annual customer, developer, and partner conference.

The integrations allow companies to utilize best-in-class software without missing out on critical integration components. FayeBSG are software and technology specialists with over 25 years of expertise in CRM and ERP software. Faye's in-house team of developers and consultants work on an ongoing basis to not only develop the most sought after Sugar integrations, but also to consistently upgrade and update the integrations for optimal performance, and to add user requested features. The integrations are well thought-out, consist of the most complete operational functions and are very popular among Sugar users.

Demonstrations of the integrations will take place in Booth #411 at SugarCon, the annual customer, user and partner conference being held April 8 - 11, 2013 at The Waldorf Astoria in New York.

"We are looking forward to showing SugarCon attendees, customers and partners alike, our latest and greatest integrations," FayeBSG CEO David Faye comments. "We're excited about our latest updates to our Sugar QuickBooks Integration, which has received exceptional interest over the last couple of months. It's definitely the most complete Sugar QuickBooks integration available. We welcome and encourage Sugar partners to stop by our booth #411 to have a look at the integrations first hand and sign up as official integration resellers."

The FayeBSG SugarCRM QuickBooks Integration was designed to address the growing demand QuickBooks users have for an integrated CRM solution, extending the functionality QuickBooks users have become accustomed with a single view of customer interactions. Another added advantage is that no longer do the sales and customer service team need access to QuickBooks; they can access the vital information directly from Sugar.

The FayeBSG SugarCRM Sage 100 Integration allows the two software packages to "talk with each other" by sending customers, inventory items, and various sales and invoice history from Sage 100 to SugarCRM and by sending quotes and sales orders from SugarCRM back to Sage 100.

The FayeBSG SugarCRM Intacct Integration provides small and midsized businesses with the industry's most flexible, cost-effective, end-to-end package that can be hosted in the cloud. The integration allows customers to benefit from two best-in-class web based solutions that helps them run their businesses more efficiently.

The FayeBSG SugarCRM Constant Contact Integration offers Constant Contact users both a detailed and high-level view of an organization's marketing efforts directly synced to into Sugar. Syncing accounts and contacts, email addresses, marketing lists, campaign results, individual email tracking, and removal results allows the users to see a 360 degree view of their marketing efforts directly from their Sugar instance.

The FayeBSG SugarCRM Authorize.Net Integration allows users to securely enter credit card billing information on Authorize.Net from within SugarCRM. Authorized users are able to charge and authorize credit cards for specific amounts. When using this CRM enhancement the clients' profiles and billing information will be organized and safely stored for easy access.

"FBSG is widely regarded for their ability to make life easier for users by creating further customizations with no programming skills required, such as their SugarCRM QuickBooks Integration Application," said John Mertic, community manager for SugarCRM. "Together, FBSG and Sugar deliver the security, reliability and visibility of financials systems that today's small and medium-sized businesses require to stay competitive against their larger rivals. It's a win for everyone across the value chain."

About Faye Business Systems Group
Faye Business Systems Group is a Southern California-based technology consulting firm and Software Company with over 25 years of experience helping growing companies become more profitable by working with them to optimize their financial and business systems. FayeBSG uses SugarCRM, Sage 100 ERP (formerly MAS 90), 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. Faye Business Systems Group has completed hundreds of successful CRM projects, specializes in Sugar Integration, and is one of SugarCRM's leading North American Gold Partners.

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

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 relevant 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. Over 7,000 organizations 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
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