

## **SugarCRM and Faye Business Systems Group Bring Optimized Customer Relationship Management to Los Angeles**

There is no sweeter cloud environment for customer relationship management applications than SugarCRM, which is why Faye Business Systems has chosen to partner with this leading software firm.

“It's clear that the world is moving towards cloud-based solutions as the standard for business applications. The challenge for resellers and consulting firms is in finding the right products and working with the right companies in this space,” said David Faye, chief executive officer of Faye Business Systems Group.

The CRM system that Sugar offers has numerous advantages over competitive customer relationship software. To start, the firm is laser focused on working with its partners to insure their success, according to Delbert Ross, vice president of channel sales at SugarCRM

“Our consistent quarter-over-quarter revenue growth proves our indirect model is the future,” he added, “and that we will continually gain momentum by adding top notch partners such as Faye Business Systems.”

Faye Business Systems Group has found SugarCRM to be an aggressive, responsive and forward thinking company, with a product that is powerful, flexible, easy to use and affordable. “I'm not sure if there's a better combination out there in either the CRM or Accounting and ERP Software market, for us or our clients. We couldn't be happier or more excited by our partnership with Sugar,” Faye said.

The open-source customer relationship software allows clients to take advantage of cutting-edge market innovations, Faye explained, in contrast to locked-in proprietary systems – one reason why over 6,000 customers have chosen Sugar's On-Site and Cloud Computing services over proprietary alternatives.

Overall, the CRM Sugar software has been downloaded more than seven million times by more than 600,000 current end users in 80 languages.

SugarCRM runs on-premise and on the leading cloud computing platforms, including Amazon EC2, Microsoft Azure, Sugar On-Demand and Private Clouds, giving customers unparalleled choice and control of their data and deployments.

CRM Magazine, InfoWorld, Customer Interaction Solutions and Intelligent Enterprise have all recognized the company for its customer success and product innovation.

Faye Business Systems Group is a technology consulting firm that specializes in providing business software solutions, such as CRM tools, to the small and mid-sized company market. The new partnership with SugarCRM now allows FBSG to provide another customer relationship management solution to their

clients, which range across a wide field of commerce, from beauty supply to warehouse distribution.

Other critical business services offered by FBSG for optimizing business and financial systems include project management, packaged accounting software implementations, custom accounting software implementations, consulting, programming, training, and support.