

Paramount Global Services Doubles Best Ever Quarterly New Business with SugarCRM

Faye Business Systems Group Worked with Paramount on Sugar Implementation that Enabled the Company to Reduce Sales Cycles by 13.5 Percent

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SugarCRM, the market-leading customer relationship management ([CRM](#)) company that enables effective customer engagement enterprise-wide, today announced that [Paramount Global Services](#), a packaging and freight forwarding specialist, turned to SugarCRM and **September Partner of the Month** [Faye Business Systems Group](#) (FBSG) to boost sales and improve sales management. Through standardizing sales processes and increasing visibility in the sales pipeline, Paramount's Sugar solution more than doubled new business growth in the first quarter of 2012 above any previous quarter and shortened the sales cycle by 13.5 percent.

When Mark McAnlis joined Paramount as its general sales manager for the U.S. sales force, he had two objectives: grow overall sales and significantly increase the percentage of revenue from services. "When I came onboard, there was a significant amount of tribal knowledge about our customers, but no central repository, no visible sales pipeline or sales process, and really no sales management," recalls McAnlis. "It was a hodgepodge of Excel spreadsheets." Paramount needed to develop a sales process and a visible pipeline, and for that a CRM solution was essential.

Paramount evaluated a number of CRM solutions, and one key requirement emerged. Any CRM solution they chose had to integrate with Sage 100 ERP (formerly Sage MAS 200), the company's primary operations system. SugarCRM met that requirement and two others: ease of implementation and affordability. After choosing Sugar, Paramount engaged FBSG, a SugarCRM and Sage 100 partner, to help design and deploy the solution.

The early implementation focused on winning new business via increased pipeline visibility and better [opportunity management](#). "FBSG was integral throughout the entire implementation, including the training we did for the lead team and the quarterly training we continue to do," McAnlis explains. "They've been a terrific partner to work with." FBSG's implementation of SugarCRM enabled Paramount to:

- More than double new business in the first quarter of 2012 over any previous quarter

- Shorten the sales cycle by 13.5 percent
- Leverage greater pipeline visibility
- Improve opportunity management
- Successfully integrate SugarCRM with Sage 100 ERP and Constant Contact

“With Sugar, we’ve successfully increased our performance in sales KPIs for four consecutive months,” concludes McAnlis. “But most important is the new business we’re winning. That’s really skyrocketing.”

“The SugarCRM solution that FBSG created for Paramount has delivered outstanding measurable results immediately,” remarks [Clint Oram](#), chief technology officer and co-founder of SugarCRM. “With the improved sales management, increased pipeline visibility, and accurate metrics that SugarCRM brings to Paramount’s sales and marketing efforts, the company is poised to sustain profitable product and services growth.”

Based on FBSG’s implementation of SugarCRM at Paramount Global Services, they won Partner of the Month in September 2012. SugarCRM’s Partner of the Month program recognizes Sugar partners around the globe that have delivered significant measurable results to a customer.

“We are very proud to see the tremendous success that Paramount has achieved with their SugarCRM implementation, and we are honored that SugarCRM has presented us with the Partner of the Month recognition,” said David Faye, CEO of FBSG. “We are committed to building world-class integrations with Sugar that give our customers a leg up over their competition.”

For more information on Paramount Global Services, please visit the [case study](#).

About Paramount Global Services

Paramount Global Services is a wholly owned subsidiary of Paramount Can Inc. headquartered in California. Paramount has 5 warehouse locations including; a bonded warehouse in the UK, 3 warehouses in Southern and Northern California, and Arizona. PGS specializes in packaging products of all types, export and import transportation, information systems, as well as personalized supply chain solutions. In addition, PGS is a specialist in handling and packaging hazardous material.

About Faye Business Systems Group

Faye Business Systems Group is a technology consulting and software company that helps growing companies become more profitable by working with them to optimize their financial and business systems. Faye Business Systems Group has completed hundreds of successful CRM projects and is one of Sugar’s leading North American Gold Partners.



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For more information, call 818 227 5130, email info@fayebsg.com, or visit the website at www.fayebsg.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 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 contact@sugarcrm.com, or visit www.sugarcrm.com. You can also connect with SugarCRM on [Facebook](#), [Twitter](#) and [YouTube](#).

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