

FOR IMMEDIATE RELEASE:

## **FAYE BUSINESS SYSTEMS GROUP ANNOUNCES SUGARCRM & CONSTANT CONTACT INTEGRATION**

Woodland Hills, CA – May 18, 2011 - Faye Business Systems Group, Inc. ([www.fayebsg.com](http://www.fayebsg.com)) today announced a new packaged integration between [SugarCRM](#), the world's fastest growing customer relationship management (CRM) company and Constant Contact, the leading provider of online email marketing, online surveying, and event marketing tools.

Launched in 1998, Constant Contact champions the needs of small organizations and provides them with an easy and affordable way to build successful, lasting customer relationships. Today, more than 450,000 customers worldwide trust Constant Contact to help them connect with their audience. With a similar focus on helping organizations connect with their customers, SugarCRM currently supports the needs of more than 600,000 end users every day. Faye Business Systems Group (FBSG) CEO David Faye comments, "We're excited to bring this critical integration to both users of SugarCRM and users of Constant Contact. As the leaders in both their markets, Sugar and Constant Contact together bring a powerful tool to any company that wants to get closer to their customers. We're happy to have been able to do this." FBSG is a SugarCRM partner and also a longtime user of Constant Contact.

Donn James, marketing manager at Marketing Innovations International, a user of both SugarCRM and Constant Contact echoed Faye's enthusiasm. "Using the integration saves our team hours of time and puts real time email marketing results at our fingertips. We can pull up any contact in SugarCRM and see exactly how they responded to our Constant Contact email blast," said James. "Now we don't have to keep lists in two places. We maintain our entire Constant Contact email contact list within SugarCRM, completely streamlining the process of maintaining the list."

"SugarCRM is consistently viewed as a flexible and powerful CRM platform that can be easily customized to meet the changing business needs of our partners and customers," said Jeff Campbell, vice president of sales at SugarCRM. "Our partnership with Faye Business Systems Group combines joint strengths for seamless sales and marketing solutions for our mutual customers." The integration tool, which allows users to seamlessly connect data between SugarCRM and Constant Contact, is immediately available from Faye Business System Group. More information can be obtained by contacting them directly.

### **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 MAS 90 and MAS 200, 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@fayebg.com](mailto:info@fayebg.com), or visit <http://www.fayebg.com>.

### **About SugarCRM**

SugarCRM makes CRM Simple. As the world's fastest growing customer relationship management (CRM) company, SugarCRM applications have been downloaded more than nine million times and currently serve over 800,000 end users in 80 languages. Over 7,000 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, Customer Interaction Solutions and Intelligent Enterprise. For more information, call (408) 454-6900 or 1 877 SUGARCRM toll-free in the US, email [contact@sugarcrm.com](mailto:contact@sugarcrm.com), or visit <http://www.sugarcrm.com>.

### **About Constant Contact, Inc.**

Constant Contact is revolutionizing the success formula for small organizations through affordable, easy-to-use Engagement Marketing™ tools that help create and grow customer relationships. More than 450,000 small businesses, nonprofits, and associations worldwide rely on Constant Contact to drive ongoing customer dialogs through email marketing, social media marketing, event marketing, and online surveys. All Constant Contact products come with unrivaled KnowHow, education and free coaching with a personal touch, including award-winning customer support.

For more information contact:

Heather Byington  
[heather.byington@fayebg.com](mailto:heather.byington@fayebg.com)  
Faye Business Systems Group, Inc.  
6320 Canoga Avenue, 15<sup>th</sup> Floor  
Woodland Hills, CA 91367  
(818) 227-5130