

FOR IMMEDIATE RELEASE:

## **FAYE BUSINESS SYSTEMS GROUP ANNOUNCES NEW VERSION OF SUGAR AND CONSTANT CONTACT INTEGRATION**

Woodland Hills, CA - January 4, 2012 - [Faye Business Systems Group](#) (FBSG), Inc. today announced a new version of an integration with [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. This new version, called, Sugar for Constant Contact Version 2.0, merges the already powerful integration between the two packages with a variety of additional functionality requested by users.

FBSG has streamlined the new integration, which offers users both a detailed and high-level view of an organization's marketing efforts like sync accounts and contacts, email addresses, marketing lists, campaign results, individual email tracking, and removal results.

### **New features in Sugar for Constant Contact Version 2.0 include:**

- Syncs the 'Click Thru' links from Constant Contact into SugarCRM so users can see who clicked through and what links they clicked on
- Downloading and importing contacts from Constant Contact into Sugar
- Duplicate checking via Constant Contact import.
- Updated technology to allow for smoother synchronization of large lists
- Synchronization of bounced emails.

Established in 1998, Constant Contact is a successful communication tool, allowing organizations and businesses to stay in contact with their valued customers or potential clients. Today, more than 450,000 customers worldwide utilize Constant Contact to stay connect to consumers. SugarCRM currently supports the needs of more than 850,000 end-users every day, Sugar is an affordable and easy to use business CRM application, designed to help your business communicate with prospects, share sales information, close deals and keep customers happy.

FBSG CEO David Faye comments, "We're really excited to bring this new version to Sugar and Constant Contact users. It includes many new user requested features and provides even more automation and integration than ever. After months of fine tuning and the initial first release of the integration, we were able to assess where we could add more value to the functions and syncing processes. We paid attention to the finer details enabling us to make the integration work to its full potential." FBSG is a SugarCRM partner and also a longtime user of Constant Contact.

"Users of the new connector from FBSG will gain incredibly important insight into the buying behavior of their customers and prospects," said [Jeff Campbell](#), vice president of worldwide sales and customer advocacy. "This type of insight enables sales and

marketing to more effectively direct their marketing dollars, resources and programs to drive better marketing results and ultimately greater sales productivity."

The connector, which allows users to seamlessly move data between Sugar and Constant Contact, is immediately available from Faye Business System Group. More information can be obtained by contacting FBSG 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@fayebsg.com](mailto:info@fayebsg.com), or visit <http://www.fayebsg.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 ten million times and currently serve over 850,000 end users in 192 countries. 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 87 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.

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