

## SugarCRM Partners with FayeBSG to Host Sugar Lunch and Learn Seminars

[Faye Business Systems Group](#) (FayeBSG), today announced that they have partnered with SugarCRM to generate a new Lunch and Learn Seminar series addressing real world business issues and how to overcome obstacles holding companies back.

**Woodland Hills, CA (PRWEB) July 10, 2013**

The first of the [SugarCRM seminar series](#) is scheduled to run in Southern California on July 16th and 17th. A third session will be held at the SugarCRM Headquarters in Cupertino on July 30th 2013, and followed up by a webinar session for those who cannot physically attend the Lunch and Learn Seminar Sessions. The sessions will comprise of business associates and decision makers who will come together at various locations to discuss and learn - The Top 10 Reasons Why CRM Software Implementations Fail.

With more than 25 years of business software experience, FayeBSG has delivered hundreds of successful CRM and ERP software implementations. “It’s common to hear about companies that have not successfully implemented CRM. These failures come down to a combination of factors, and many times the software itself is only a minor part of this,” commented David Faye, CEO of FayeBSG. “We make it a priority to assist companies to overcome boundaries for successful implementations. We’re excited to be partnering with SugarCRM to present this educational event.”

Few companies on the market today achieve successful software implementations on the first try. Most of the time, the reason for failure has little to do with the actual software itself. This is true for CRM software, Accounting & ERP software, and generally any substantive type of software project to be implemented. In the United States, a recent study estimates that over half of all CRM implementations fail to meet their objectives. In Europe, the corresponding statistic is 70 to 80 percent. Educated people and companies can avoid becoming a statistic through education and understanding why companies are failing to successfully implement software systems. The Lunch and Learn Sessions will cover: Overcoming obstacles that are holding companies back, how to introduce the topic of implementing a new CRM system, and how to recover from a failed attempt to implement the system you are already using.

Who Should Attend: CRM Users, VPs, Directors and Managers of Sales, General Managers, Finance and Sales Operations professionals. Spaces are limited. To show your interest click on the link below:



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### **Southern California Locations:**

Braemar Country Club  
4001 Reseda Blvd Tarzana, CA 91357

**11.30am - 2.30pm**

**Tuesday, July 16th, 2013**

[CLICK HERE](#)

Aliso Creek Golf Course  
31106 S. Coast Hwy, Laguna Beach, CA 92651

**11.30am - 2.30pm**

**Wednesday, July 17th, 2013**

[CLICK HERE](#)

### **Northern California Locations:**

SugarCRM Headquarters  
10050 North Wolfe Road, SW2-130 Cupertino, CA 95014

**12.00 noon - 2.00pm**

**Tuesday July 30th, 2013**

[CLICK HERE](#)

The Southern Californian presentation will be hosted by FayeBSG CEO, David Faye and Account Executive, Jake Buttikofer. Representing SugarCRM, Regional Sales Director, Matt Ingebrigtsen will also be presenting. Please join them for the presentation, and then participate in a lively Question and Answer session over lunch.

### **Webinar Seminar Session:**

Kimberly Douglass of FayeBSG will be presenting the Webinar session on Wednesday, July 31st 10.30 am PST. Register here: <https://www4.gotomeeting.com/register/470713519>

### **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 that helps growing companies become more profitable by working with them to optimize their financial and business systems. FayeBSG uses SugarCRM, Sage MAS 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 Sugar's leading North American Gold Partners.

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



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### **About SugarCRM**

SugarCRM delivers an integrated solution that empowers every user who interacts with customers to better understand and engage their customer, so every connection drives value. 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 information and tools they need to know their customers better, do their job better, and deliver a consistent, superior customer experience across the organization, every time. SugarCRM applications have been downloaded more than 12 million times and currently help over 1.2M end users across disciplines effectively engage their customers. Over 6,500 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\(at\)sugarcrm\(dot\)com](mailto:contact@sugarcrm.com), or visit <http://www.sugarcrm.com>. You can also connect with SugarCRM on Facebook, Twitter and YouTube.

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