

CRM Online and SugarCRM Technology Integration Lets Customers Take Advantage of Cloud-Based Accounting Applications

Perth, Western Australia – January, 9th, 2012 – [CRM Online](#) today announced the creation of a new CRM and accounting integration for customers of [SugarCRM](#), the world's fastest-growing customer relationship management (CRM) company. The [Cloud Accounting Connector for Sugar](#) allows for seamless integration between Sugar and the [Saasu](#) and [Xero](#) cloud accounting applications, removing the need for double entry of customer information. The integration lets users create and send invoices and purchase orders directly from the CRM, and it also provides valuable financial information around customers and suppliers within Sugar.

The Cloud Accounting Connector for Sugar allows for a single source of business information across an organisation's CRM, which drives key business processes within an organisation and their accounting system. This has the following key benefits:

- Improved efficiency in transitioning from sales to accounting
- Elimination of double entry of client information
- Reduced staffing costs due to reduced administration time
- Improved business intelligence due to integration between front-end sales and back end accounting
- Reduced training costs as staff are able to work out of a single system for day-to-day operations

[The Management Institute of Australia](#) was one of the early adopters of the Cloud Accounting Connector for Sugar and drove much of its development. CRM Online has been able to provide a system based on Sugar that incorporates sales, course and unit management, student administration, integrated accounting and access to data via a student portal. “The connector combined with the power of Sugar has provided our organisation with a single system for managing our day-to-day operations,” said Michael Walker, CEO of The Management Institute of Australia. “It has allowed us to run lean and focus on providing greater value to our clients.”

The connector itself has been designed to maintain the accounting package as the single source of truth for all invoice and purchase data, and as a result, it maintains the integrity of a company's accounting information. Other than the obvious benefits in efficiency that this integration provides, it also allows CRM Online to deliver unique solutions that leverage the Sugar platform in conjunction with access to billing systems, commission calculation and payment automation for sales teams and partners, and website portals with full accounting integration.

The Saasu and Xero accounting packages are two of the leading online accounting providers and offer the required interfaces to allow for a seamless integration with Sugar,” said, Glenn Richmond, Managing Director for CRM Online. “Through the integration, our customers will have access to all of their CRM and accounting data at their fingertips in real-time.”

“Sugar enables an organisation to be truly customer-centric with a single source of the truth for all customer interactions. The seamless integration with finance systems provided by our partners delivers genuine value in the form of efficiency improvements and better customer service. We are proud to have CRM Online as a Gold partner in the ANZ region,” said, [Tony Hughes](#), Managing Director for SugarCRM Australia Pty Ltd. “CRM Online is a leader with integration and process enablement using Sugar, and by creating this new connector, customers such as The Management Institute of Australia are already reaping the benefits.”

About CRM Online

CRM Online was started in 2006 with a vision of providing innovative cloud-based customer relationship management (CRM) and business automation solutions to Australian business. Our focus is on delivering solutions to your business needs in an effective manner based on a client-focused and goal-oriented process.

CRM Online's primary focus is on customer relationship management. Our focus ensures that we're able to provide the best possible results to our clients. As a result, our product range is centered around providing additional value to our clients in relation to CRM. This section contains information on those products that that we provide and recommend.

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, or visit <http://www.sugarcrm.com>.

Media Contacts:

Jason Tan
CRM Online
press@crmonline.com.au

Elena Annuzzi
SugarCRM
(408)792-6952
eannuzzi@sugarcrm.com