SugarCRM

SugarCRM **(CRM)** is a broadly recognized, widely-implemented product for managing and nurturing a company's interactions with customers, clients and sales prospects. This innovation organizes, automates, and synchronizes business processes **sales** activitie s, but also those for
 marketing
,
 customer service
, and
 technical support
. Our overall goals with this product are to help our customers to find, attract, and win new clients, nurture and retain those companies and reduce the costs of marketing and client service. SugarCRM will also act as the workflow engine for the TSM innovations. When this integration is effective, people, processes, and technology work in synergy to increase profitability, and reduce operational costs.