

Faye Business Systems Group (FayeBSG), today announced the QuickBooks CRM comparison webcast event comparing two leading QuickBooks CRM solutions SugarCRM and Salesforce.

“With SugarCRM versions starting at just \$35/user/month, Salesforce.com customers are looking at their renewal contracts with deep pause.”

Woodland Hills, CA (PRWEB) August 06, 2013

Faye Business Systems Group is pleased to present this [QuickBooks CRM](#) comparison webcast event. Faye Business Systems Group will discuss the top nine points to consider when integrating CRM with QuickBooks and how these nine points relate to both SugarCRM and Salesforce from the QuickBooks users perspective.

Most businesses at some stage or another are faced with the challenge of implementing CRM and ERP software to manage day to day operations. However, the planning of the integration between the front office CRM and the back office ERP (QuickBooks accounting software) is often overlooked. As a consequence, CRM and ERP applications have the potential to become stand alone silos with no data effectively passing back and forth. This leads to double work and performing tedious manual tasks. Critical data that should be available to one group of users is not available without laborious processes.

Join Faye Business Systems Group on Thursday, August 15, 2013 to learn nine critical points a QuickBooks user should consider when comparing Salesforce to SugarCRM. Kimberly Douglass of Faye Business Systems Group will lead this presentation.

Title: QuickBooks CRM: 9 Points to Consider When Comparing Salesforce vs. SugarCRM QuickBooks CRM Integrations

Date: Thursday, August 15, 2013

Time: 10:00 AM - 11:00 AM PT

Register here: <http://fayebsg.com/quickbooks-crm/>.

Topics to be discussed:

- Value & Total Cost of Ownership
- QuickBooks Integration
- Architecture - Open VS. Closed
- Limitations

- Deployment Options
- Data Control & Accessibility
- Why CRM Implementations Fail and What to Watch Out For
- Hidden Implementation Costs
- Third Party Integrations

Who Should Attend:

- SugarCRM customers & partners
- QuickBooks customers & partners
- VPs, Directors and Managers of Sales
- General Managers
- Finance and Sales Operations professionals

Faye Business Systems Group created the QuickBooks SugarCRM integration to address the growing demand QuickBooks users have for an integrated CRM solution.

The QuickBooks SugarCRM integration allows the user to enter sales orders in SugarCRM and have the orders synced into QuickBooks in real-time. Orders can be entered on laptops, ipads, and other mobile devices by salespeople on the road.

The QuickBooks SugarCRM integration eliminates the need to email orders into the office or to wait for remote access to QuickBooks. Orders entered in SugarCRM appear in QuickBooks, eliminating the need for redundant data entry and associated errors. Inventory changes and customer name and address changes in one system can be instantly updated in the other as well. Attendees will learn how the QuickBooks SugarCRM integration eliminates the need for expanding QuickBooks user licenses by seeing QuickBooks data in SugarCRM.

Attendees will learn how sales representatives using the SugarCRM QuickBooks integration can see on hand inventory quantities, open sales orders, invoice history, customer credit information, and everything they need to view in QuickBooks from SugarCRM. Companies can now potentially downgrade QuickBooks user licenses because the sales representatives see all necessary information from SugarCRM and no longer need access to QuickBooks.

The QuickBooks SugarCRM integration extends the functionality users have become accustomed to in the back office to the front office. The QuickBooks SugarCRM integration allows for a single view of customer interactions with your company. Learn



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how sales teams become focused on the company profit objectives using QuickBooks and SugarCRM combined to provide an enterprise-wide, consistent view of customer activity and opportunities. QuickBooks and SugarCRM users should attend this presentation if they have to key in information from one system to another, have lost customers due to improper communications and/or if sales people can assist in speeding up the collection of outstanding accounts receivable.

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. FayeBSG 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\(at\)fayebsg\(dot\)com](mailto:info@fayebsg.com), or visit <http://www.fayebsg.com>. Connect with FayeBSG on LinkedIn, Facebook, Twitter or YouTube.

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 11 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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