

Faye Business Systems Group Showcases SugarCRM and Intacct Live at SugarCon 2012

Integration brings together disconnected business processes so businesses can manage customer relationships more effectively, reduce costs, increase profitability and achieve a long-term competitive advantage.

SUGARCON 2012 – SAN FRANCISCO, Calif. – April 24, 2012 – SugarCRM Gold Partner, Faye Business Systems Group (FBSG), today announced that the company will be showcasing its technology integration with [SugarCRM](#), the world’s fastest-growing customer relationship management (CRM) company, and Intacct, a leading provider of cloud financial management and accounting software systems, at [SugarCon 2012](#). The integration, [announced very recently](#), allows companies to utilize best-in-class software in each software category without missing out on critical integration components all while staying safely and conveniently in the cloud. The demo of the integration will take place in kiosk #201 at SugarCon, an annual customer, user and partner conference being held April 23-26, 2012 at The Palace Hotel in San Francisco, California.

The integration allows:

- Elimination of double entry of customer profile instances into both the CRM and the accounting system
- Users to make updates easily from the CRM with critical customer sales history and credit information that can be used for marketing campaigns and salesperson inquiries
- Access to product lists in CRM without having to manually key in items
- Elimination of double entry of quotes and sales orders in both the CRM and the accounting system
- Accounts and customers to remain in sync while streamlining the “quote to cash” process

FBSG CEO David Faye comments, “We are looking forward to showing SugarCon attendees our latest integration, and they will see first-hand how financial management and accounting processes can quickly become more efficient. Because Sugar and Intacct are able to ‘communicate both ways,’ the integration is very seamless and transparent to the end-user.”

“The quote-to-cash process is critical for an organization’s success,” said Taylor Macdonald, VP of Channels for Intacct. “We know that sales and finance teams will be very well-equipped with the information they need to make strategic business decisions, and we can’t wait for users to see this tool in action.”

“This week, SugarCon attendees will get to see how this new integration can enable them to streamline billing processes so that organizations can deliver a much better customer experience,” said, [Clint Oram](#), CTO, VP of product strategy and co-founder of SugarCRM. “We look forward to seeing users reap the benefits of this powerful integration.”

The connector, which lives 100% in the cloud within Sugar and Intacct, allows users to seamlessly move data between Sugar and Intacct and is immediately available from Faye Business System Group. More information can be obtained by contacting FBSG [directly](#).

For more information on the SugarCRM and Intacct integration, please visit the Faye Business Systems Group [web site](#).

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, 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.

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

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 1,000,000 end users in 192 countries. Over 7,000 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@sugarcrm.com, or visit www.sugarcrm.com. You can also connect with SugarCRM on [Facebook](#), [Twitter](#) and [YouTube](#).

About Intacct

Intacct is the cloud financial management company. Bringing cloud computing to finance and accounting, Intacct's award-winning applications are the preferred financial applications for AICPA business solutions. Intacct applications are used by more than 5,000 organizations from startups to public companies and are designed to improve company performance and make finance more productive. Hundreds of leading CPA firms and Value Added Resellers offer Intacct to their clients. The Intacct system includes accounting, contract management, revenue management, project and fund accounting, inventory management, purchasing, vendor management, financial consolidation and financial reporting applications, all delivered over the Internet via cloud computing.

Intacct is headquartered in San Jose, California. For more information, please visit <http://www.intacct.com> or call 877-437-7765. Connect with Intacct on [LinkedIn](#), [Facebook](#), [Twitter](#) or [YouTube](#).

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