

Monthly Marketing Automation Advice & Support

Sugar Market Services is a collection of ongoing, professional services packages with three tiers “Advisor”, “Partnership” and “Strategic”, with each tier providing additional monthly hourly support to fit the needs of businesses of all sizes. Sugar Market Services combines initial implementation assistance with ongoing advisory and support services under one comprehensive offering to help marketing organizations meet their goals.

Unlike competitive offerings, which include numerous add-ons in addition to one-time implementation project fees, Sugar Market Services provides everything you need to get started and continue to be successful for one affordable price.

Scale Sugar Market Services over time to meet the needs of your growing business with support for new users, additional use cases, ongoing training on new features and more.

With Sugar Market Services, You Get:

- Implementation services focused on integrating existing systems and customization to meet your business’ specific needs
- Access to marketing automation experts who can expose industry best practices that help your sales and marketing teams work better together
- The chance to build and implement a success plan specific to your marketing automation goals
- Ongoing training, monitoring, and reporting to see what is working and what is not –and the opportunity to pivot with expert support
- Tools, tips, and tricks to help you get the most out of your Sugar Market instance



Choose Services That Fit Your Needs ///

Choose from 3 Service levels to match response times to your needs and keep your team on track.

Set, Track and Achieve Your Business Goals ///

Document baselines for where you are today and plan for where you want to go.

Access Your Experts ///

Get advice, tips, and assistance from our team of dedicated marketing automation experts.

Remove Roadblocks ///

Keep up to date with Sugar Market innovations, access personalized training, and easily onboard new members of your team.

Personalized Support, When You Need It

	Advisor Good	Partnership Better	Strategic Best
Business Size	DIY	Mid-Market	Upper Mid-Market / Enterprise
Pricing	\$4,500/yr.	\$7,500/yr.	Starting at \$14,500/yr.
Sample services	<ul style="list-style-type: none"> Tech setup Guided Sugar University Use case consult and success plan CRM integration consult Web integration consult Marketing Analytics / Marketing Automation Consult Access to information about new features Guidance, advice and support Artificial Intelligence (AI) setup 	Everything in "Advisor" level plus: <ul style="list-style-type: none"> CRM and web integration success plans Advice on building new or updating existing campaigns Monitoring existing lead, campaign structures Quarterly results review 	Everything in "Partnership" level plus: <ul style="list-style-type: none"> 1-1 coaching Web/Platform integration audit(s) Monthly KPI audit Access to documentation templates Creation of 1 marketing use case (e.g., nurture track, campaign, etc.) Ongoing report creation, assistance and support Additional services as requested
Entitlements	<ul style="list-style-type: none"> Access to Marketing Automation experts SLA within 3 days 1 certification voucher 1 customer contact Meetings on request 	<ul style="list-style-type: none"> Assigned Marketing Automation expert SLA within 2 days 2 certification vouchers 3 customer contacts Monthly scheduled cadence 	<ul style="list-style-type: none"> 2 assigned Marketing Automation experts Quarterly product roadmap presentation SLA within 1 day 10 certification vouchers Unlimited customer contacts 2x month scheduled meeting cadence
Maximum service hours	Max 20 hours/year	Max 40 hours/year	Hours of service TBD based on your needs

About SugarCRM

SugarCRM is how marketing, sales, and service teams finally get a clear picture of each customer to help businesses reach new levels of performance and predictability. Sugar is the CRM platform that makes the hard things easier.

Thousands of companies in over 120 countries rely on Sugar to achieve high-definition CX by letting the platform do the work. Headquartered in Silicon Valley, Sugar is backed by Accel-KKR.

To learn more visit www.sugarcrm.com or follow @SugarCRM.