



SierraCRM Releases New Process Management Engine for SugarCRM Open-source Software. Designed to Create "Customer for Life" Environment

SierraCRM, Inc. has released the newest version of its process management engine for SugarCRM, the open-source customer relationship management software. This latest release, designed to help users capture more new business and create a "customer-for-life" environment, is offered in both full-featured and "lite," configurations.

Grass Valley, Calif. ([PRWEB](#)) -- [SierraCRM's](#) full-featured version of the [Process Manager](#) module, which sells for \$149.00, includes the capability to send emails, schedule calls and meetings or create tasks over time. Companies can setup simple to complex time based automated workflow processes allowing SugarCRM to interact automatically with customers. Common uses of Process Manager include sending emails to customers after a sale or support ticket is closed and schedule follow-up calls and tasks for Sales and Support staff. The full featured version of Process Manager combines the best features of a marketing campaigns module with that of a Process Driven module.

Sierra's solutions for SugarCRM can be up-and-running in a matter of minutes and include the Process Manager and Marketing Manager modules. Along with powerful lead management and routing capability for SugarCRM customers who want to maximize their return on purchased leads using SierraCRM's Routing Manager.

Companies are striving to get to know their existing customers better and market to new customers more effectively. Process Manager's power comes in its ability to model company's best practices for acquiring and retaining these customers through automated workflow.

"Process Manager has enabled our company to automate all the tasks of our post-sales cycle. We have a complex business post-sales process and with Process Manager, we always know what we need to do to once a sale is made."

About the Company:

SierraCRM Inc. was formed in June of 2004 to deliver innovative powerful enhancements for SugarCRM. Founded by experts in both AmdocsCRM and SugarCRM, SierraCRM's value proposition is to deliver products that automate many of the daily tasks associated with acquiring, processing, and marketing to prospects and customers. SierraCRM addresses the dual market need to both reduce the deployment timeframe for SugarCRM and reduce customization expense required to meet the specific needs of CRM users.

SierraCRM products include the award winning Process Manager, Marketing Manager and Routing Manager. All SierraCRM's products completely integrate inside SugarCRM providing a seamless solution that installs quickly and requires no interfaces or separate databases to setup and maintain.

Visit SierraCRM at this years CRM Evolution 2009 show at booth 102.



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