



## Angel.com Announces Phone-Enabled SugarCRM with Hosted IVR Applications

**With Angel.com's SugarCRM Connector Solutions Suite, SugarCRM Users Can Access, Collect and Update Customer Information via the Phone**

**McLean, Va. – February 2, 2009** – Angel.com, a leading provider of on-demand call center and Interactive Voice Response (IVR) solutions, today announced the Angel.com SugarCRM Connector – a suite of fully-hosted IVR solutions that phone-enable your SugarCRM account. General availability of the Angel.com SugarCRM Connector was first announced at the SugarCon 2009 Users Conference in San Francisco, held February 2-4, 2009. SugarCRM is the world's leading provider of commercial open-source CRM software.

With the SugarCRM Connector, Angel.com makes it possible to access, update and manage accounts, contacts and leads using voice commands over the phone. Users can record details from a recently completed meeting, set a follow-up task or dial a contact by voice. Angel.com's speech-to-text functionality also allows SugarCRM users to send e-mails by instantly transcribing and sending a spoken message as text.

A host of contact center and customer support tools are also built into Angel.com's SugarCRM Connector. With SugarCRM Support, callers can perform functions such as checking the status of a case, opening a case or transferring to a live agent by connecting to their SugarCRM account through the phone. By implementing Angel.com's SugarCRM Connector, customers also have the ability to retrieve data about callers in real time, allowing them to service each caller differently depending on the context of their call.

"Whether you're an on-the-go salesperson or manager of a contact center, the Angel.com SugarCRM Connector suite of tools can make your SugarCRM application more powerful, intelligent and user-friendly," said Michael Zirngibl, President of Angel.com. "In this economy, customer demands must be met whenever and wherever they occur. By converging Web, voice and data into a single, on-demand solution, Angel.com's SugarCRM Connector provides users with the instant access to information and analysis needed to make intelligent sales, customer support and marketing decisions."

All Angel.com SugarCRM Connector applications can be deployed without the need to write a line of code through Angel.com's Site Builder web-based toolkit. With Site Builder, Angel.com SugarCRM voice applications can be designed, built and deployed in a fraction of the time and cost as custom-developed tools through a simple Internet connection.

"The convergence of voice and data in CRM applications provides users with more intelligence and power when building and nurturing customer relationships," said Paul Oh, vice president of technology alliances at SugarCRM. "Angel.com's SugarCRM Connector allows SugarCRM users to increase the velocity and the quality of their customer communications by combining voice and data into a single application."

Angel.com also offers similar solutions to complement Salesforce.com and other CRM providers. Please contact Angel.com or SugarCRM for pricing information.

### **About Angel.com**

Angel.com is a leading provider of on-demand business voice solutions. The Angel.com solution delivers value to organizations of all sizes to more productively and efficiently address business



problems through the power of voice technology. As a fully hosted solution, no investment in hardware, software, or human resources is required, delivering immediate ROI and easing and simplifying deployment of voice applications that meet unique business needs. Angel.com is the only provider to offer a web-based toolkit, Site Builder, that facilitates voice menu design through a simple Internet connection and our innovative technology enables complete integration with databases or CRM tools, enhanced scalability, and flexible applications. For more information, visit <http://www.angel.com>.

**About SugarCRM**

SugarCRM is the world's leading provider of commercial open source customer relationship management (CRM) software for companies of all sizes. SugarCRM easily adapts to any business environment by offering a more flexible, cost-effective alternative than proprietary applications. SugarCRM's open source architecture allows companies to more easily customize and integrate customer-facing business processes in order to build and maintain more profitable relationships. SugarCRM offers several deployment options, including on-demand, on-site and appliance-based solutions to suit customers' security, integration and configuration needs. For more information, call (408) 454-6900 or 1 877 SUGARCRM toll free in the US, e-mail [contact@sugarcrm.com](mailto:contact@sugarcrm.com), or visit <http://www.sugarcrm.com>.

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