

# CRM + ERP

Connecting Back-Office and Front-Office Operations

For manufacturers, integrating CRM and ERP systems is crucial for efficiently managing production processes, optimizing supply chain operations, and delivering superior customer service through synchronized data and workflows. By establishing a seamless bridge between ERP and CRM, manufacturers can unlock a range of benefits.

“All activities, tasks, and processes can be done directly in SugarCRM. We chose Sugar for the seamless integration with other systems, easy access to all relevant data, the simplicity of the application, and the ease of use.”

**MORITZ K.**  
CEO, and Founder, Customer Alliance

## 4 Key Use Cases Across Departments



### Customer Segmentation for Marketing

ERP data, when tightly integrated with CRM, reveals product categories purchased and buying behaviors, enabling marketers to create more personalized and targeted campaigns.

1



### Instant, Stress-free Service Solutions

Integrating ERP data into CRM service cases ensures instant access to relevant information, leading to a better customer and agent experience.

2



### Upsell and Cross-sell Opportunities

Integration with ERP allows representatives to generate upsell and cross-sell recommendations based on transactional data and sales intelligence housed within their CRM.

3



### Better Sales Enablement

Integrating ERP data enables just-in-time education and product marketing, ensuring sales reps have the necessary information to relay opportunities to customers promptly.

4

“Compared to a complex and rigid ERP system, SugarCRM is connecting everything automatically. This significantly simplified the processing of customer data, accelerated customer-facing processes, and provided us with a 360-degree view of the consumer.”

**ANDREA S.**  
CRM Manager, Melitta

## Providing an Easy Path to CRM and ERP Integration

Sugar ensures that ERP to CRM integration supports a fully united business operating system covering both back-office and front-office operations. [Speak with a Sugar representative today](#) to learn more about how you can make the most of your data!