

Geeks on the Way Achieves Call Center Success with SugarCRM and Asterisk

*Western Canada's largest residential **and Small Business IT support** team leverages Sugar's flexible architecture to see strong return on investment.*

Webcast detailing Geeks on the Way implementation now available on www.sugarcrm.com

Cupertino, CA (November 29, 2007) - SugarCRM, the world's leading commercial open source customer relationship management (CRM) software provider, today announced that Geeks on the Way, Western Canada's premier technology support firm, has deployed SugarCRM to power its sales and customer support organization.

By integrating SugarCRM and Asterisk, the industry-leading open source telephony platform, Geeks was able quickly roll out an integrated voice and CRM system that allows its call center to more effectively manage high call volumes across multiple geographies.

"SugarCRM's is the strongest of all the CRM products we evaluated," says John Leishman, CEO of Geeks on the Way. "Sugar had the most flexible architecture that was also scalable, allowing the CRM system to grow along with our aggressive expansion plans. With SugarCRM, we have reduced call handling time from two to three minutes down to as little as 20 seconds,"

To learn more about how Geeks on the Way is using SugarCRM and Asterisk, please visit: http://www.sugarcrm.com/crm/index.php?option=com_form&task=showForm&id=126

SugarCRM's open source architecture allowed Geeks to integrate its call center environment powered by Sugar with other technologies has added to Geeks on the Way's ability to deliver superior service. Integrations with mapping technologies, for example, allows more efficient dispatch and scheduling – getting the closest available agent to handle newly logged service calls.

Geeks on the Way has also integrated SugarCRM with its accounting and e-commerce systems, which has helped to automate a variety of complex and manual processes across various departments resulting in improved efficiencies. For example, Geeks on the Way can now process payroll for all of its agents across Western Canada in five minutes; a process that previously took the firm's accounting department 24 hours.

Geeks on the Way is looking to continue to roll out Sugar to more departments, as well as leverage the power of Sugar as it enters new geographies. Geeks on the Way plans on growing tenfold in the next several years, thanks, in part, to having such a flexible CRM system that allows it to meet its customer needs in a fast and cost-effective manner.

About Geeks on the Way

Geeks on the Way is the leading technology support provider to residences and small offices in Western Canada. The firm was incorporated on October 1, 2001 and has grown from answering phone calls in a coffee shop with a cell phone and a laptop, to a technically sophisticated call center with highly trained technicians able to be dispatched usually for same day service. The company now has three locations with 20,000 unique customers serviced and over 45,000 service calls made to date.

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-premise and appliance-based solutions to suit customers' security, integration and configuration needs.

For more information, call (408) 454-6900 or 1 877 SUGARCRM tollfree in the US, email contact@sugarcrm.com, or visit <http://www.sugarcrm.com>.