SugarCRM Scores Another Banner Year in 2011

Record fourth quarter, with 92 percent year-over-year billings growth; Annual growth hits 67%

Sydney, Australia SugarCRM, the worldsfastest-growing customer relationship management (CRM) company, today announcedthat it closed another banner year in 2011, achieving record billings growthand its ninth consecutive quarter of accelerating sales. The results reflectthe companys continued success in expanding its global customer base andchannel network. With more than 1 million users and 370 channel partners,SugarCRM is now the third most widely used CRM in the world.Drivenby increased global adoption of SugarCRM and new product capabilities enablingthe companys advancement into the enterprise market, SugarCRM saw strongfinancial performance in 2011. In the fourth quarter of 2011, SugarCRMsbillings growth increased by 28 percent over the previous quarter and climbedby 92 percent over the same period in 2010. The company turned cash flowpositive in Q4 2010 and was net cash positive for the full year 2011, driven bystrong 67 percent top-line billings growth.

SugarCRMhas delivered anotherremarkable year, and is strategically positioned for ongoing success in thisdynamic CRM market, said Larry Augustin,SugarCRMs chief executive officer. We are driving increased CRM adoption acrossmarkets and industries by offering the best solution to our customers, partnersand channel network.

Customer Growth

Salesin the global CRM marketplace reached $9.2 billion in 2011 according toindustry analyst firm, IDC, and in 2011, SugarCRM welcomed more than 2700 newcustomers around the globe. Among the list ofnew SugarCRM customers in the fourth quarter were Bankai Group, Coface Services, HilcoAppraisal Services, LLC,Kaut-Bullinger, Powwownow, Radio Mitre and Tulip Telecom Ltd.

Newcustomer, Hilco Appraisal Services, LLC, specialises in appraising andassessing the market value of inventory, machinery and equipment, intellectualproperty and full enterprises at the manufacturing, wholesale/distribution andretail levels.We have 150 professionals located in key cities around theUnited States, Canada and Europe who serve the global marketplace, and weneeded an effective way to streamline our customer data, said Jim Glickman, chiefmarketing officerforHilco Appraisal Services LLC. We chose SugarCRM to help our employees be moreefficient in tracking customers so that we can provide the best customerexperience possible.

Partner Growth

SugarCRMfocused on expanding its channel ecosystem to meet the widening demand for customisedCRM solutions. The companys investment in channel growth delivered strongresults across all regions in the fourth quarter. North America led the waywith Q4 year-over-year billings growth of 160 percent. In Asia-Pacific,where SugarCRM opened its APAC headquarters in Sydney in 2011, Q4year-over-year billings growth reached 124 percent.

SugarCRMsremarkable growth can be attributed to the success of its channel partners. 150VARs became new SugarCRM partners, including Blytheco, formerly anexclusive Sage reseller for more than 30 years.Additional partners include Vietnam Technology andTelecommunication JSC(VNTT), Webink Technologies Private Limited in India, DatabasePartners in Australia, Vector SW DV GmbH in Austria, Masterson Technology Limited in Hong Kong and W-Systemsinthe United States.

Newgold channel partner, Vietnam Technology and TelecommunicationJSC (VNTT), focuses on providing top-notch products and services to customersin Vietnam. Essential to our cloudstrategy, we decided to partner with SugarCRM because we are confident that thecompanys product suite will enable our customers to achieve a positive returnon their investment quickly, said Nguyen Minh Tan, CEO of VNTT. In addition,we offer a wide portfolio of products to our customers, and we know that we caneasily integrate Sugar with other third party solutions.

2011 AccoladesRecap

SugarCRM also deliveredtwo major product releases in 2011 and garnered product leadership awardsthroughout the year. For example, SugarCRM was named the overall winner of the 2011 AlwaysOn On Demand 100 Top Private Companies, the best open source application for salesforce automation and customer support services and the winner in the opensource category in the InfoWorld Bossie Awards program,and the leader in the mid-market suite and small business suite categories in CRM Magazines10th Annual CRM Market Leaders Awards program.

AboutSugarCRM

SugarCRMmakes CRM simple. As the world's fastest growing customer relationshipmanagement (CRM) company, SugarCRM applications have been downloaded more thanten million times and currently serve over 1,000,000 end users in 192countries. Over 7,000 organisations have chosen SugarCRM's On-Site and CloudComputing services over proprietary alternatives. SugarCRM has been recognisedfor its customer success and product innovation by CRM Magazine, InfoWorld and Customer InteractionSolutions.

Formore information, email us at contact@sugarcrm.com, or visit www.sugarcrm.com. You can alsoconnect with SugarCRM on Facebook, Twitter and YouTube.

Media contact:

Grace Gabriel

Espresso Communications

Mob: +61 431 528 127

Email: grace@espressocomms.com.au