

**For Immediate Release**



**Blytheco and SugarCRM Join Forces To Meet Growing CRM Market Demand for Flexible, Affordable Solutions**

Laguna Hills, CA and Cupertino, CA – February 1, 2012 – Nationwide business solutions provider Blytheco, LLC and SugarCRM, the world’s fastest-growing customer relationship management (CRM) company, today announced a partnership bringing SugarCRM to Blytheco’s suite of business management solutions. By including SugarCRM in its product lineup, Blytheco is delivering to its clients the ability to effectively boost sales and retain customers, while saving money.

“Adding SugarCRM to our product toolbox is a big and positive step for our organization,” said Stephen Blythe, Founder and CEO of Blytheco. “Our clients look to us to recommend solutions that fit their needs, and SugarCRM will be a strong option for many of them.”

SugarCRM is designed to help businesses communicate with prospects, share sales information, close deals and keep customers happy. Thousands of successful companies use SugarCRM’s affordable and easy-to-use solutions every day to manage sales, marketing and support. As an open-source, web-based CRM system, SugarCRM is easy to customize to meet changing business needs. It is ideal for small and medium-sized companies, as well as large enterprises, in all vertical markets, and can run in the cloud or on-site.

In December 2011, industry analyst firm, IDC , released its Worldwide Semiannual Customer Relationship Management Applications Tracker that reported that the global CRM applications market had a solid performance with revenue totaling \$9.2 billion. Reflecting this dynamic market, Blytheco has acquired several CRM practices, added staff aggressively, and created strong relationships with many clients.

“We welcome Blytheco to SugarCRM’s fast-growing partner network,” said Larry Augustin, CEO of SugarCRM. “Blytheco has been a distinguished name in the CRM market for more than 30 years, and they have a great grasp of their clients’ business and growth demands. SugarCRM’s open and flexible platform enables customization to meet these changing needs.”

**About Blytheco, LLC**

Serving the business community since 1980, Blytheco offers business management software and consulting services to the mid-market. Blytheco represents Sage ERP X3, Accpac, MAS 90, MAS 200, MAS 500, BusinessWorks, SalesLogix, SageCRM, SugarCRM, Abra HRMS and MIP Nonprofit business solutions. With 120 employees across the U.S. in sixteen states, Blytheco works to help companies meet their business goals with award-winning software products, custom programming, and the highest quality consulting in the industry. Please visit [www.blytheco.com](http://www.blytheco.com), and join our communities at [www.twitter.com/blythecollc](http://www.twitter.com/blythecollc) and [www.facebook.com/blythecollc](http://www.facebook.com/blythecollc).

## **About SugarCRM**

SugarCRM makes CRM simple. As the world's fastest growing customer relationship management (CRM) company, SugarCRM applications have been downloaded more than ten million times and currently serve over 850,000 end users in 192 countries. Over 7,000 customers have chosen SugarCRM's On-Site and Cloud Computing services over proprietary alternatives. SugarCRM has been recognized for its customer success and product innovation by CRM Magazine, InfoWorld and [Customer Interaction Solutions](#).

For more information, call (408) 454-6900 or 1 87 SUGARCRM toll-free in the US, email [contact@sugarcrm.com](mailto:contact@sugarcrm.com), or visit [www.sugarcrm.com](http://www.sugarcrm.com). You can also connect with SugarCRM on [Facebook](#), [Twitter](#) and [YouTube](#).

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### **Blytheco contact:**

Dori Fitch

800.425.9843, ext. 1168

[dorif@blytheco.com](mailto:dorif@blytheco.com)

### **SugarCRM contact:**

Kevin Cheng

Sparkpr for SugarCRM

650.504.3375

[kevin@sparkpr.com](mailto:kevin@sparkpr.com)