

## CASE STUDY

# Paramount Global Doubles First Quarter New Business With SugarCRM




For over forty years, Paramount has delivered perfectly integrated packaging and supply chain solutions for businesses of all sizes.


 **Industry**  
Manufacturing

 **Size**  
51 - 200 employees

 **Location**  
La Mirada, CA

 **SugarCRM usecase**  
Paramount Global uses SugarCRM as their central system for managing their sales pipeline, analyzing sales metrics, and ultimately gaining new business.

 **Sugar products in use**  
Sugar Professional  
Sugar Storage

 **Integrations**  
Sage 100  
Axia Integrate  
SugarCRM Constant Contact

## Summary

Paramount Global, a packaging and freight forwarding specialist, needed to implement a CRM system to help grow sales and improve overall sales processes.

## The Challenge

While Paramount Global had a significant amount of knowledge about their customers, they lacked a central repository to store it in.

They also lacked visibility into their sales pipeline and sales processes. Paramount Global employees described it as a "hodgepodge of Excel spreadsheets."

## The Solution

After evaluating several CRM solutions, Paramount enthusiastically chose SugarCRM. This choice was due to its out-of-the-box integration ability with Sage 100 and budget-friendly pricing.

Paramount selected Faye as their Sugar implementation provider because of our 12+ years of specialized Sugar expertise. The Faye team designed and deployed SugarCRM for Paramount Global and had them up and running in only 30 days.

The implementation process focused on making sure Paramount would be able to use Sugar to increase pipeline visibility, improve opportunity management, and view all historical customer service data. In addition to initial implementation, the Faye team provided ongoing support through consistent training to ensure user adoption would never be an issue.

## The Outcome

**In their first quarter after deploying SugarCRM, Paramount acquired more than double the new business that they had been able to acquire in any previous quarter while also reducing their sales cycle by 10%.**

With SugarCRM and Faye's CRM expertise, Paramount Global has shortened their sales cycle, allowing them to close deals more quickly, accelerate revenue recognition, and increase cash flow.

**Would you like help reducing the length of your sales cycle? See how Faye + SugarCRM can help!**

[Reach out to our sales team](#) to engage in our efficiency review process.