

FOR IMMEDIATE RELEASE

Alterdesk Integrates Business Messenger into CRM Solution Sugar

Alkmaar, 9 March 2016: With the bidirectional integration of the Alterdesk business messenger, users of Sugar can reap the benefits of online messaging straight from Sugar's own interface.

The CRM company SugarCRM enables businesses to create extraordinary customer relationships with the most innovative and affordable customer relationship management (CRM) solution on the market.

Thanks to a solid integration with the Alterdesk business messenger, integrated messaging is now available for all Sugar users. Such professional messaging functionalities is a great way to ensure that all team members involved have controlled and chronological access to all communication about / with a prospect.

The Alterdesk plug-in enables Sugar users to link their Alterdesk account to Sugar and start new conversations, or link existing ones, straight from Sugar's own interface. These conversations can be added to the corresponding Sugar accounts. You can then add messages and files from one of the Alterdesk clients (for desktops, Android, iOS and more) or the Sugar client and all clients will be automatically synchronized across all devices.

Collaborating on a single lead or account has never been easier. Visit <https://www.alterdesk.com/en/sugar> for further information.

End of press release

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Download the Alterdesk press kit [here](#).

Visit <https://www.alterdesk.com/en/sugar> for further information.