



## SYNOLIA named Elite Partner for 2019 by #1 rated CRM provider

Lyon, France – March 7, 2019 – SugarCRM Inc., the company that helps global organizations build better business relationships, has named SYNOLIA on its international shortlist of Elite Partners for 2019.

From a global pool of nearly 200 partners, who each sell, deploy and support marketing automation, customer relationship management and customer care solutions, just 24 resellers have attained Elite status with SugarCRM.

These resellers represent 19 countries and operate across a broad range of verticals.

Elite status represents SugarCRM's top reseller tier and is only achieved by meeting exacting criteria that includes extensive product competency, deep technical certification, joint sales execution, customer retention and a proven track record of driving new business.

For the past 15 years, SYNOLIA has provided customer experience platforms with CRM, Ecommerce and BI technologies. Focused and experimented, SYNOLIA's team always look at the best way to deliver the best value for each customers using its "#ThinkOutOfTheCodes" approach.

*"SYNOLIA is honoured to be SugarCRM's first reseller, establishing the partnership in 2004. SYNOLIA is also very proud to be recognized for its excellence in delivering successful SugarCRM projects that help companies deliver the best customer experience that enable long-term relationship with their customers"* said **Stéphane Calimodio**, co-founder of Synolia.

SugarCRM executive vice president of world-wide sales **Juan Herrera** said: *"The hallmark of this impressive group of Elite partners is how closely they engage with customers and prospects to discover business needs and then deliver the best ongoing service and support to those customers."*

*"Partners like SYNOLIA provide expertise in marketing automation, customer relationship management and customer care; a passionate commitment to discovering customers' needs, and the skills to build innovative solutions to help customers reap the full benefits of choosing SugarCRM."*

*"Our Elite Partners have delivered another consecutive year of 20 per cent plus growth, while six of them have seen revenues double during the last 12 months. We congratulate them on their success."*

### About SugarCRM

SugarCRM enables businesses to create extraordinary customer relationships with the most empowering, adaptable and affordable customer relationship management (CRM) solution on the market. Unlike traditional CRM solutions that focus primarily on management and reporting, Sugar empowers the individual, coordinating the actions of customer-facing employees and equipping them with the right information at the right time to transform the customer experience. More than two million individuals in over 120 countries rely on SugarCRM.

To learn more visit <https://www.sugarcrm.com> or follow [@SugarCRM](#).

### About Synolia

Synolia offers a “Think out of the codes” approach to drive the implementation of CRM, E-commerce, PIM, Business Intelligence and Marketing Automation solutions. With a complete offer of services, Synolia’s expert teams are competent at all stages of your project: from strategy to implementation as well as from training to daily support, thus allowing companies to greatly improve their levels of customer knowledge and lead management. Synolia is also a partner and expert for the following solutions: Akeneo, Magento, Oro Inc, PrestaShop, Tableau Software, Qlik, SugarCRM, Monday.com and Zendesk.

To learn more visit <https://www.synolia.com> or follow @Synolia