

Press Release

Redpill Linpro delivers SugarCRM to Telenor

Redpill Linpro delivers first European SugarCRM implementation project.

Stockholm, October 3rd 2008 – Scandinavia's leading independent Open Source company, Redpill Linpro, have finalised their first fully managed implementation of SugarCRM on the European continent. With Telecom giants Telenor in Serbia as the first European SugarCRM customer, Redpill Linpro sets sight on expanding our SugarCRM business to new markets and corporate customers.

Telenor is ranked as the world's seventh largest mobile operator with ownership interests in 12 telecommunications companies across Europe and Asia, and a total subscriber base of more than 143 million. Telenor in Serbia is proud to be Serbia's first mobile network. Since the commercial launch, in 1994, Telenor Serbia have earned the confidence of more than 2,987 million subscribers.

When Telenor Serbia wanted to increase and make their Business sales through the retail sales channel more effective, they turned to SugarCRM and Redpill Linpro. The reasons for choosing SugarCRM were that they required a solution that could be implemented in a short period of time in a cost effective way and at the same time offer the flexibility of a system they could alter and control with in-house resources. The reasons for choosing Redpill Linpro as their implementation partner was merely that Redpill Linpro was deemed as the most experienced and competent SugarCRM implementation partner available in Europe.

- We are very happy with how the implementation of SugarCRM together with Redpill Linpro have been carried out. Given our small budget and short implementation time we had our doubts on how well the project and the system would perform, but our expectations have been exceeded hugely. SugarCRM have also been very well received by our approximately 300 users. The project follow up ranked the project on an average of 4.5 on a 1 to 5 scale. I am very grateful to the internal and Redpill project team, says Aleksandar Uljarevic, Project Manager at Telenor Serbia.

- We are very proud to have delivered such a successful project based on SugarCRM to Telenor Serbia. We already knew that we were the most experienced and well-renomated SugarCRM implementation partner in Scandinavia, but this project shows that our knowledge and project model is viable also for delivering CRM solutions to the European market. We hope that Telenor Serbia will be able to withdraw the full effects from their SugarCRM implementation and hope that we can continue our partnership to implement SugarCRM at more departments within Telenor, at the same time as we take the experiences from this project with us when we deliver projects in Scandinavia and Europe, says Fredrik Svensson, Business Area Manager at Redpill Linpro.

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