



CPX Interactive's EVP of Technology to Present on Sugar as a Transactional Platform at SugarCon 2010

Sid Fein, head of technology for the online ad network, will discuss how CPX Interactive has customized and extended SugarCRM

New York, NY, April 05, 2010 --(PR.com)-- CPX Interactive's EVP of Technology, Sid Fein, will present at this year's SugarCon event in San Francisco, being held April 12-14. SugarCon 2010 unites CRM customers and developers with companies and projects committed to building open business applications for the Cloud. Sid will lead the discussion on using Sugar as a transactional platform.

Session Details:

Case Study: Using Sugar as a Transactional Platform

Topic: CPX Interactive has customized and extended SugarCRM from its core Customer Relationship Management features to include Supplier Relationship Management, Proprietary Transactional Workflows, Internal Controls, Integration with Financial Systems (Epicor), Business Intelligence Systems (Pentaho) and Proprietary Systems (CPX adROIt ad server). These enhancements have made Sugar the primary operational system for all CPX employees worldwide. The session will review the CPX system and will focus on how and why CPX chose to enhance SugarCRM as opposed to implementing or building an alternative solution. The session will also include several guidelines for other companies to utilize in implementing SugarCRM as a Transactional Platform.

Participant: Sid Fein, EVP of Technology, CPX Interactive

Date and time: Tuesday, April 13 from 4:00-4:40 (PT)

Location: Palace Hotel, San Francisco

SugarCon 2010, SugarCRM's fourth annual user and customer conference, brings together SugarCRM users, developers, partners and industry experts from around the world. Packed with more than 100 sessions, SugarCon provides a wealth of practical knowledge that any business can apply to improve performance and differentiate in the market.

For more information about SugarCon, visit: <http://www.sugarcon.com>.

About CPX Interactive

As a global online ad network with a state of the art proprietary ad management platform, CPX Interactive allows clients access to unlimited pools of online inventory while integrating customized suites of data points and providing total insight into both process and results.



CPX Interactive delivers more than 30 billion impressions to more than 200 million unique users in more than 60 countries every month, and was named the [6th fastest growing privately held advertising/marketing company](#) in the US by Inc. Magazine in 2008.

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