



Sage CRM Solutions

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The Sage Difference

At Sage, we provide business software, services and support to small and medium sized businesses (SMB).

We have been consistently ranked as one of the industry leaders in our market segment. Sage is the third largest business management solutions provider in the world¹ and the market leader in the SME sector², working with over 5.8 million customers across 26 countries.

Businesses today face more challenges than ever before: increasingly globalised competition, greater regulatory complexity, environmental challenges, fluctuating economic conditions, skills shortage, ever-demanding customers and a high turnover of employees. Faced with these challenges, businesses need software suppliers whom understand their businesses and goals.

At Sage, we focus on providing meaningful solutions that make it easier for our customers to grow and manage their businesses more effectively. Over the last 28 years, we have taken this experience and insight and applied it to our solutions. We take a pragmatic approach to technology, harnessing it for the benefit it brings to our customers. As a result, we offer a choice of flexible, scalable, integrated solutions to customers who choose Sage to handle just one or all aspects of their business solution needs. It is this approach and experience which sets us apart from our competitors.

Living breathing business

Sage operates one of the largest business applications channels in the industry which comprises of over 30,000 business partners and over 40,000 accountants with local, industry-specific expertise. This partnership with our customers is unrivalled, making us not only a software supplier but also a partner in our customers' businesses. Because we care about businesses, we want our customers to be successful and be able to do things their way.

Here at Sage, we **live and breathe business** every single day.

¹Source: Gartner, August 2006, Worldwide ERP license & maintenance revenue by vendor.

²Source: IDC, October 2006, Worldwide ERP Applications 2005 Vendor Shares;

Based on ERP revenue Small Business =<500 employees.

Source: CRM Competitive Landscape, Gartner 2008.

Sage CRM Solutions

At Sage, we offer a family of award-winning and purpose built CRM solutions that suit your business requirements regardless of the size of your business—from owner/managers to small/mid-size businesses to large divisions within an enterprise.

Sage CRM Solutions offer you uncompromised capabilities to assist you to acquire, market, sell to and support your customers better.

Sage understands that each business is unique; therefore we offer a range of CRM applications to suit businesses of all sizes and requirements. **Sage CRM Solutions** is a portfolio of market-leading applications consisting of **ACT!**, **Sage CRM** and **Sage SalesLogix**.

Despite the complexity and scale of your organisation and the solution you choose, **Sage CRM Solutions** provide insights into all areas of your business. This allows for strategic management planning, collaboration amongst departments and true assessment of business performance.

Sage CRM Solutions can assist your business to:

- Drive revenue growth
- Increase profitability
- Reduce sales/marketing/support costs
- Boost customer satisfaction
- Enhance the value per customer
- Deliver competitive advantage

Customer Relationship Management (CRM) as defined by industry analysts is a business strategy designed to optimise profitability, revenue and customer satisfaction³.

³ Industry analyst Gartner's definition of CRM.

Why Sage CRM Solutions?

Sage CRM Solutions are specifically designed for your business.

Sage CRM Solutions provide:

- SMB-specific customer management solutions
- Global network of partners with specific CRM and SMB expertise
- Comprehensive support from our extensive worldwide partner channel
- A wide range of products to suit your business requirements currently and into the future
- Flexible deployment options: on-site, on-demand or on the move
- Seamless integration with other key applications within your organisation (enterprise resource planning, accounting, web services, etc.)
- A safe guard for your investment by enabling you to move seamlessly between our product lines as your requirements change

In March 2008, we published our Sage CRM Solutions 2010 Strategy to demonstrate our commitment to the market and to outline how we take our CRM solutions to the next level.

For more information on Sage CRM Solutions 2010 Strategy, please request for the published whitepaper entitled "Sage CRM Solutions 2010 Strategy" March 2008.

[Click here](#)
for quotes from
Paul Greenberg's
"Sage Gets Wise..."
blog

3.1 million users worldwide
63,500+ customers
Deployed in all verticals and industries
Chosen by international organisations



“Sage’s strategy is actually pretty smart and ... will provide salesforce.com and others with some serious competition and a true alternative in a number of places.”

Paul Greenberg is the author of the previous two best-selling editions of *CRM in the Speed of Light*. Paul has extensive experience in the creation of ERP and CRM business units/practices. Paul speaks and writes on CRM around the world and has made multiple appearances on television and radio. He is a regular contributor to SearchCRM and PGreenblog.

“All in all they have executed exceptionally well on this particular area, are distinguishing themselves from their competition, and have an excellent and intelligent vision when it comes to how the customers are thinking. AND they are actually listening to their customers.”

Some quotes from Paul Greenberg’s “Sage Gets Wise...” blog

“...they are absolutely doing it in tune with the customer’s increased expectations and demands...heartening to see that companies are beginning to actually understand what customers need and what they are demanding.”

BACK
to
“Why Sage CRM Solutions?”

ACT! by Sage

The #1 selling contact and customer management solution for over 20 years, ACT! enables you to manage your entire customer relationship in ONE place.

Used by over 2.8 million customers, including individuals, small business owners, selling professionals and corporate teams, **ACT!** users are fanatical about the benefits they receive from using the solution.

With **ACT!**, you, too, can be productive on a scale like you have never known before, set yourself apart in the minds of your prospects and customers and make more informed decisions about your business. **ACT!** enables you to manage your entire customer relationship in one place.

Because **ACT!** supports an anywhere workforce with seamless online, offline and mobile access solutions, it works for any business environment.

ACT! product family includes:
ACT! is the #1 selling contact and customer management solution that enables you to manage your entire customer relationship in one place.

ACT! Premium and ACT! Premium for Web offer anywhere workforce options with Windows and Web-based solutions, plus data sharing for selling professionals and corporate teams.

ACT! for Real Estate and ACT! for Financial Professionals⁴ provide you with all the powerful functionality included with ACT!, plus industry-specific features that help you better manage your day and your business relationships.

[Click here for quotes from ACT! clients](#)

⁴ ACT! by Sage for Real Estate and ACT! by Sage for Financial Professionals are only available in North America.

“With ACT!, all of our sales associates have instant access to customer data, allowing them to cater to each customer’s unique needs and ultimately close more loans.”

– IT Director/CIO,
Homestead Mortgage

“When I found out I could administer the whole thing myself, my job satisfaction increased dramatically. I taught myself data import and custom layouts, then wrote and presented a training manual for our staff.”

– Sales Administrator, Mediware

“There are no limits to what ACT! can do for us. It has made a positive impact on our bottom line, and we attribute much of our success to using the contact and customer management system to its fullest potential. Our clients and candidates always remark positively that we know so much about them. In short, ACT! means our customers get excellent service.”

– Founder and President,
Seligman & Herrod

“Prior to implementing ACT! Premium, we had no visibility into our sales pipeline. Now our department is viewed as a leader within the organisation—a model of an effective sales and marketing workforce. With ACT! Premium, we are light years ahead.”

– Vice President, U.S. Sales,
Transcontinental Printing

Quotes from ACT! clients

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to
'ACT!'

Sage CRM

Award-winning Sage CRM delivers full suite CRM solution comprising of sales, marketing and customer service automation.

Sage CRM offers a broad range of functionality with a low total cost of ownership to small and mid-sized organisations globally.

Sage CRM equips sales, marketing and customer service teams with the tools they need to find new customers, close sales faster and build lasting, more profitable relationships across all channels. Regardless of how, when or where your customers, partners and prospects choose to interact with your business, **Sage CRM** provides a distinctive advantage by delivering a comprehensive, easy-to-use system to successfully manage these relationships.

Additionally, **Sage CRM** connects your business like no other CRM application. Out-of-the-box it delivers tight integration with leading Sage ERP applications, breaking down departmental silos, connecting your front- and back-office and providing total visibility and control right across your business. Through its powerful workflow engine, **Sage CRM** drives organisation-wide, straight-through business process automation. It delivers a 360 degree view of both customers and the business across the front- and back-office to enable deeper customer and business performance insight.

Due to its open architecture and web services interface, **Sage CRM** also enables easy integration with other business applications and on-demand services, making it more relevant to your business and delivering better business management.

Sage CRM product family includes: **Sage CRM** is an award-winning quick-to-deploy customer management solution with out-of-the-box integration with leading Sage ERP systems.

SageCRM.com is an on-demand solution offering uncompromised capabilities to provide you with the 360 view of your business and your customers.

[Click here](#)
for quotes
from Sage CRM
clients

“Based on our past experiences, LED assumed all CRM packages would be cumbersome and inflexible. That myth was quickly dispelled when we had to take a crash course on Sage CRM.”

– Director of Policy & Planning, Louisiana Economic Development

“There have been a considerable amount of cross-selling opportunities generated. Customers are now automatically informed of other services that are available, ensuring we are making the most of every customer interaction.”

– Marketing Manager, BDO

“Timely contact with prospects and clients has helped us land new accounts. Even though we invested in SageCRM.com primarily to manage our sales and marketing efforts, it has served as a great overall solution.”

– Vice President, Digitell

“I have received several comments from clients saying that they are more satisfied with our support service as we respond to their needs faster and in a more efficient manner. In the end, our success comes from the satisfaction of our customers.”

– Sales Manager, Nexus

Quotes from Sage CRM clients

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‘Sage CRM’

[Click here](#)
For quotes from
Sage SalesLogix
clients

Sage SalesLogix

Sage SalesLogix, an award-winning CRM solution, provides a complete view of customer interactions across your entire organisation.

From sales and marketing to customer service and support, **Sage SalesLogix** helps you acquire, retain and develop profitable customer relationships. Whether your employees are conducting an in-person sales call, creating a marketing campaign, responding to a billing inquiry or resolving service issues, they'll always have the information they need to perform their jobs effectively and deliver outstanding customer experiences.

With its easy-to-use, highly adaptable user interface, centralised customer information, flexible access methods and extensive customisation and integration capabilities, **Sage SalesLogix** can enable your organisation to build and maintain meaningful, profitable relationships with your prospects and customers—enhancing the way you do business.

Sage SalesLogix delivers tangible benefits across your entire organisation. Management is empowered with the information and tools they need to gain valuable business insights—facilitating timely, informed decisions. Team members have access to rich customer and prospect information and productivity tools so they can more effectively market to, sell to and support your customers. And, **Sage SalesLogix** features a highly flexible open architecture, so you can easily tailor the solution to address your company's specific business needs and growth requirements.

Sage SalesLogix product family includes: **Sage SalesLogix** is an award-winning CRM solution that provides a complete view of customer interactions across your entire organisation.

Sage SalesLogix Mobile extends CRM capabilities to both BlackBerry® and Windows Mobile® devices, delivering rich functionality with real-time convenience wireless.

Sage SalesLogix Visual Analyser is a comprehensive, interactive business analytics tool that allows you to bring your Sage SalesLogix data to life.

“Sage SalesLogix was implemented in less than a month. The new Web-based application has been well accepted, and has enabled us to act as one company across Asia. LSI will be relying heavily on the Sage SalesLogix application, to ensure our proposed expansion into Europe is a success.”

– Managing Director, LSI

“I think our biggest success was the implementation. Because of employee buy-in and the flexibility of the Sage SalesLogix software, the roll-out went very smoothly. The CRM system has been running in some regions for more than a year now and we have had no major issues to deal with.”

– Director of Global Sales and Technical Service, Cabot Corporation

We are in a great position to grow. Sage SalesLogix has given us the solid foundation that we need to move up to the next level.”

– Director of System Integration, American Building Contractors, Inc.

“We could have spent a lot more time and money, but with Sage SalesLogix I’m confident we’ll grow into the future without having to look for a new CRM system because we’ve outgrown it. Without Sage SalesLogix, we would not have the capability in-house to manage the strategic growth plans we’ve built...In other words, we could not grow without Sage SalesLogix.”

– CIO, Code 3 Collectibles

Quotes from Sage SalesLogix clients

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to
‘Sage SalesLogix’

Sage Lives and Breathes Your Business

When you select Sage CRM Solutions, you will not only receive the benefits of our products, but also support and advice from our extensive, experienced and global CRM business partner channel and customer services teams specially dedicated to SMBs.

Sage and our worldwide channel will support you and your business as it evolves and grows into other geographical areas or as your CRM strategy changes to incorporate other regions or requires cross regional implementations.

When you choose Sage CRM Solutions, you have a business partner for life.

Getting in Touch

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About Sage CRM Solutions

Sage CRM Solutions is a portfolio of market-leading applications consisting of ACT! by Sage, Sage CRM and Sage SalesLogix.

ACT!, the #1 selling contact and customer management solution for over 20 years, assists individuals and teams by centralising contact and calendar information, increasing communication effectiveness and improving individual and team productivity. **Sage CRM** and **Sage SalesLogix** are award-winning CRM suites which address the business process needs of fast-growing organisations across Sales, Marketing, Service and Support. **Sage CRM** is fully Web-based and can be deployed on-premise or on-demand. It also offers out-of-the-box integration with leading Sage ERP applications. **Sage SalesLogix** delivers deep, rich customisation capabilities and high levels of user adoption across all deployment methods including Web, Windows and mobile devices.

Over 63,500 organisations and 3.1 million users worldwide rely on Sage CRM Solutions to develop profitable, long-term business relationships.

About Sage Group plc

The Sage Group plc is a leading global supplier of business management software and services to 5.8 million small to medium-sized enterprises. Founded in 1981, Sage was floated on the London Stock Exchange in 1989 and now employs over 14,500 people worldwide.

