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## **ADT SCOOP TOP HONOURS AT 1ST SAGE CIRCLE OF EXCELLENCE AWARDS**

*Local software company ADT took top honours at the first ever Sage Circle of Excellence awards ceremony in Edinburgh last week.*

Sage, the world's leading provider of accounting and business management software solutions, introduced the concept of a Circle of Excellence in order to recognise and reward business partners who provide outstanding customer service and who's customers are the most likely to recommend them to friends and colleagues. The Circle is open to all Sage Business Partners, no matter which product they sell from Sage's extensive portfolio, and out of the 1,500 attendees at Sage Visions only the top 1% were chosen to form the 15 member Circle.

On presenting the award to ADT, Paul Stobart, CEO, UK and Ireland Region, Sage (UK) Limited, states, "We are delighted to present this award to ADT. They represent excellence in customer service and are one of the first to join what I am sure will become an exclusive club. My congratulations go to all involved."

Explaining the concept of the Circle of Excellence Stobart continues, "Given that word of mouth recommendation is the most important driver of new business it makes sense to measure how our customers feel about us and our business partners. It follows that the more customers that we have in the market place recommending Sage and our business partners such as ADT, to others, then the better the growth prospects are for all."

ADT Sales Director, Andrew Watkinson, says, "We are thrilled to have won this award. It recognises the hard work the team has put in and to receive this kind of endorsement from our customers is a fantastic achievement. We would like to take the opportunity to thank all of our customers and we look forward to developing our relationship into the future."

### **About Sage UK**

Sage (UK) Ltd is a subsidiary of The Sage Group plc, a leading international supplier of business management software solutions. Formed in 1981, the Group was floated on the stock exchange in 1989 and now employs over 9,000 people worldwide in its market leading companies throughout Europe and the USA. Further press information is available at <http://www.sagepresscentre.co.uk> or at <http://www.sage.co.uk>