



SageCRM

A Complete View of Your Organization's Customer Interactions

SageCRM is an easy-to-use, fast-to-deploy, feature-rich Customer Relationship Management solution that you can configure and personalize. Combining SageCRM with Sage MAS 90 and Sage MAS 200 ERP systems provides you with a way to quickly analyze, manage, and synchronize sales, marketing, and customer care activities across all points of contact. Use Business Insights Explorer to give you true visibility across your business and up-to-date sales results. Seamlessly convert SageCRM prospects to Sage MAS 90 or 200 customers and provide real-time quotes to orders.

SageCRM integrates with Sage MAS 90 and 200 through a seamless interface that delivers real business management advantages to your organization. Designed to improve business relationships with every interaction, SageCRM and Sage MAS 90 or 200 provide a complete customer solution. For example, real-time availability and pricing allows you to generate an accurate proposal with no hidden charges. Then, send the quote by e-mail directly from SageCRM and set reminder follow-ups. This increases your forecasting accuracy and productivity, and strengthens your customer relationships.

With a full suite of integrated applications—including Sales, Marketing, Customer Service, Mobile Solutions, Accounting, Distribution, and Manufacturing—your people get the tools they need to find new customers, close sales faster, access transaction history, accounting data, and build lasting, more profitable relationships across all channels. SageCRM's powerful workflow engine delivers better business process automation, making your organization more effective and efficient. Regardless of how, when, or where customers, partners, and prospects choose to interact with your organization, SageCRM offers a comprehensive, easy-to-use solution to successfully manage relationships.

**Please note that SageCRM is available for Sage MAS 90 and 200 v4.2 and later.*

BENEFITS

Build long-lasting customer loyalty and generate repeat sales from your best customers

Analyze, forecast, and report on key sales data

Quickly analyze, manage, and synchronize your sales, marketing, and customer care activities across all points of contact

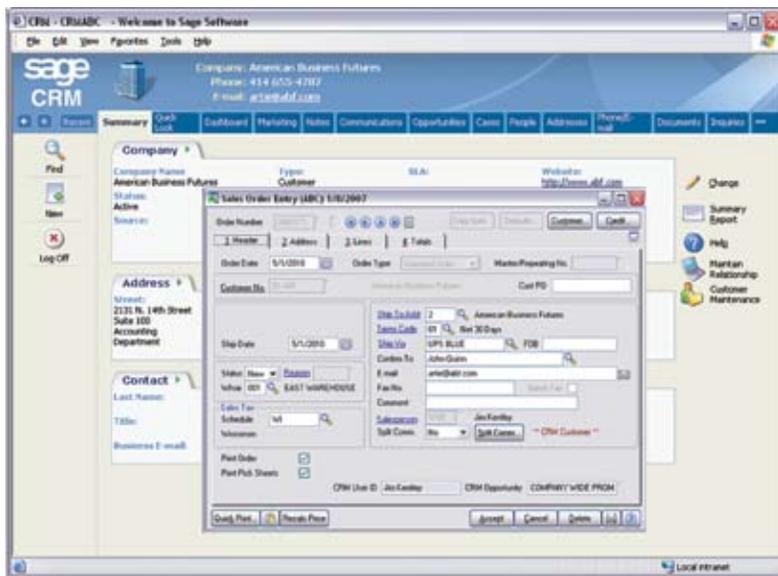
Easily identify, execute, and replicate effective marketing initiatives across your sales channels

Assign, schedule, and track marketing campaign activities, and measure performance

Access relevant customer data in real time, including purchases, call and escalation history, interactions, multiple contacts, support cases, e-mail, and attachments

SAGE BUSINESS INSIGHTS EXPLORER MAKES SENSE OF THE NUMBERS

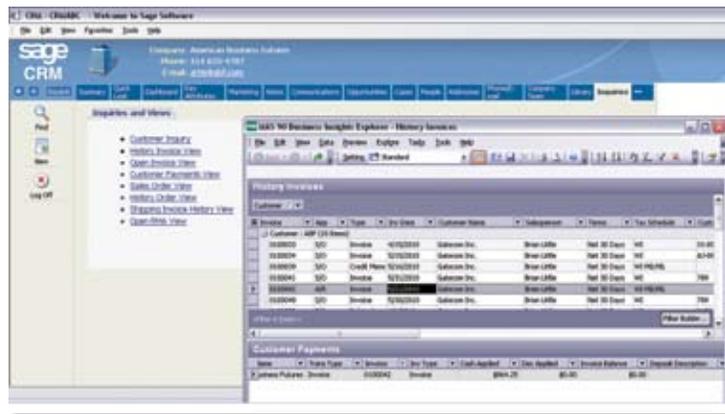
Get timely access to key business information across your system in a format that is easy to read and understand. Easily apply query, reporting, and statistical analysis to make faster and better decisions for your future. Quickly assess the state of your business, monitor sales, and share information with others in your organization in a meaningful way.



◀ Look up contact information, enter a sales order, perform customer maintenance, and access Sage MAS 90 and 200 information directly from SageCRM.

FEATURES

- Seamless Integration** Use the power of Sage MAS 90 and 200 with SageCRM for a complete view of your customer interactions, orders, payments, communications, marketing campaigns, customer care, sales results, and forecasts.
- Automated Workflow** Integrating business processes and rules across all channels, departments, and employees is easy with automated and customizable workflows throughout SageCRM and Sage MAS 90 or 200.
- Training and Coaching** Providing step-by-step instructions, the innovative Training and Coaching tool assists users in getting started with SageCRM very quickly. User-friendly and intuitive, Training and Coaching includes quick tips, videos and wizards.
- Sales Force Automation** Gain easy access and manage all of your current and historical account details, activities, and opportunities and automatically distributes leads to sales professionals around the world. Point-and-click reporting and graphs offer sales teams access to real-time data for on-the-spot analysis and evaluation.
- Marketing Automation** SageCRM Marketing Automation enables you to schedule and track marketing activities within a campaign. Make every detail of each campaign visible, providing a single source of customer information that eliminates guesswork and ensures the best use of your marketing resources.
- Customer Care Automation** SageCRM Customer Care Automation makes it easier for you and your staff to effectively build and manage lasting customer relationships. You gain real-time access to relevant customer data, including purchase, call, and escalation history, interactions, multiple contacts, support cases, e-mail and documents sent and received, sales opportunities, and the ability to automate your escalation processes using SageCRM workflows.
- Web Self Service** Web Self Service allows your customers and partners to access information, log cases, and request services and support over the Web at any time. Your customers receive information based on their preferences, requests, and history through customized customer and partner portals.
- Web Services** Create applications that securely access data in your SageCRM system with the SageCRM Web Services interface. The interface allows you to exchange information between your SageCRM system and other corporate applications.
- Microsoft Outlook Integration** SageCRM offers instant integration with the most popular e-mail and calendar management system, Microsoft Outlook.
- Computer Telephony Integration (CTI)** CTI links your SageCRM system to phone switches, enables click-to-dial functionality, and offers inbound caller recognition.



Use Business Insights Explorer, directly from SageCRM, to access Sage MAS 90 and 200 information, answer those what-if questions, and track down any entry in your customer transactions throughout the system.

ABOUT SAGE SOFTWARE

Sage Software supports the needs, challenges, and dreams of more than 2.7 million small and mid-sized business customers in North America through easy-to-use, scalable, and customizable software and services. Our products help manage a complete range of business functions including: accounting, operations, customer relationship management, human resources, time tracking, merchant services and the specialized needs of the construction, distribution, healthcare, manufacturing, nonprofit, and real estate industries.

