



## Sage CRM

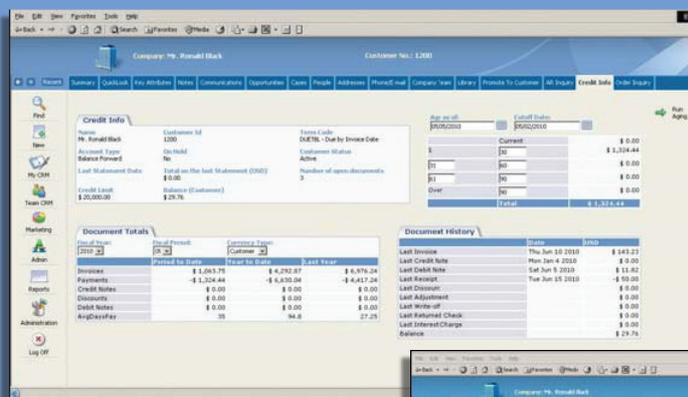
Sage CRM provides your marketing, sales, and customer service teams with the tools they need to find new customers, close sales faster, and build lasting, more profitable relationships across all channels.

With Sage CRM, you can:

- Empower your staff with enterprise-wide access to vital customer, partner, and prospect information.
- Build long-lasting customer loyalty and generate repeat sales from your best customers.
- Integrate with many popular accounting and ERP solutions for efficient access to customer, partner, and transactional data.
- Analyse, forecast, and report on key sales data.
- Assign, schedule, and track marketing campaign activities, and measure the performance of every campaign.
- Identify, execute and replicate effective marketing initiatives across your sales channels.
- Access relevant customer data in real time, including purchases, call and escalation history, interactions, multiple contacts, support cases, e-mail and documents sent and received, and sales opportunities.
- Integrate with other applications through our sophisticated, yet easy to use, Web Services interface.
- And much more!

# Customer Relationship Management

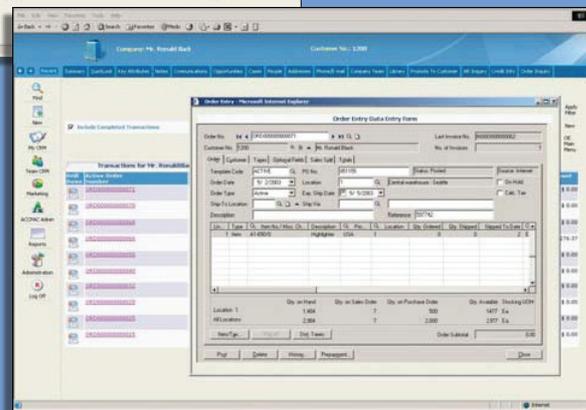
CRM Software. The way you want it.



Sage CRM offers instant integration between your front- and back-office systems.

## Empower Employees and Strengthen Customer Relationships

Sage CRM is an easy-to-use, fast-to-deploy, feature-rich, low-cost, Internet-based CRM solution designed to introduce the real benefits of CRM to your organisation.



Sage CRM uses industry-leading technology to foster better business practices and effortless information exchange throughout your organisation. With Sage CRM, you can quickly analyse, manage, and synchronise sales, marketing and customer care activities across all points of contact. Regardless of how, when or where your customers, partners, and prospects choose to interact with your company, Sage CRM gives you a decisive advantage by providing comprehensive, easy-to-use tools to successfully manage these relationships.

Sage CRM offers a full range of hosted or onsite deployment options, which means you get complete flexibility to run your business your way. As your business needs change, you can quickly and easily switch deployment environments (from hosted to on-premises deployment, or vice versa), and all your CRM configuration and data move with you.

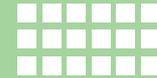
For companies that only need sales force automation, Sage CRM SalesTeam is the perfect answer, providing a robust and cost-effective sales force automation application that is built on the same underlying architecture used for Sage CRM.

With Sage CRM, you can quickly analyse, manage, and synchronise sales, marketing, and customer care activities across all points of contact.

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# Versatile CRM



Sage CRM offers unmatched flexibility and performance with advanced features, industry-leading technology, and a robust architecture built to stand the test of time. It integrates seamlessly with industry-leading Sage Software business management applications, and also works with applications from other vendors.

Sage CRM features:

## Sales Force Automation

Sage CRM puts you in complete control of your sales pipeline, allowing sales teams to effectively manage, forecast, and report on all phases of the sales cycle. With Sage CRM, you can easily manage and analyse all current and historical account details and activities, manage multiple accounts and opportunities and automatically distribute 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. By analysing the information available, you can recruit new clients and resell to existing ones.

## Marketing Automation

Sage CRM provides a single source of customer information to help you better manage your marketing efforts and make sound decisions based on the needs of your customers and prospects. With Sage CRM Marketing, you can target the right customer at the right time, eliminate guesswork, and put your company's marketing resources to their best use. You can schedule and track marketing activities within a campaign – and view every detail of each campaign.

## Customer Care Automation

With Sage CRM, you can make the most of every customer interaction, maximising business opportunities

and customer satisfaction. It empowers your organisation with critical information to build and support long-term customer satisfaction and loyalty. With Sage CRM Customer Care, you can build and effectively manage lasting customer relationships by providing the professional level of service your customers expect. Sage CRM provides real-time access to relevant customer data including purchases, call and escalation history, interactions, multiple contacts, support cases, e-mail and documents sent and received, sales opportunities, and more.

## Web and Wireless Access

Access Sage CRM anytime, anywhere, even when connected to a network, mobile users can work offline and later synchronise with the central server, using the optional Solo replication feature.

## Web Self Service

Sage CRM Web Self Service allows customers to access information or request services and support over the Web whenever they want. Customers receive information based on their preferences, requests, and history through customised customer and partner portals.

## Microsoft Outlook and Lotus Domino Integration

Sage CRM integrates with today's most popular e-mail and calendar management systems, such as

Microsoft® Outlook® and IBM® Lotus® Domino™.

## Automated Workflow

Integrating business rules across all channels, departments, and employees is easy with Sage CRM automated workflows. In combination with e-mail integration, Sage CRM ensures that actions requiring attention or escalation are automatically routed to the appropriate employees or partners.

## Highly Configurable

Sage CRM provides configuration tools such as Enterprise Integration Server (EIS) to rapidly modify all aspects of the system. You can create functional components that query ODBC-compliant databases and third-party software and extend your Sage CRM system out to different devices. You can also integrate via Sage CRM's Web Services interface to other applications. Its open architecture reduces development and maintenance costs and allows seamless integration with other applications.

## Computer Telephony Integration (CTI)

Sage CRM CTI links your Sage CRM system to TAPI phone switches and expands upon some of the basic functions to optimise call center efficiency and meet the needs of your particular call center.

To investigate further contact Gerard at

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