



# CRM The Way You Want It.



# Freedom



Picture all of your customers in a single room. It's a big room. You look left. You look right. You see row upon row of customers. Perhaps a hundred. Or a thousand. You decide to walk up to one—a random customer. And yet you recognize this customer instantly. You start a conversation. You know the customer's company. You know how much business they did with your company last month. You know that it was 15% more than in the same month last year. You know this customer cares more about quality than price. You know they've only had one customer service call in the last 12 months. You know the details of that conversation and every other interaction. You know this customer's business. You know their challenges. You know them with the familiarity of a long-term acquaintance.

### **This is the power of customer relationship management (CRM) solutions from Sage**

With more than 2.5 million CRM users worldwide, Sage is widely heralded as the leading provider of CRM solutions for small and midsized businesses. Solutions like ACT! by Sage, Sage CRM, SageCRM.com, and Sage CRM SalesLogix help you capture intelligence from every customer and prospect interaction across marketing, sales, and service activities. But our work isn't done. We continue to evolve. To innovate. To explore new ways to help you market and sell more effectively, and provide exceptional experiences to your customers. We do so by talking to the millions of customers who use our software. These conversations shape our CRM solutions, so they deliver real value. And make a real difference for your business.

# of Choice

# The traditional CRM rules have been noted and ignored.



The most versatile family of CRM solutions available.

No matter which Sage solution is right for your business, you'll find it's easy to implement. Easy to use. Easy on your budget. Like a CRM solution for small and mid-sized businesses should be.

Some CRM vendors insist that a CRM solution has to be accessed on-demand through the Internet to be effective. Others argue that it has to be implemented on-site for the best results. But, in fact, the only essential criterion for any CRM implementation is that it has to be right for your business. That's the Sage philosophy. It's a philosophy that puts your best interest first. It's a philosophy of choice.

## Freedom of Choice

Alternatives. Life is full of them. Everywhere you look you have an option. The same holds true for the Sage CRM family. Sage CRM solutions can be deployed on your own hardware or accessed on-demand via the Internet. They can be tailored to meet your unique business requirements. Use Sage CRM solutions as standalone applications to improve specific customer-facing activities. Or integrate with existing back-office applications and reap the benefits of collaboration and shared intelligence.

We make it possible for small and mid-sized businesses to choose a CRM solution that fits their deployment preference and exact business needs today. And easily migrate to a different solution should their needs change. No other company is better qualified to help you do this.

**ACT! by Sage** #1 best selling contact and customer management solution. Offers base-line CRM capabilities to individuals, teams, and workgroups. Provides a seamless online/offline experience with a highly intuitive user interface. Supports a range of deployment options—Web, Windows and Terminal Services.

**SageCRM.com** Complete and configurable sales, service, and marketing automation capabilities. Delivers rapid results because there is no software to install; no hardware to buy; and no maintenance, upgrade, or support costs.

**Sage CRM** Provides the same capabilities as SageCRM.com, but is installed and administered on-premises, so you have complete ownership and control over the application.

**Sage CRM SalesLogix** The leading CRM solution for small and mid-sized businesses. Provides robust features and advanced customization capabilities to companies with specialized sales, marketing, and support processes. Also supports mobile field force automation.



# You choose the level of CRM capability.

## *Base-line CRM capabilities for individuals and teams...*

The people on the front lines are the lifeblood of your company. They are the people who interact with your customers on a day-to-day basis. Equipping them with the right tools is critical to ensure they can perform their jobs effectively. Whether you're a small business with a single salesperson or a large corporation with customer-facing teams across the country, sometimes you just need an easy-to-deploy contact and customer management solution that's equally easy to learn. Like our ACT! by Sage contact and customer manager. It ensures your customer-facing employees can focus on what they do best—sales and service.

## *...or robust CRM for advanced automation of all customer-facing activities.*

Businesses seeking a complete CRM system that is easily deployable in stages will find Sage offers unparalleled power, diversity, and cost-effectiveness. With fully-integrated Sales, Marketing, and Service solutions, each of our CRM suites enable inter-departmental collaboration and management of the entire customer lifecycle. From lead generation and opportunity management to forecasting, sales force automation, and after-sales support, Sage CRM, SageCRM.com, and Sage CRM SalesLogix have you covered.



# You choose the method of deployment.

## *CRM provided as an on-demand service for total convenience...*

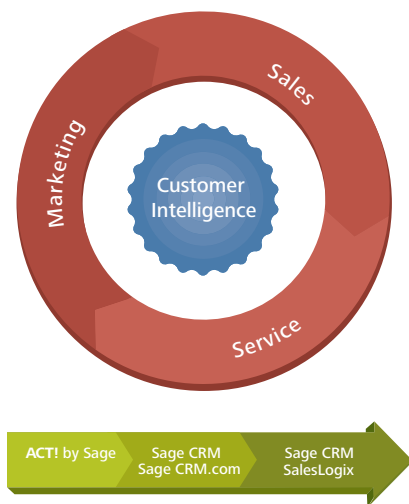
You know that bandwidth is not the elastic measurement in a pair of exercise pants, but maybe you're not prepared to take on the technical aspects of implementing and supporting an on-premises CRM solution. Or perhaps you just favor the predictable pricing of the hosted model. SageCRM.com is perfect for you. As our on-demand, subscription-based solution, SageCRM.com is maintained offsite, delivered over the Internet, and accessed securely via any Web browser. You get deep sales, service, and marketing functionality without having to make any upfront investments in hardware or software. Plus, there are no maintenance, support, and upgrade costs—one flat monthly fee includes everything you need.

## *...or installed on-premises for total control and a low cost of ownership.*

Perhaps you want complete control and ownership of your CRM application so you can make your own configurations and customizations. We understand. We offer a range of CRM solutions that can be installed on your own hardware within the walls of your company. Whether you choose ACT! by Sage, Sage CRM, or Sage CRM SalesLogix, you'll have the flexibility to deploy the solution in a standard Windows environment or through the Internet, where it can be accessed anytime, anywhere via a Web browser or wireless device. Each solution provides a different level of capability to help you optimize your sales and marketing efforts, ensure high-quality customer experiences, and gain a greater understanding of your business and its customers with built-in reports and analytics.

# Migration without a migraine.

Sage CRM solutions capture intelligence from every point of customer interaction.



As your company grows and your business requirements change, you can easily migrate from one Sage CRM solution to another without disruption to your business. Start with ACT! by Sage and migrate to Sage CRM SalesLogix. Or start with SageCRM.com software to get started quickly and with little up-front investment, and then easily move your data to Sage CRM when you need more customization or control.

## 0% fat. 100% muscle.

The importance of selecting a CRM solution that is easy to use cannot be overstated. Research shows that low user adoption is a chief cause of failed CRM implementations. The problem stems from the prevalence of software that is too complex and over-engineered. Employees balk at updating and maintaining a CRM system if it's difficult. Who can blame them?

Sage CRM solutions have been rated as top performers in customer satisfaction and end-user adoption. They are easy to use because they are built specifically to address the challenges faced by businesses like yours. As a result, you get a solution that works the way you work. A solution that makes your business run more effectively. A solution that your employees will use.

Conversely, many competing CRM applications were originally engineered for huge Fortune 500 corporations and later scaled down to fit the needs of small and midsized businesses. Not surprisingly, the resulting systems are often pricey and weighted down by features and functions you don't really need. While the features you do need are difficult to use or, even worse, unavailable.

## Sage CRM family capabilities include:

- Contact and Customer Management
- Sales Force Automation
- Marketing Automation
- Customer Service and Call Center Automation
- Built-In Reporting and Analysis
- Windows, Web and Wireless Access



# Reap the rewards of integration and collective intelligence.

An accounting system here. An order entry application there. Toss in the wrong CRM solution and before you know it you have information overload on your hands. But not with Sage. Our CRM solutions help you get even more value out of the technology investments you've already made. Leveraging the Sage Integration Framework, our CRM solutions blend with many back-office ERP, accounting, and order entry systems, including Sage Accpac and Sage MAS 90. The result is a clean exchange of information between workgroups. This collective, real-time intelligence greatly enhances your ability to market and sell more effectively, to deliver quality customer service, and to make informed executive decisions.

**It's not a solution until it works.**

**We make sure it does.**

Without proper guidance, deploying a CRM solution can be a tough road to hoe. Poor implementation, training, or support can undermine even the most elegant CRM solution. The Sage global partner network provides localized expertise and support to customers all over the world. Chosen for their specialized knowledge and high standards, our partners can help you adapt and align your CRM solution with your business processes and needs. It's a key reason why our CRM solutions have been recognized

for a low total cost of ownership. When it comes time to invest in CRM software for your company, remember that it's not just about the software itself. It's about finding a partner with the commitment to go beyond the implementation of a system to help your business achieve its goals.

## About Sage

With over 4.7 million customers worldwide and global revenues exceeding \$1 billion, Sage is a world-leading supplier of accounting and business management software to small and mid-sized companies. We offer a complete range of solutions and services that automate and integrate a variety of operational activities including accounting, enter-prise resource planning, human resource management, payroll, customer relationship management, reporting, and more. With over two decades of experience, we have a profound understanding of the needs and challenges today's small and mid-sized businesses face. And together with our network of business partners, we provide the solutions and on-going service these growing companies need to achieve tangible business results.



*Your business in mind.*

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