



Sage CRM Product Overview

A complete view of your organisation's customer interactions

Sage CRM is an easy-to-use, fast-to-deploy, feature-rich Customer Relationship Management solution with out-of-the-box but configurable business process automation. With Sage CRM, you can quickly analyse, manage, and synchronise sales, marketing, and customer care activities across all points of contact, giving you true business visibility.

Sage CRM integrates with other applications through a sophisticated, yet easy-to-use Web services interface, delivering real business management advantages to customers. Designed to improve business relationships with every interaction, Sage CRM uses industry-leading technology to foster better business practices and effortless information exchange throughout your organisation.

With a full suite of integrated applications – including Sales, Marketing, Customer Service, and Mobile solutions – teams get the tools they need to find new customers, close sales faster, and build lasting, more profitable relationships across all channels. Its powerful workflow engine helps Sage CRM deliver better business process automation, making your organisation more effective and efficient. Regardless of how, when, or where customers, partners, and prospects choose to interact with your organisation, Sage CRM offers a comprehensive, easy-to-use solution to successfully manage these relationships.

KEY ADVANTAGES

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

Analyse, forecast, and report on key sales data

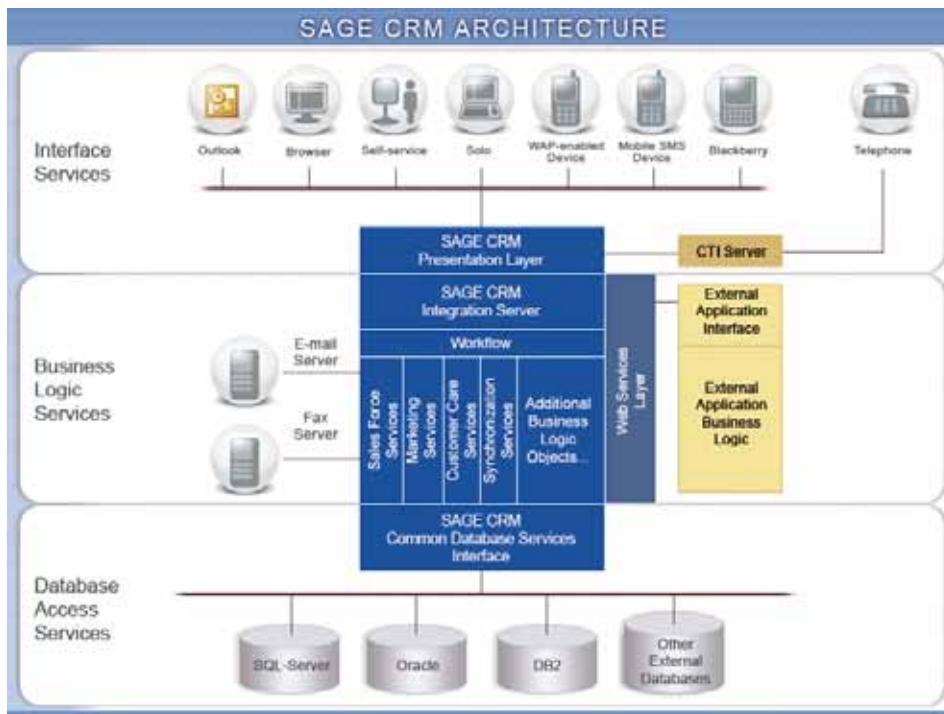
Quickly analyse, manage, and synchronise sales, marketing, and customer care activities across all points of contact

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

Empower your staff with enterprise-wide access to vital customer, partner, and prospect information

Assign, schedule, and track marketing campaign activities, and measure the performance of every campaign

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



◀ *Leveraging an open architecture and Web services interface, Sage CRM allows you to easily integrate with other business and Web applications. As a result, it eliminates business silos and strengthens decision making by helping you share information across your company.*

About Sage CRM

Sage CRM is an easy-to-use, fast-to-deploy, feature-rich Customer Relationship Management solution with out-of-the-box but configurable business process automation. Access methods include both hosted and deployed models through a Web browser.

THE SAGE CRM ADVANTAGE

Feature	Description	Benefit
Microsoft Outlook Integration	Sage CRM offers instant integration with today's most popular e-mail and calendar management system, Microsoft Outlook.	Increasing return on investment and user adoption rates.
Sales Force Automation	Sage CRM Sales Force Automation enables easy access to and management of all 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.	Allowing sales teams to effectively manage, forecast, and report on all phases of the sales cycle.
Marketing Automation	Sage CRM Marketing Automation enables the scheduling and tracking of marketing activities within a campaign and makes every detail of each campaign visible, providing a single source of customer information which eliminates guesswork and ensures that marketing resources are put to their best use.	Improving marketing campaign management and decision making. Increased ROI with accurate metrics on all of your marketing activities, to readily identify and leverage potentially lucrative cross- and up-sell opportunities.
Customer Care Automation	With Sage CRM Customer Care Automation, it is possible to build and effectively manage lasting customer relationships. Sage CRM provides 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 can automate escalation processes via the Sage CRM workflow.	Empowering your organisation with critical information to build and support long-term customer satisfaction and loyalty while maximising every customer interaction and experience.
Offline Synchronisation	Sage CRM enables mobile users to work offline and synchronise at their convenience with the central server, using the optional Sage CRM Offline Synchronisation (SOLO) feature. Users can also access the system using a wireless PDA device.	Access critical customer data anytime, anywhere.
Web Self Service	Sage CRM offers unmatched flexibility and performance with advanced features, industry-leading technology, and a robust architecture built to stand the test of time. Sage CRM Web Self Service allows customers and partners to access information, log cases, and 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.	Customers and partners can track progress on the system or access customised data relevant to their needs via customer and partner portals.
Web Services	It is possible to create applications that securely access data in the Sage CRM system, via the Sage CRM Web Services interface. This allows you to exchange information between your Sage CRM system and other corporate applications.	The open architecture reduces development and maintenance costs and allows seamless integration with other applications.
Automated Workflow	Integrating business processes and rules across all channels, departments, and employees is easy with Sage CRM automated and customisable workflows.	Ensuring that actions requiring attention or escalation are automatically routed to the appropriate employees or partners while automating your most critical business processes.
Highly Configurable	Sage CRM provides configuration tools to rapidly modify all aspects of the system. Users can add or modify fields as required or change names and titles of fields and tabs.	Deploy Sage CRM in the way that best fits your organisation, increasing user adoption and ensuring efficiency.
Computer Telephony Integration (CTI)	Sage CRM CTI links the Sage CRM system to phone switches, enables click-to-dial functionality, and offers inbound caller recognition.	Optimise call centre efficiency and meet the needs of each particular call centre.

ABOUT SAGE BUSINESS SOLUTIONS

Sage Business Solutions is a subsidiary of Sage Software Australia, one of the leading suppliers of business management software and related products and services to small and medium sized businesses. Sage Business Solutions has an extensive suite of world-class CRM and ERP solutions designed to increase productivity, reduce costs and provide competitive advantage for large, medium and small businesses ranging from enterprises with over 500 employees to single office/home office operations.

Sage Software is a subsidiary of The Sage Group plc, a leading international supplier of accounting and business management software solutions and related products and services for small to mid-sized businesses. Formed in 1981, Sage was floated on the London Stock Exchange in 1989 and the Group now has more than 5 million customers and employs over 10,500 people worldwide. For more information, please visit our Web site at www.sagebusiness.com.au

