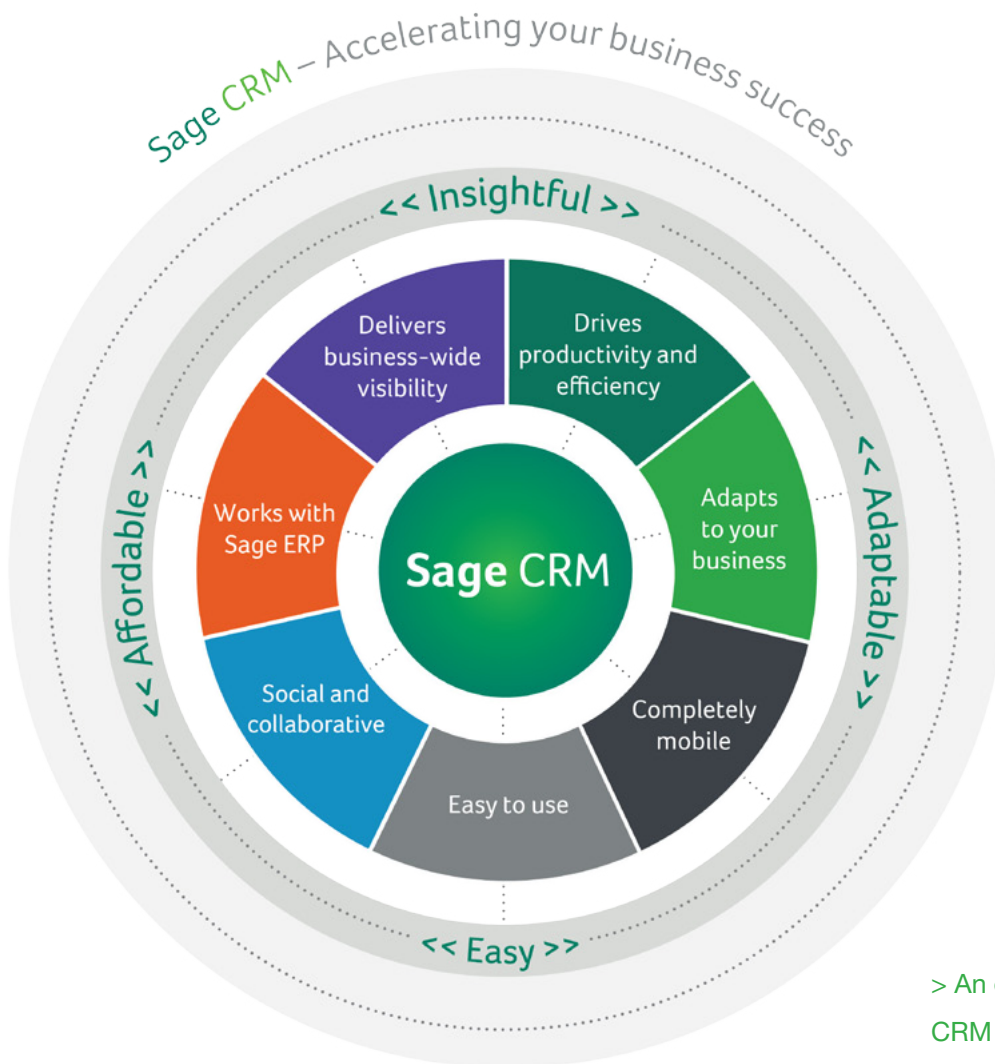# Sage CRM

Know your business. Grow your business.

Welcome to Sage CRM

Sage CRM is an affordable, adaptable and easy to use CRM solution designed with the needs of small and medium sized companies at its core.

Using Sage CRM our customers save time, increase productivity and gain greater visibility across the business for actionable decision making.

With Sage CRM, business wide visibility ensures you can see where your business stands at any moment in time. This means you can make accurate assessments and take the actions necessary to accelerate your business success.

Sage CRM – Accelerating your business success

<< Insightful >>

<< Adaptable >>

<< Affordable >>

Delivers business-wide visibility

Drives productivity and efficiency

Adapts to your business

Works with Sage ERP

Sage CRM

Completely mobile

Social and collaborative

Easy to use

<< Easy >>

> An easy to use, adaptable, insightful CRM Solution.

'Over the last four years our company's revenue has grown about 60 percent and we would not have been able to do that without Sage CRM'

Karen Zfaty, Director, Marketing Info Systems, PARS (Public Agency Retirement Services)

7 reasons why Sage CRM is the ideal choice for growing businesses

Sage CRM is meeting the needs of over 15,000 small and medium sized companies around the world by being affordable, easy to use and adaptable. Using Sage CRM our customers save time, increase productivity and gain greater visibility across the business for actionable decision making.   Whether you're just starting out or have grown to several hundred employees, Sage CRM can help accelerate your business success.

01 Intuitive CRM your teams will want to use

At Sage, we believe modern software shouldn't be difficult to learn, hard to update or challenging to use. This is the approach we took when we created Sage CRM. It's an intuitive CRM solution for growing companies, and one which you and your team can get started with and experience within minutes. And because Sage CRM offers a cloud-based solution, you don't need to worry about patches or updates; it all happens automatically.

02 Give your teams the tools they need to succeed

Sage CRM supports your business by giving your staff, whether they work in sales, marketing, or customer service, a tool that can help them get their job done quickly and efficiently. Your sales team can sell proactively, identifying cross-sell and up-sell opportunities, progressing opportunities from lead to close. Your customer service team can manage customer cases effectively, while your marketing team can easily manage their campaigns and generate a quicker return on investment.

03 Sell smarter and accelerate sales team performance

Your sales team drives the growth of your business, and they need to know they are working on the right leads at the right time. Using Sage CRM, you and your teams can review the stages of various sales deals, shorten the length of sales cycles and increase revenue opportunities. With access to a wealth of information about their sales pipeline, key opportunities and account activity, your sales people are equipped to sell smarter and more efficiently, accelerating your sales performance.

04 Gain valuable business insight

As the owner or manager of a successful business, you depend on up-to-date information and analysis about your sales, marketing and customer services activities and performance. Sage CRM supports management with access to important information about their business KPIs in real-time so you can see how your business is performing and take corrective action when needed.

05 Work anywhere, anytime with mobile CRM

Modern business takes place inside and outside the office and beyond the nine to five. Using mobile CRM, you can access up-to-date customer information and prepare for important meetings while on the road. Sales people can easily manage sales activities and follow-up actions and identify sales issues in real-time on any mobile device. And, your customer service team can act on key customer information while on site visits.

06 Collaborate effectively across teams

Employees shouldn't have to spend time updating various databases, stitching together information systems and ensuring their files are up to date. With Sage CRM, you and your team can collaborate on and share up to date business information and put processes in place that help everyone become more productive and efficient.

07 Adapt Sage CRM to suit the needs of your business

Sage CRM is a highly flexible and adaptable solution designed to meet the needs of your business today and adapt to your business as you grow. Sage CRM is an ideal solution for companies looking to manage multiple areas of their business. Using Sage CRM you can plan events, oversee business projects, track competitors and more. The adaptability of Sage CRM helps ensure you get the most from your CRM investment.

Supporting managers with valuable business insight

With Sage CRM you and your management team can evaluate where your business stands and then make more informed decisions for your business. Using Sage CRM's dashboards, charts and out-of-the-box reports, you can see how your business is performing in real-time. You can see a breakdown of your sales pipeline, customer cases and marketing campaigns, and evaluate their performance.

Sage CRM also enables you to easily track your performance against targets with access to a wealth of information for effective forecasting. This includes information such as opportunities, how many leads are in the sales pipeline and which reps are performing best. This valuable insight allows you to make rapid assessments and make the critical business decisions necessary to run your business.

Our mobile CRM solutions ensure Sage CRM is just as powerful on your tablet or mobile as it is on your desktop. This enables you to access your important customer and sales information and gain valuable business insight into how your business is performing whether in the office or on the road.

> Visual dashboards, charts and KPIs enable you to see how your business is performing at any time.

'To compete in the market you want to have accurate information so you can make quick decisions and that is something we have achieved with Sage CRM'

Chakri Wicharn, Information Manager, Fuji Xerox, Thailand

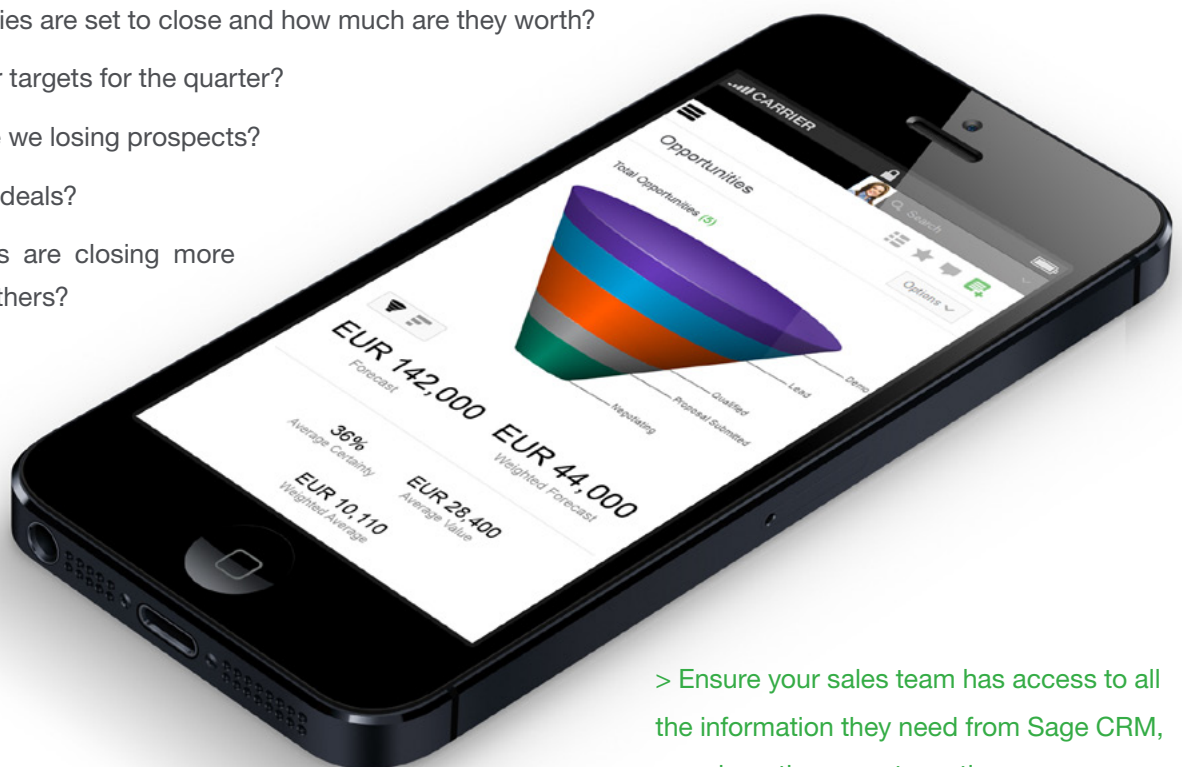## Supporting your sales, marketing and customer service teams

Sage CRM supports your business by giving your sales, marketing and customer service teams a tool that can help them get their job done quickly and efficiently. Completely mobile, social and collaborative, it puts customer information at your fingertips, in the office or on the road, for maximum productivity and efficiency across your organisation.

Accelerated sales

Sage CRM helps you simplify the sales process and make the most of every sales opportunity.

Using the Sales Manager and Sales Director dashboards, you can gain insight into the performance of sales campaigns and answer questions like:

• Which opportunities are set to close and how much are they worth?

• Are we hitting our targets for the quarter?

• At what stage are we losing prospects?

• What are our top deals?

• Which sales reps are closing more effectively than others?

> Ensure your sales team has access to all the information they need from Sage CRM, anywhere they go, at any time.

'Our sales reps in the field can now access real-time information on companies they call on. Our team selling approach to helping our customers makes it much more efficient because now the right hand knows what the left hand is doing'

Bill Keogh, Sales Manager, Troy Industrial Solutions

Targeted measurable marketing

Now you can eliminate guesswork, create highly targeted marketing campaigns and get more from marketing resources. With Sage CRM, you can:

- Organise your customer and prospect information and create relevant campaign lists.

- Plan marketing campaigns with precision, track the results of these campaigns and run campaign reports within minutes.

- Send relevant and engaging email marketing campaigns around special offers and promotions.

- Manage your relationships with prospects, leads and customers on social media networks like LinkedIn, Facebook and Twitter.

'Sage CRM adds a new level of professionalism to our direct mail, telemarketing and email campaigns. Our campaigns are at least 20 per cent more successful due to Sage CRM'

Tom Matheny, Database Marketing Manager, Buffalo Sabres

Exceptional customer service

Thousands of businesses use Sage CRM every day to deliver exceptional customer service and to provide a world-class customer experience.

Sage CRM offers case management, SLA tracking, a central knowledgebase and powerful reporting, giving you the tools you need to offer your customers an excellent customer service experience.

With Sage CRM, you can effectively:

• Automate and manage the progress of customer service cases through standard workflows.

• Manage your team's cases and monitor metrics like case volume and resolution times using graphical pipelines.

• Access the latest customer and support information from anywhere within the business.

• Engage in more meaningful conversations with customers based on the latest information from your teams.

• Report on critical customer service metrics quickly and easily.

> Capture, manage and resolve customer issues quickly and efficiently.

'We believe that we're now one of the leaders in the industry in providing critical information to clients, instantly accessible whenever they want it. This helps us to win new business and enhance our service to existing clients'

Simon Adcock, Managing Director, ATEC Security Limited

Sage CRM and Sage ERP

Using Sage CRM combined with Sage ERP, you can enjoy better business insight, greater efficiencies, increased productivity, and a single, customer-centric view across your entire business. You can:

- Improve interdepartmental communications by enabling different departments to work with the same information and collaborate effectively.

- Reduce duplication of data and of work by giving employees a means of updating a single, central database.

- Make more informed business decisions by providing managers a better view of your business and of customers.

- Drive profitability with more productive employees and efficient business processes.

'You realise how powerful it is when an executive comes and asks you to track something within the business and you can turn it around for them in thirty seconds, and the system is user-friendly enough for them to run their own queries. They can get their hands on information much quicker than before.'

Karen Snyder, Chief Information Officer, American Pool Enterprises Inc.

A range of options to suit your individual business needs

Sage CRM is available in a variety of options to suit your individual business needs, with both cloud and on-premise deployment options available.

Sage CRM Essentials is a cost-efficient, cloud-based sales and contact management solution, ideal for growing businesses looking for a smarter way to manage their customer interactions across the entire sales process.

Sage CRM Professional is our most comprehensive and popular cloud-based edition that offers a wide range of features designed to support your current sales, marketing and customer service activities. And it can easily grow and adapt to your future business needs.

Sage CRM Essentials and Sage CRM Professional are perfect for small and medium sized companies who want to spend less time setting up and maintaining their software and more time getting things done. And because they are cloud-based solutions, you don't have to worry about installation, updates or maintenance. We take care of the heavy lifting for you.

Sage CRM On-Premise offers all the great features and functionality of our cloud-based solutions in addition to advanced customisation capabilities, Sage ERP integration and email marketing.

Contact your local Sage office to find out what versions are available in your region or visit sagecrm.com.

About Sage CRM

Over 15,000 small and medium sized companies across the globe use Sage CRM every day to accelerate sales, drive business productivity and make every customer interaction count. It is used by enterprising, growing companies seeking new ways to interact with customers, leverage the power of social media and take advantage of the latest mobile developments to further grow their business. When combined with Sage ERP, our customers enjoy better business insight, increased efficiencies and productivity, and gain a single, customer-centric view across their entire business. So whether you're just starting out or have already grown to several hundred employees, Sage CRM can help accelerate your business success.

Accelerate your business success with a free 30-day trial at **www.sage.com**.