

SAGE ACCPAC



Sage CRM: Part of the Sage Accpac Extended Enterprise Suite

Get a 360° view of your business

sage

Authorised Partner

MicroChannel
Services

Two award winning products – Sage CRM and Sage Accpac ERP – come together to form the foundation of the Sage Accpac Extended Enterprise Suite. By dynamically linking processes, information, workflows, and communication channels, the Sage Accpac Extended Enterprise Suite helps organisations bridge the information gap between departments and improve customer interactions.

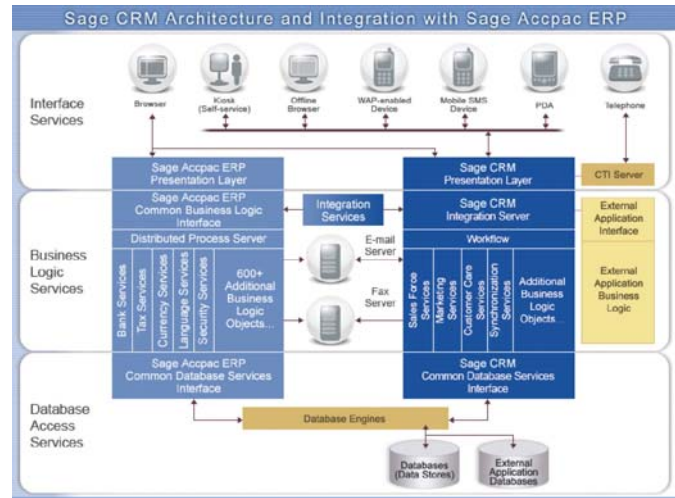
A complete view of your organisation's customer interactions

Sage CRM is a powerful, easy-to-use customer relationship management solution that integrates directly with Sage Accpac ERP right out of the box. With Sage CRM, you can synchronise your sales, marketing, and customer care activities across your organisation.

Designed to improve business relationships with every interaction, Sage CRM uses industry-leading technology to facilitate efficient information exchange throughout your organisation and with your customers. And since it integrates with other business applications through an intuitive Web services interface, your business is no longer limited by incompatible applications.

With a comprehensive list of integrated applications—including sales, marketing, customer service, and mobile solutions—sales and service teams get the tools they need to manage current customers, find new customers, close sales faster, and build lasting, more profitable relationships across all channels.

The powerful workflow engine in Sage CRM automates your business processes, making your organisation more effective and



Sage CRM eliminates business silos and strengthens your ability to make sound decisions by helping you share information across your company.

efficient. No matter how, when, or where your customers, partners, and prospects choose to interact with your organisation, Sage CRM offers you a comprehensive solution to successfully manage these relationships.

The screenshot shows the Sage CRM interface for a customer named Mr. Ronald Black. It displays various sections including Credit Information, Aging, Document Totals, and Document History.

Date	CAID	SID
Thu Jan 13 2009	\$ 165,328.97	\$ 123,528.83
Higher Balance Last Year	\$ 0.00	\$ 0.00
Largest Invoice This Year	Thu Jan 1 2009	\$ 190,969.70
Largest Invoice Last Year	\$ 0.00	\$ 0.00
LAST INVOICE	HS Jul 30 2010	\$ 832.08
LAST RECEIPT	Tue Feb 2 2009	-14,394.67
LAST CREDIT NOTE	Fri Jan 14 2009	-6,388.41
LAST DUAL NOTE	Thu Apr 19 2009	\$ 108.83
LAST ACQUISITION	\$ 0.00	\$ 0.00
LAST INTEREST	\$ 0.00	\$ 0.00
LAST INTEREST CHANGE	\$ 0.00	\$ 0.00
LAST RETURNED CHECK	\$ 0.00	\$ 0.00
LAST DISBURSE	Tue Feb 3 2008	-1,134.34
LAST REFUND	\$ 0.00	\$ 0.00
LAST REVERSAL	\$ 0.00	\$ 0.00
LAST STATEMENT BALANCE	\$ 140,327.62	\$ 106,051.03

Complete access to your data in real time

Sage CRM gives you real-time access to all your sales and customer data, including purchases, payments, correspondence, contact history, and possible opportunities, allowing you to generate new sales and build long lasting, loyal customers.

Analyse, synchronise, and update

Accessing Sage Accpac financial and operational information is simple with Sage CRM tools and reports. Create customer account documents, synchronise billing and shipping information, as well as sales, marketing and customer service activities across all points of contact.

Schedule, track, and measure

With Sage CRM, organisations can assign and schedule marketing and sales activities. Then you can link and track the sales results from these various marketing campaigns, measuring performance so you can replicate your most effective marketing initiatives.



Highlights of Sage CRM

Feature	Description	Benefit
Sage CRM Integration	Bidirectional data flow between Sage CRM and Sage Accpac.	Bidirectional flow of data between Sage Accpac and Sage CRM to manage customer interactions more efficiently.
Customer Relationship Management	Sage CRM provides real-time access to relevant customer data, including purchases, contact history, correspondence, and sales opportunities.	Empower your organisation with the critical information required to create loyal, long-term customers.
Microsoft Outlook Integration	Sage CRM integrates quickly and easily with today's most popular e-mail and calendar management system, Microsoft® Outlook.	Familiar programs means your staff will be up-and-running quickly and will be able to maximise the power of both applications
Sales Force Automation	The sales force automation features in Sage CRM enables easy access to and management of all account details, activities, and opportunities to automatically distribute leads to sales professionals wherever they are. Point-and-click reporting and graphs provide real-time data to sales teams.	Allows sales teams to effectively manage, forecast, and report on all sales-related activity.
Marketing Automation	The marketing automation features in Sage CRM provide a single source of information to facilitate the scheduling and tracking of marketing activities within a campaign.	Streamline marketing and decision-making to easily identify and leverage potentially lucrative untapped sales opportunities.
Mobile Device Synchronisation	Sage CRM enables mobile users to access the system using a wireless PDA device.	Access critical customer data anytime, anywhere.
Web-based Self Service Portal	Allow customers and partners to access information, log cases, and request services and support over the Web whenever they want. Customise information according to preferences and prior requests through a secure portal.	Offer up-to-date information to your customers and partners via the Web.
Integration Through Web Services	Exchange information between your Sage CRM application and other corporate applications securely via the Web.	Enables integration with third-party applications.
Automated Workflow	Integrate business processes and rules across your organisation with Sage CRM automated and customizable workflows.	Standardises and automates your business processes to ensure you don't miss an opportunity.
Highly Configurable	Sage CRM provides configuration tools to allow you to customise the system. Users can add or modify fields and tabs as required.	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 Sage CRM to your phone system, enables click-to-dial functionality, and offers inbound caller recognition.	Optimise call center efficiency and increase customer service by providing instant caller account information on-screen.