

# Sage Accpac SageCRM: Part of the Sage Accpac Extended Enterprise Suite

## Get a 360 view of your business



### **Two award winning products – SageCRM 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**

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

Designed to improve business relationships with every interaction, SageCRM 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 SageCRM automates your business processes, making your organisation more effective and efficient. No matter how, when, or where your customers, partners, and prospects choose to interact with your organisation, SageCRM offers you a comprehensive solution to successfully manage these relationships.

#### **Complete access to your data in real time**

SageCRM 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 SageCRM 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 SageCRM, 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 SageCRM

Feature	Description	Benefit
SageCRM Integration	Two-way data flow between SageCRM and Sage Accpac.	Two-way flow of data between Sage Accpac and SageCRM to manage customer interactions more efficiently.
Customer Relationship Management	SageCRM 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	SageCRM 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 SageCRM enable 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 SageCRM 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	SageCRM 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 SageCRM 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 SageCRM automated and customisable workflows.	Standardises and automates your business processes to ensure you don't miss an opportunity.
Highly Configurable	SageCRM provides configuration tools to allow you to customise the system. Users can add or modify fields and tabs as required.	Deploy SageCRM in the way that best fits your organisation, increasing user adoption and ensuring efficiency.
Computer Telephony Integration (CTI)	SageCRM CTI links SageCRM 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.



For more information or to find out  
how our Extended Enterprise Suite of  
applications can help your business,  
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