

SAGE ACCPAC CRM

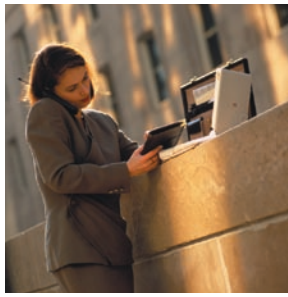
SAGE ACCPAC CRM

Sage Accpac CRM provides your marketing, sales, and customer service teams with the tools they need to find new customers, close sales faster, and build lasting, more profitable relationships across all channels.

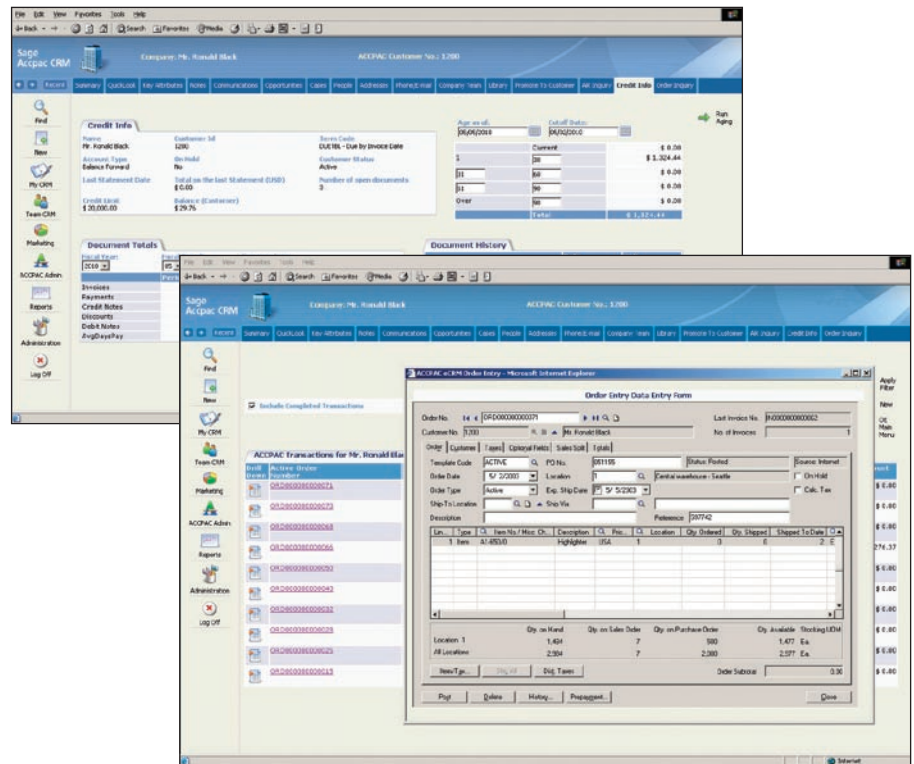
With Sage Accpac CRM, you can:

- Empower your staff with enterprise-wide access to vital customer, partner, and prospect information.
- Build long-lasting customer loyalty and generate repeat sales from your best customers.
- Integrate with ACCPAC Advantage Series or ACCPAC Pro Series for efficient access to customer, partner, and transactional data.
- Analyze, forecast, and report on key sales data.
- Assign, schedule, and track marketing campaign activities, and measure the performance of every campaign.
- Identify, execute, and replicate effective marketing initiatives across your sales channels.
- 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.
- Integrate with other applications through our sophisticated, yet easy to use, Web services interface.
- And much more!

If you prefer a "hosted" CRM deployment, you can experience the power of [sagecrm.com](http://www.sagecrm.com) with a 30-day FREE trial at www.sagecrm.com



CUSTOMER RELATIONSHIP MANAGEMENT



Sage Accpac CRM offers instant integration between your front- and back-office systems.

Empower Employees and Strengthen Customer Relationships

Sage Accpac CRM is a comprehensive, award-winning, wireless and Internet-based Customer Relationship Management (CRM) system that provides enterprise-wide access to vital customer, partner, and prospect information – anytime, anywhere.

Sage Accpac CRM uses industry-leading technology to foster better business practices and effortless information exchange throughout your enterprise. With Sage Accpac CRM, you can quickly analyze, manage, and synchronize sales, marketing, and customer care activities across all points of contact. Regardless of how, when, or where your customers, partners and prospects choose to interact with your company, Sage Accpac CRM gives you a decisive advantage by providing comprehensive, easy-to-use tools to successfully manage these relationships.

Sage Accpac CRM offers a full range of hosted or on-site deployment options, which means you get complete flexibility to run your business your way. As your business needs change, you can quickly and easily switch deployment environments (from hosted to on-premises deployment, or vice versa), and all your CRM customization and data move with you.



CUSTOMER RELATIONSHIP MANAGEMENT

"We were blown away by what we saw in the product demo. Sage Accpac CRM offered everything we were looking for ... We've been using it like crazy and loving it. We're getting an immediate ROI and realizing big productivity gains."

*Eric Robichaud, CEO
Mediaweave*

Flexible, Adaptable CRM

Sage Accpac CRM offers unmatched flexibility and performance with advanced features, industry-leading technology, and a robust architecture built to stand the test of time. It integrates seamlessly with industry-leading ACCPAC business management applications, and also works with applications from other vendors.

Sage Accpac CRM includes:

Sales Force Automation – Sage Accpac CRM puts you in complete control of your sales pipeline, allowing sales teams to effectively manage, forecast and report on all phases of the sales cycle. With Sage Accpac CRM, you can easily manage and analyze all current and historical account details and activities, manage multiple accounts and opportunities, and automatically distribute 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. By analyzing the information available, you can recruit new clients and resell to existing ones.

Marketing Automation – Sage Accpac CRM provides a single source of customer information to help you better manage your marketing efforts and make sound decisions based on the needs of your customers and prospects. With Sage Accpac CRM, you can target the right customer at the right time, eliminate guesswork and put your company's marketing resources to their best use. You can schedule and track marketing activities within a campaign – and view every detail of each campaign.

Customer Care Automation – With Sage Accpac CRM, you can make the most of every customer interaction, maximizing business opportunities and customer satisfaction. It empowers your organization with critical information to build and support long-term customer satisfaction and loyalty.

With Sage Accpac CRM customer care, you can build and effectively manage lasting customer relationships by providing the professional level of service your customers expect. Sage Accpac CRM provides real-time access to relevant customer data including purchases, call and escalation history, interactions, multiple contacts, support cases, e-mail and documents sent and received, sales opportunities, and more.

Web and Wireless Access

Access Sage Accpac CRM anytime, anywhere using a standard Web browser, cell phone, or wireless PDA. Even when not connected to a network, mobile users can work offline and later synchronize with the central server, using the optional solo replication feature.

Web Self Service

Sage Accpac CRM Web self service allows customers to access information or request services and support over the Web whenever they want. Customers receive information based on their preferences, requests, and history through customized customer and partner portals.

Microsoft Outlook and Lotus Domino Integration

Sage Accpac CRM integrates with today's most popular e-mail and calendar management systems, such as Microsoft Outlook and IBM Lotus Domino.

Automated Workflow

Integrating business rules across all channels, departments, and employees is easy with Sage Accpac CRM automated workflows. In combination with e-mail integration, Sage Accpac CRM ensures that actions requiring attention or escalation are automatically routed to the appropriate employees or partners.

True Customizability

Sage Accpac CRM provides customization tools such as Enterprise Integration Server (EIS) to rapidly modify all aspects of the system. You can create functional components that query ODBC-compliant databases and third-party software and extend your Sage Accpac CRM system out to different devices. You can also integrate through Sage Accpac CRM's Web services interface to other applications. Its open architecture reduces development and maintenance costs and allows seamless integration with other applications.

Computer Telephony Integration (CTI)

Sage Accpac CRM CTI links your Sage Accpac CRM system to TAPI phone switches and expands upon some of the basic functions to optimize call center efficiency and meet the needs of your particular call center.