Enhance Your
Business Relationships
with SageCRM

www.sagesoftware.co.in

sage

Accelerate
Your Performance
with True 360°
Business Visibility

Imagine: Your top sales professional calls your best customer to sell him a new product. What he doesn't know is that the customer initiated a customer service ticket last week and did not pay last month's bill. Needless to say, the call goes badly.

Same customer, different scenario: This time, your sales professional and your customer service rep know everything there is to know about the customer and the health of the account. They know how much he's bought over the years, how timely his payments are, and how seldom he raises issues. So they work together to satisfactorily resolve his concerns and boost his confidence in your company. And, as a result, he pays his bill and agrees to consider purchasing the new product.

Does the second scenario sound improbable? Not so. This is the power and effectiveness of Customer Relationship Management (CRM) solutions from Sage Software.

By integrating your sales, marketing, and customer service functions, SageCRM makes it easier for everyone inside your company to work together and share critical information. Sales, marketing, and customer service teams gain the tools they need to find new customers, close sales faster, and build lasting, more profitable relationships. And thanks to out-of-the-box integration with ERP solutions such as Sage Accpac ERP, SageCRM lets you view critical customer data from the back office and provides your staff with true 360° visibility into customer interactions, differentiating SageCRM from many other CRM solutions in the market today.
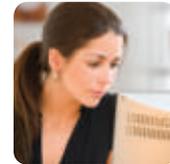
BENEFITS TO YOUR BUSINESS:

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

Manage and synchronize sales, marketing, and customer care activities across all points of interaction

Automate key aspects of the sales cycle and analyze, forecast, and report on key sales data

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

Deliver outstanding customer service, ensuring customer loyalty and repeat sales

Gain valuable insight into customer trends to guide strategic business decisions

Deploy in the way that best fits your organization, increasing user adoption and providing flexibility

Access critical customer data anytime, in the office, on the road, or from your mobile device

Integrate with leading Sage Software back office solutions for a 360° customer view

"We knew that if we could centralize all information, we would increase service levels, optimize sales force efficiency, improve accuracy and inventory control, and streamline just about every other business process."

—Director of Information Systems, Source Technologies

Accelerate your business performance and gain true 360° visibility

FEATURES:

- Sales force automation
  Account & contact management
  Opportunity & lead management
  Calendar & activity management
  Sales forecasting & reporting
  Quotes & order entry
  Territory management
  Process & workflow automation
  Escalations and Auto notifications
- Marketing automation
  Campaign management & reporting
  Outbound call & e-mail marketing

  Lead & list management
  Customer segmentation capabilities
  Detailed campaign analysis
- Customer care automation
  Case management
  Reporting
  Ticket tracking
  Knowledgebase
  Workflow automation
  Customer communication management
  Customer self-service Web portal

- Microsoft® Outlook® integration
- Web & mobile access
- Offline synchronization
- Out-of-the-box integration with
  Sage Accpac ERP
- Computer telephony integration (CTI)
- Automated workflow
- Configurable/customizable
- Easy to deploy & maintain
- Flexible deployment options
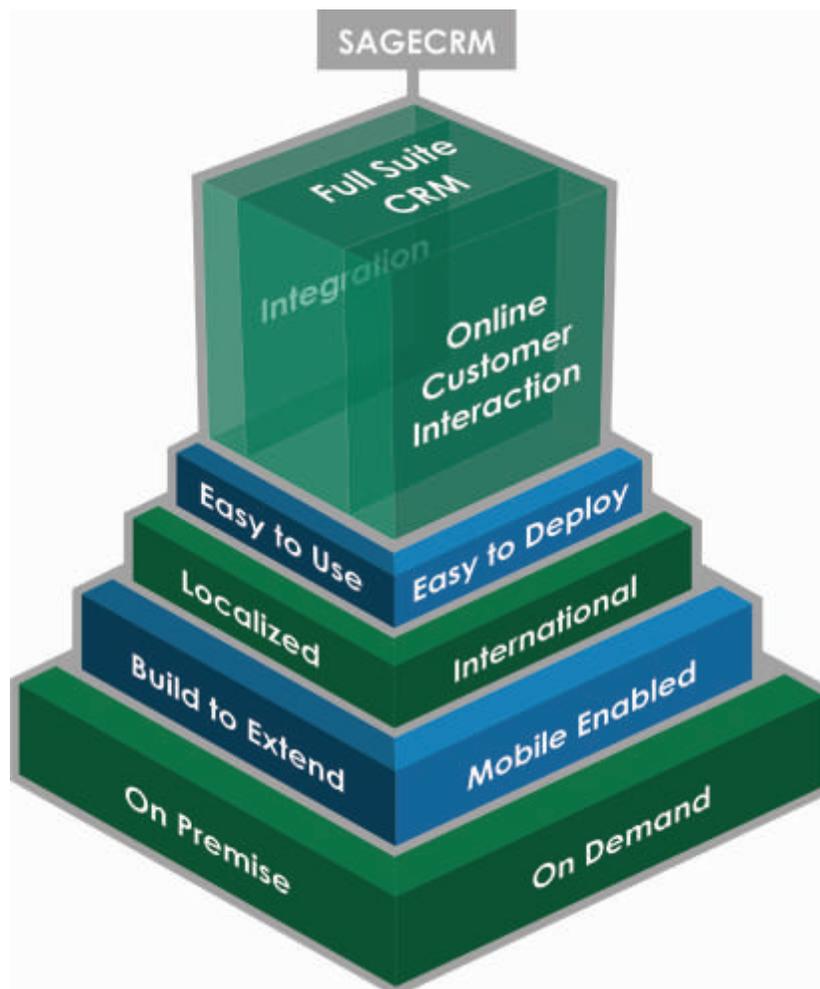
Gain Insight and Strengthen Relationships

> ▶ *Gain instant access to all the relevant customer data you need through user-friendly navigation*

Award-winning SageCRM delivers rich CRM functionality with a low total cost of ownership (TCO) to small and mid-sized organizations.

Sales Force Automation

SageCRM puts you in complete control of your sales pipeline, allowing you to effectively manage, forecast, and report on all phases of the sales cycle. With SageCRM sales, you can easily access and analyze all current and historical account details and activities, manage multiple accounts and opportunities, and automatically distribute leads to sales professionals in the office or around the world. Point-and-click graphical reporting offers your sales teams access to real-time data for on-the-spot analysis and evaluation, enabling them to instantly identify their best opportunities.

Increase productivity and improve collaboration across your organization

Free 30-Day Trial — Try SageCRM.com free for 30 days. Visit www.sagesoftware.co.in to sign up today.

Marketing Automation

SageCRM provides a rich 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 SageCRM marketing, you can target the right customers at the right time, eliminate guesswork, and put your marketing resources to their best use. You can easily schedule and track marketing activities within a campaign and view detailed information on each campaign for reporting and ROI analysis.

Customer Service Automation

SageCRM helps you to make the most of every customer interaction, maximizing business opportunities and customer satisfaction by tracking customer interactions and automating critical workflows. With SageCRM customer service, you can build and effectively manage lasting customer relationships by providing the professional level of service your customers expect. SageCRM provides real-time access to relevant customer data including orders, call and escalation history, interactions, support cases, e-mail and documents sent and received, sales opportunities, and more. Customer service staff have access to the information they need to effectively resolve customer inquires or issues on the first call, providing your customers with greater confidence and satisfaction.

In-Depth Reporting

The SageCRM dashboard feature allows you to organize your data according to your personal preferences.

The SageCRM dashboard enables you to:

• View customer and personal data the way you want to, when you want to
• Access information easily
• Analyze data on-the-fy through instant reports
• Review pipeline status quickly
• Review support case details at a glance
• Integrate external data sources such as news feeds of relevant information
• View key performance indicators at a glance

The dashboard is particularly useful to senior management or any users who require higher-level views of information. Even financial information can be displayed on the SageCRM dashboard for immediate insight into how the business is performing.

Tight Integration with Your Back Office

SageCRM provides out-of-the-box integration with leading Sage Software ERP applications, breaking down departmental silos, connecting your front office and back office, and providing total visibility and control across your business. It delivers a 360° view of your customers and your business for deeper insight into how your customers are interacting with you and how your business is performing. It also facilitates straight-through automated processing which significantly reduces errors and administrative costs.

Over the long term, companies using the front to back office integration capabilities within SageCRM can expect to significantly decrease administrative costs, increase customer satisfaction and revenue opportunities, and build sustainable competitive advantage in an increasingly challenging marketplace.
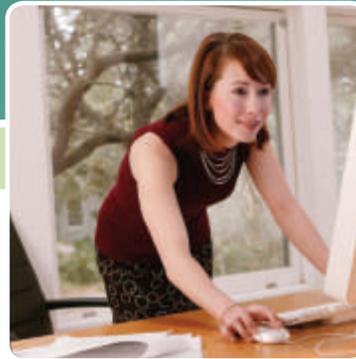
Increase
Productivity and
Improve Collaboration

SageCRM offers flexible customization options, automated process workflow, mobile device access, computer telephony integration (CTI), Web self service, and more, so you can improve productivity and differentiate your business from the competition.

Automated Process Workflow

With the powerful workflow tools in SageCRM, you can embed and automate your best practices for sales, service, and marketing. Through an intuitive graphical user interface, SageCRM lets you design and modify the stages and steps of your preferred business processes, define the underlying business rules, and automate their execution. Automating workflows enables your staff to benefit from proven, repeatable processes, freeing them to focus on growing the business instead of being bogged down by cumbersome, time-intensive manual activities. With SageCRM workflow tools, you can also implement support escalation processes based on pre-defined service level agreements, creating confidence among your customers that their issues will be addressed quickly and effectively.

Customization Capabilities

SageCRM includes easy-to-use configuration tools, which allow you to quickly modify many aspects of the system and adapt the software to match your business. The open architecture of SageCRM minimizes your development and maintenance costs and enables straightforward integration with other mission-critical applications. Its simple on-screen tools allow you to create and modify fields, screens, tabs, tables, views, and scripts on-the-fly.

"It's been smooth sailing. The biggest gain is the ability to share customer and prospect databases with users. We want to better manage leads and accomplish sales growth, which we are seeing as a result of SageCRM."

—Information Systems Manager, YoCream

ON-PREMISE VS. ON-DEMAND SAGECRM

With SageCRM, you have the freedom to choose a solution that best fits your unique business requirements. Select from flexible deployment methods (on-premise or on-demand via the Web) with confidence, knowing that SageCRM will grow with you as your business needs evolve, giving you the freedom to move from on-demand to on-premise through seamless migration options.

SageCRM is an easy-to-use, fast-to-deploy on-premise CRM software solution with out-of-the-box but configurable business process automation. It provides enterprise-wide access to vital customer information, so you can better manage your business with an integrated approach to field sales, inside sales, customer care, and marketing.

SageCRM.com is a comprehensive on-demand CRM solution for businesses seeking a low-cost, turn-key option. The Web-based CRM infrastructure and intuitive browser interface ensure you'll be up and running—and productive—quickly, without burdening your IT staff. A fixed monthly price delivers everything: the CRM application, support, training, backups, and updates. Data is maintained at a secure, world class, SAS70 certified data center. SageCRM.com is always on and always available to give your employees instant access to vital customer data from the Internet, whether they are in the office, at home, or on the road.

Options for Extending the Solution

Extend the rich functionality of SageCRM through add-on and third-party complementary solutions that help you tailor SageCRM to your unique business needs.

Computer Telephony Integration

You can combine the power of SageCRM with interactive inbound and outbound telephony automation through an optional add-on solution. The complete history of a customer's communication and interaction with your company is viewed through automated screen pop functionality, including faxes, personal visits, phone calls and e-mails, giving support employees instant access to customer data from across the organization. Full on-screen auto-dial and phone functionality allows your support staff to perform tasks through the system interface rather than the phone system.

Mobile Device Access

Wireless connectivity with enhanced support for Personal Digital Assistant (PDA) devices using the Microsoft Windows Mobile® operating system brings real-time data to your

fingertips—anywhere, anytime. PDA users can stay productive and connected with a full range of functions, enabling them to access and update contacts and sales opportunities or schedule activities and appointments while on the road.

Web Self Service

SageCRM Web self service lets your customers access information or request support over the Web whenever they want. Through SageCRM Web self service, you can provide your customers and partners the convenience of online access to critical account information anytime, anywhere.

"The greatest thing about SageCRM is the way it ties everything together for us... This has streamlined our administration by 20 percent—and made our fans much happier."

— Database Marketing Manager, Buffalo Sabres

360° Business Visibility Boosts Performance and Competitive Advantage

Informed employees make empowered employees. And empowered employees create satisfied customers. That's what SageCRM does, breaking down the walls between employees and departments so everyone has a complete view of all customer interactions. It's this tight integration that enables everyone in your organization—from sales and marketing to accounting and finance to customer service and shipping—to work together, efficiently, in the business of building profitable customer relationships.

Whether it's seeing a complete view of customer interactions to make the most of current and emerging opportunities, managing the business more effectively through insight garnered from in-depth reporting, or maximizing productivity with flexible deployment methods and configuration capabilities—SageCRM helps you achieve a significant competitive advantage and greater success.

SageCRM is part of Sage Software, a leader in business management solutions worldwide, so you can feel confident that as your business grows and changes, you'll continue to find solutions to meet all your business needs.

Sage Software India Pvt. Ltd.
www.sagesoftware.co.in
100, Okhla Industrial Estate,
Phase - III, 1st Floor,
New Delhi - 110020.
Tel: +91 11 41002488/81/82
Fax: +91 11 41002486
Email: salesindia@sage.com