



## SAGE ACCPAC ERP NEWSLETTER

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### INTRODUCING SAGE ACCPAC EXTENDED ENTERPRISE SUITE

Sage Software recently announced availability of the new Sage Accpac Extended Enterprise Suite. The suite consists of **Sage Accpac Version 5.5** and **SageCRM** for Customer Relationship Management. By combining the power of these two market-leading software applications, Sage Software has added tremendous value to your Sage Accpac system. Let's take a closer look.

#### Two Great Products Come Together

SageCRM equips sales, marketing, and customer service teams with the tools they need to find new customers, close sales faster, and build longer-lasting, more profitable relationships. With your Sage Accpac accounting system **embedded** within SageCRM, you'll bridge the gap between your front and back office. Your sales and support staff will have access to inventory availability, up-to-date pricing, customer purchase history, credit status, and much more right from within SageCRM. No need for sales people or customer service staff to fumble around in the accounting system or have to wait on a response from back office personnel ... more timely response equals better customer service.

#### A 360-Degree View of Your Business

Also supporting an "extended" view of your business is the new analytical dashboards feature of Sage Accpac Version 5.5. Information in various dashboards provide management with graphical tools to analyze business performance, quickly identify trouble spots, and predict future trends. Leveraging the concept of Key Performance Indicators (KPIs), management can keep their finger on the pulse of business operations and are proactively notified via alert when a situation requires immediate attention. A variety of dashboards are available including Receivables Management, Payables Management, and Sales Analysis.

#### Other Enhancements to Sage Accpac Version 5.5

Sage Software often listens to customers and business partners when implementing changes to improve the functionality and performance of Sage Accpac ... and Version 5.5 is no exception! This new release is packed with usability enhancements, performance improvement, and several features that were **formerly separately priced options**. Refer to table on the right for an overview of the added features.

Sage Accpac Extended Enterprise Suite with Version 5.5 is one of the most exciting releases in a very long time. Contact us with questions or to schedule an upgrade and take advantage of the tremendous value that has been added to your Sage Accpac ERP system!

Module	New Functionality
System Manager	Additional Language Overlays
General Ledger	Account Code Change, GL Security
Accounts Receivable	Customer Number Change, AR Inquiry
Accounts Payable	Vendor Number Change
Inventory Control	Item Number Change
Payroll	eFile for US and Canadian Payroll
Project and Job Costing	Time Card Users



# UNLOCKING THE BENEFIT OF YOUR NEW SAGECRM SOLUTION

Now that SageCRM is embedded in Sage Accpac Version 5.5 as part of the new Extended Enterprise Suite, let's take a closer look at some of the tools that SageCRM offers and how a customer relationship management application can benefit your company.

## Sales Automation - Tools for Salespeople

Tracking sales opportunities, developing strong business relationships, and managing the pipeline are all critical in winning new business and cross-selling to existing customers. To accomplish this objective, SageCRM provides a central location for details of all sales-related activity, scheduled follow up, history of communication with customers and prospects, lead distribution tools, and detailed pipeline reporting. Configurable workflow provides SageCRM with the flexibility to conform your internal procedures or sales methodology.

## Marketing Automation

SageCRM allows you to target the right customers and prospects at the right time to maximize your marketing dollars. You can initiate a new campaign, assign campaign activities, develop a targeted list, capture leads and revenue generated from the campaign, and create point-and-click reports to measure the impact of your marketing activities. Ultimately you'll execute better campaigns, more easily track responses, and make sound decisions about current and future marketing activities.

## Customer Care

SageCRM improves customer satisfaction and loyalty by providing your call center or support staff with tools that allow them to quickly resolve issues as well as spot cross-sell opportunities. You have easy online access to service requests, open support cases, history of email and other documents exchanged, and access to a central knowledgebase of known issues. There are also tools that allow you to easily manage service agreements.

Computer Telephony Integration (CTI) links SageCRM with your phone system enabling click-to-dial func-

tionality and inbound caller recognition. When a customer calls, their information automatically "pops up" on screen providing your sales and support personnel with a complete view of customer details and history.

**Integration for a 360 Degree Customer View**  
Perhaps one of the most important benefits of the Sage Accpac Extended Enterprise Suite is the seamless connection between your front and back office operations. Customer information and other important data like inventory levels or credit status is passed easily between departments from sales and marketing to the warehouse and accounting. Whether it's a salesperson, support staff, warehouse personnel, or accounting manager, they are all looking at the same consolidated customer information which ultimately improves the overall customer experience.



[Contact Us](#) to learn more about unlocking the benefit of your new SageCRM Solution.

## New Sage Accpac Online Community

As part of the Sage Accpac Extended Enterprise launch, a new online community forum has been developed to foster communication and collaboration among Sage Accpac users and business partners.

The new online community includes chat rooms, a blog, forum, a comprehensive knowledgebase, online support tools, and access to support technicians that participate on a full-time basis.

CHECK IT OUT AT:

[WWW.SAGEACCPAC.COM/COMMUNITY](http://WWW.SAGEACCPAC.COM/COMMUNITY)

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