



SageCRM Product Overview

A complete view of your organization's customer interactions

SageCRM is an easy-to-use, fast-to-deploy, feature-rich Customer Relationship Management solution with out-of-the-box but configurable business process automation. With SageCRM, you can quickly analyze, manage, and synchronize sales, marketing, and customer care activities across all points of contact, giving you true business visibility.

SageCRM integrates with other applications through a sophisticated, yet easy-to-use Web services interface, delivering real business management advantages to customers. Designed to improve business relationships with every interaction, SageCRM uses industry-leading technology to foster better business practices and effortless information exchange throughout your organization.

With a full suite of integrated applications—including Sales, Marketing, Customer Service, and Mobile solutions—teams get the tools they need to find new customers, close sales faster, and build lasting, more profitable relationships across all channels. Its powerful workflow engine helps SageCRM deliver better business process automation, making your organization more effective and efficient. Regardless of how, when, or where customers, partners, and prospects choose to interact with your organization, SageCRM offers a comprehensive, easy-to-use solution to successfully manage these relationships.

BENEFITS

Build long-lasting customer loyalty and generate repeat sales from your best customers

Analyze, forecast, and report on key sales data

Quickly analyze, manage, and synchronize sales, marketing, and customer care activities across all points of contact

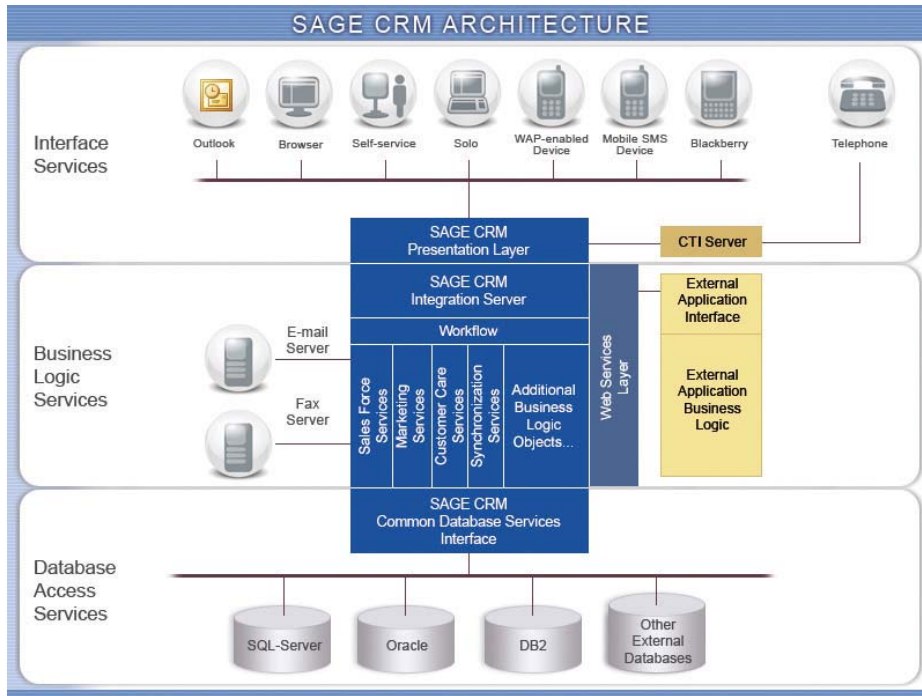
Easily identify, execute, and replicate effective marketing initiatives across your sales channels

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

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

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

◀ *Leveraging an open architecture and Web services interface, SageCRM allows you to easily integrate with other business and Web applications. As a result, it eliminates business silos and strengthens decision making by helping you share information across your company.*



About SageCRM

SageCRM is an easy-to-use, fast-to-deploy, feature-rich Customer Relationship Management solution with out-of-the-box but configurable business process automation. Access methods include both hosted and deployed models through a Web browser.

Feature	Description	Benefit
Microsoft Outlook Integration	SageCRM offers instant integration with today's most popular e-mail and calendar management system, Microsoft Outlook.	Increasing return on investment and user adoption rates.
Sales Force Automation	SageCRM Sales Force Automation enables easy access to and management of all current and historical account details, activities, and opportunities and automatically distributes 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.	Allowing sales teams to effectively manage, forecast, and report on all phases of the sales cycle.
Marketing Automation	SageCRM Marketing Automation enables the scheduling and tracking of marketing activities within a campaign and makes every detail of each campaign visible, providing a single source of customer information which eliminates guesswork and ensures that marketing resources are put to their best use.	Improving marketing campaign management and decision making. Increased ROI with accurate metrics on all of your marketing activities, to readily identify and leverage potentially lucrative cross- and up-sell opportunities.
Customer Care Automation	With SageCRM Customer Care Automation, it is possible to build and effectively manage lasting customer relationships. SageCRM provides real-time access to relevant customer data including purchase, call, and escalation history, interactions, multiple contacts, support cases, e-mail and documents sent and received, sales opportunities, and can automate escalation processes via the SageCRM workflow.	Empowering your organization with critical information to build and support long-term customer satisfaction and loyalty while maximizing every customer interaction and experience.
Offline Synchronization	SageCRM enables mobile users to work offline and synchronize at their convenience with the central server, using the optional SageCRM Offline Synchronization (SOLO) feature. Users can also access the system using a wireless PDA device.	Access critical customer data anytime, anywhere.
Web Self Service	SageCRM offers unmatched flexibility and performance with advanced features, industry-leading technology, and a robust architecture built to stand the test of time. SageCRM Web Self Service allows customers and partners to access information, log cases, and 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.	Customers and partners can track progress on the system or access customized data relevant to their needs via customer and partner portals.
Web Services	It is possible to create applications that securely access data in the SageCRM system, via the SageCRM Web Services interface. This allows you to exchange information between your SageCRM system and other corporate applications.	The open architecture reduces development and maintenance costs and allows seamless integration with other applications.
Automated Workflow	Integrating business processes and rules across all channels, departments, and employees is easy with SageCRM automated and customizable workflows.	Ensuring that actions requiring attention or escalation are automatically routed to the appropriate employees or partners while automating your most critical business processes.
Highly Configurable	SageCRM provides configuration tools to rapidly modify all aspects of the system. Users can add or modify fields as required or change names and titles of fields and tabs.	Deploy SageCRM in the way that best fits your organization, increasing user adoption and ensuring efficiency.
Computer Telephony Integration (CTI)	SageCRM CTI links the SageCRM system to phone switches, enables click-to-dial functionality, and offers inbound caller recognition.	Optimize call center efficiency and meet the needs of each particular call center.

ABOUT SAGE SOFTWARE

Sage Software supports the needs, challenges, and dreams of more than 2.7 million small and mid-sized business customers in North America through easy-to-use, scalable, and customizable software and services. Our products help manage a complete range of business functions including: accounting, operations, customer relationship management, human resources, time tracking, merchant services and the specialized needs of the construction, distribution, healthcare, manufacturing, nonprofit, and real estate industries.

