

## Sage Announces Global CRM Strategy

*CRM vision addresses emerging customer needs, leverages Web 2.0 technologies, and begins delivering new strategic benefits in 2008*

New Delhi, Delhi, IND, 2008-03-17 13:43:08 (IndiaPRwire.com)

Sage CRM Solutions, part of the Sage Group plc, today announced its global CRM strategy. Sage CRM Solutions 2010 is a comprehensive product and technology vision to guide development of the Sage CRM Solutions product family that includes ACT! by Sage, SageCRM, and Sage SalesLogix. The strategy addresses distinct business requirements; creates new interoperability among the Sage CRM Solutions family; applies open Web standards to enable a connected front and back-office; and incorporates emerging Web 2.0 technologies.

'Our customers have the potential to grow and enhance their businesses through the insights that our CRM solutions can offer them and the implementation of this strategy will help them achieve that potential,' explained Joe Bergera, executive vice president and global general manager, Sage CRM Solutions. "CRM has reached a critical turning point. Customers tell us their requirements have moved beyond the on-premise versus hosted debate. They want a pragmatic approach that delivers a fully functional 'anywhere user experience' supported by a connected front-office and back-office environment, and interoperability between our market leading contact management products and CRM suites.'

The strategy - developed through research among the Sage customer base of more than 5.5 million business management software and services customers - identifies tangible opportunities that small and mid-sized businesses and divisions of enterprises can take advantage of this year, with additional capabilities being delivered incrementally through 2010. Sage CRM Solutions customers will realize benefits including:

- quick time-to-value via purpose-built solutions;
- enhanced end-user/cross-organizational productivity with Web 2.0 applications;
- end-to-end business processes through front and back-office integration;
- functional synergies among Sage CRM, ERP and vertical solutions through the application of Web services and other standards-based technologies; and
- investment protection via flexible and interoperable on-demand and on-premise implementation options.

### Business requirements-driven segmentation

Businesses interact with their customers in many different ways. While some businesses work one-to-one with their customers, others have more distributed organizations that need to manage one-to-many or many-to-many relationships. Sage's CRM strategy accounts for each organization's customer interaction model, as well as its performance enhancement strategy, and CRM buyer type. Sage CRM Solutions are optimized to address business requirements based on this segmentation, anticipating that many organizations will require expanded functionality and deployment options over time.

'Sage's delivery strategy for CRM buyer types, meticulously segmented from the simplest to the

most complex customer interaction models, represents a level of planning not commonly seen from solution providers,' said Mary Wardley, IDC vice president, enterprise applications and CRM software. 'This not only affords buyers a better ability to custom fit CRM within their organizations, but also presents compelling opportunities for the extensive Sage partner network to provide professional services that help customers, and Sage, fully realize this global strategy.'

#### Comprehensive technology

Sage is implementing a holistic technology approach that will support its global CRM strategy. It includes the following elements:

- common components will provide a consistent user experience, workflow, data access and analytics across Sage CRM Solutions;
- services-based integration will help organizations manage end-to-end business processes with standards-based integration to back-office applications;
- interoperability will enable organizations to seamlessly migrate from one CRM application to another as their business requirements evolve;
- a software-as-a-service (SaaS) business platform will allow on-demand or on-premise access to any Sage CRM Solutions product;
- context aware services will incorporate Internet and Web 2.0 services, allowing customers to add on-demand business functionality to their CRM products; and
- anywhere workforce awareness will let users access their applications, whether connected or disconnected, from a range of devices such as rich clients, Web terminals, and smart phones for a consistent CRM experience from any location.

"The wealth of transactional data in the back-office must be presented in a meaningful way to CRM users," said Sheryl Kingstone, Yankee Group director of enterprise research. "The Sage technology strategy focuses on customers' desires for improved business processes, anytime access and integration of easy to use consumer Web services.'

The Sage CRM Solutions product roadmap will begin delivering against the new global CRM strategy this calendar year, and continue through 2010 as additional product capabilities are released incrementally. More detail regarding the Sage CRM Solutions 2010 strategy can be found in the corresponding white paper, available for download at [www.sagecrmsolutions.com/products/collateral](http://www.sagecrmsolutions.com/products/collateral).

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#### **About Sage CRM Solutions**

Sage CRM Solutions is a portfolio of market-leading applications consisting of ACT! by Sage, SageCRM, and Sage SalesLogix.

ACT!, the #1 selling contact and customer management solution for over 20 years, assists individuals and teams by centralizing contact and calendar information, increasing communication effectiveness, and improving individual and team productivity.

SageCRM and Sage SalesLogix are award-winning CRM suites which address the business process needs of fast-growing organizations across Sales, Marketing, Service, and Support.

SageCRM is fully Web-based and can be deployed on-premise or on-demand. It also offers out-of-the-box integration with leading Sage ERP applications. Sage SalesLogix delivers deep, rich customization capabilities and high levels of user adoption across all deployment methods including Web, Windows, and mobile devices.

Over 56,000 organizations and 3.1 million users worldwide rely on Sage CRM Solutions to develop profitable, long-term business relationships.

### **About Sage India**

Has over 700 customers in India for its CRM and ERP products across industries like, Financial Services, IT Services, ITES, Media, Hospitality, Logistics, Manufacturing, Travel and Exports. Sage follows a Partner model worldwide for selling and implementing its solutions and has over 30 Partners in India presently. Sage Software India is a subsidiary of The Sage Group plc, a leading international supplier of accounting and business management software solutions and related products and services for small to mid-sized businesses.

**About Sage Group** The Sage Group plc is a leading global supplier of business management software and related products and services, principally for small to medium-sized enterprises. Formed in 1981, Sage was floated on the London Stock Exchange in 1989 and now employs over 13,900 people. Sage has 5.5million customers worldwide and operations in over 20 countries, covering the UK, Europe, North America, South Africa, Australia, India and China. For more information, please visit [www.sage.com](http://www.sage.com).

### **About Sage Software**

Sage Software supports the needs, challenges and dreams of nearly 2.8 million small and medium-sized business customers in North America through easy-to-use, scalable and customizable software and services. Our products support 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. Sage Software is a subsidiary of The Sage Group plc, a leading global supplier of business management software and services to small and medium-sized businesses. Formed in 1981, Sage was floated on the London Stock Exchange in 1989. Sage Group now has 5.5 million customers and employs over 13,900 people worldwide. For more information, please visit the web site at [www.sagesoftware.com](http://www.sagesoftware.com)

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