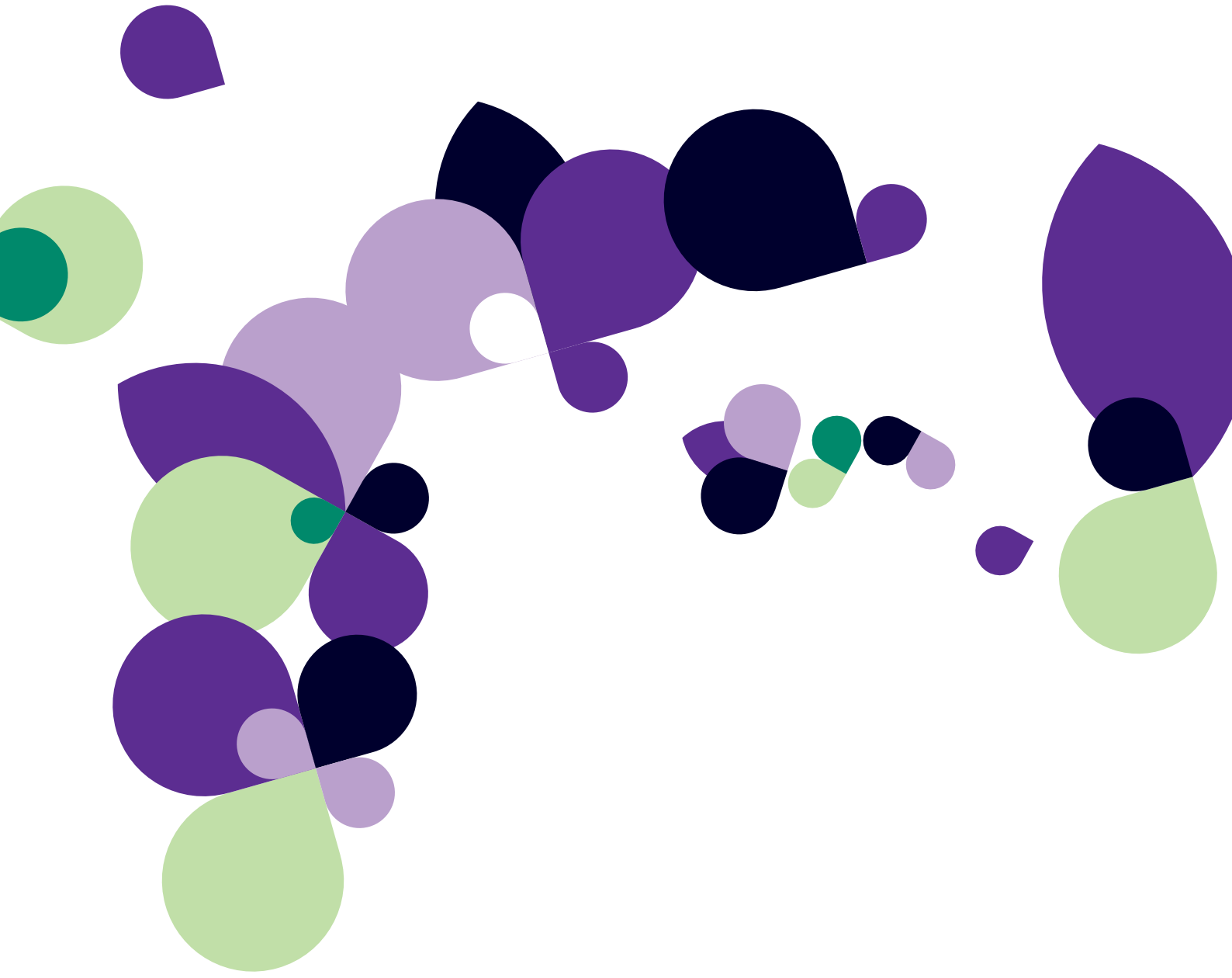sage

SalesLogix

Living breathing business

Sage SalesLogix

Contents

What is Customer Relationship Management?

Imagine being able to know a customer's company in great detail at any given time. You know how much business they did with your company last month. You know that it was 15% more than in the same month last year. You know that this customer cares more about quality than price. You know they've had one customer service call in the last 12 months. You know the details of that conversation and every other interaction. You know this customer's business. You know their challenges. You know them with the familiarity of a longterm acquaintance. This is the power of Customer Relationship Management (CRM) software from Sage.

CRM software improves employee efficiency, allows you to gain a complete view of your customer at any time and has advanced reporting functionality which provides a crucial basis for sales planning, marketing investment and tracking. It helps you understand the buying habits and preferences of your customers and prospects so you can:

• Build and strengthen relationships with customers to keep them coming back.

• Provide value-added services that are difficult for competitors to duplicate.

• Improve your product development and service delivery processes.

• Increase your staff's awareness of customer needs.

• Reduce customer frustration by not asking the same questions over and over.

By effectively integrating your marketing, sales and customer service functions, a good CRM system makes it easier for everyone inside your company to work together and share critical information.

An effective CRM system empowers your customers and prospects to do business with you – the way they choose! Imagine connecting your customers to your employees and business partners across any department, through any process and via any communication device – phone, fax, email and internet.

> Implementing a first-class CRM system can give your business a real competitive advantage.

Introducing Sage SalesLogix

Sage SalesLogix is the leading customer relationship management system that enables you to acquire, retain and develop profitable customer relationships. Sage SalesLogix delivers integrated and robust sales, marketing, customer service and support automation with advanced customisation capabilities. Sage SalesLogix can be accessed conveniently via multiple methods, both in the workplace and in the field; wired and wireless; online and offline. It can quickly make a positive difference to your business, yielding a high return on your investment.

Sales Force Automation

Sage SalesLogix Sales is the core module of the integrated Sage SalesLogix solution suite. It is a single repository for customer information captured across an organisation that enables users to:

• Access detailed account and contact information.

• Track opportunities from lead through close.

• Manage team calendars and activities.

• Forecast revenue

• Report on sales activities and effectiveness.

SalesLogix Sales automates sales activities such as follow-up calls, letters and literature fulfilment, based on pre-defined sales processes. Consequently, sales professionals can send personalised communications to individual customers or groups of prospects using customised HTML email templates. Advanced integration with Microsoft® Outlook enables users to share contacts, send email and manage calendars using Microsoft Outlook from within Sage SalesLogix, and record the activity in the account history tool.

Marketing Automation

Sage SalesLogix Marketing provides end-to-end marketing campaign management and sophisticated analytical tools designed to identify an organisation's most profitable customers and shorten the sales cycle. From a single view, users can examine campaign tasks, objectives, calls-to-action, budget response rates and forecasted versus actual sales results for each campaign in real time. By capturing rich, timely data from customer interactions across an organisation, you can develop and execute meaningful marketing programmes that drive results.

Customer Service

Sage SalesLogix Customer Service provides the advanced issue tracking and resolution tools you need to quickly resolve customer questions, issues and requests, and deliver a high-quality customer experience.

From within a service ticket, you can search for solutions or schedule activities such as phone calls, meetings or to-dos to follow up on open issues. With this information, service representatives can easily communicate with customers by sending emails with attachments such as white papers, quotes or product information. Tickets are integrated with Accounts and Contacts, so a record of all service interactions, past and pending, is maintained in Sage SalesLogix. This can be viewed by people from across the organisation.

Furthermore, the SalesLogix Web Customer Portal empowers customers to find answers online and at their own convenience. Customers can view, add or edit tickets and submit comments or attachments.

> This brochure gives a brief overview of the key areas and benefits of Sage SalesLogix. For more detailed information, you can download datasheets from **www.sage.co.uk/saleslogix**

Enhanced Support

The sales and marketing teams deliver customers to a business, but customer support keeps them for the long haul. With the costs of acquiring new customers 5-10 times higher than retaining existing customers, support solutions designed to help foster lasting relationships with customers have a tremendous impact on the bottom line. With SalesLogix Support, you can manage call and defect tracking, service contract renewals and return material authorisations (RMAs). Sage SalesLogix also provides escalation alerts via phone, email or pager, based on pre-defined business rules.

As with SalesLogix Service, the Web Customer Portal enables customers to view, add or edit tickets and submit comments or attachments to ensure the highest level of support.

Mobility

Sage SalesLogix Mobile extends CRM capabilities to mobile devices, delivering functionality with the realtime convenience of wireless. It enables account, contact, opportunity, and ticket management from handheld devices so employees have access to the most up to date customer information, whether in the office or on the road.

Business Alerts and Workflow

Sage SalesLogix addresses organisations' need to stay informed of all critical business opportunities, with the following components:

- **Sage SalesLogix KnowledgeSync**
  You define your key business criteria; SalesLogix KnowledgeSync monitors data proactively and sends alerts when conditions are met.

- **Sage SalesLogix Business Alerts**
  Sage 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 CRM Marketing, you can target the right customer 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 every detail of each campaign.

- **Sage SalesLogix email Response**
  Following a prospect's request for information on a company website, that prospect's data is added (or updated) in Sage SalesLogix;SalesLogix Email Response sends a personalised message back to them. Then, a SalesLogix BusinessAlert is sent to a sales rep or any other employee(s) to notify them that this prospect has requested information. Activities such as scheduling a meeting or sending a literature kit may also be automatically initiated based on pre-defined business processes. SalesLogix Support users can also add SalesLogix Integrated Service Alerts, a package of customer support-related events and email responses. The solution analyses customers' messages, then creates and assigns service or support tickets automatically, eliminating duplicate entry and saving valuable time. The solutions can also automatically reassign or escalate tickets based on set time criteria. Customers automatically receive messages advising when they can expect to be contacted with a response as well as generating automatic progress reports.

Reporting and Analysis

Making effective, timely business decisions requires access to key performance indicators at all levels of your organisation. Sage SalesLogix provides powerful business intelligence capabilities, dashboards and reporting tools.

- **Sage SalesLogix Visual Analyzer – Interactive, Customised Dashboards**
  Sage SalesLogix Visual Analyzer is a comprehensive, interactive business analytics tool that transforms your Sage SalesLogix data into actionable information.

- **Dashboards**
  Sage SalesLogix Dashboards provide a single location for instantly accessing the sales reporting information critical to your success, such as top opportunities, closed deals, and other key indicators.

- **Packaged & Custom Reporting**
  SalesLogix also includes more than 70 pre-built reports covering key performance indicators across sales, marketing, service, and support, as well as extensive custom reporting capabilities.

- **User Driven Reporting**
  With SalesLogix Group Designer, any user can quickly create customised 'pivot-style' reports without any special report writing or database skills. You can create pipeline reports grouped by sales person or team, marketing lead source and campaign status reports, support ticket metric reports, and more. Simply drag and drop fields or modify one of over 20 sample reports to meet your organisation's specific reporting needs. For additional flexibility, you can also export reports to Microsoft Excel for additional analysis.

Key benefits for all users of Sage SalesLogix

Front and back office integration

Integrating front and back office systems is the simplest way for your organisation to maximise your overall IT investment. By linking its CRM system with other back office applications such as accounts, you can enjoy increased flexibility, sales and staff productivity. Sage SalesLogix integrates with leading accounting and business management software, including several Sage applications. The result? Greater customer insight to help you make informed business decisions.

This integration enables you to:

- Quickly identify cross-sell and up-sell opportunities.

- Easily access payment history information.

- Identify additional purchasing power – or lack of.

- Identify availability of products for sales.

- Quickly assist customers with order status.

- Generate more accurate quotes and proposals.

Sage SalesLogix's high level of integration empowers users throughout your organisation – from sales and marketing to finance to support and shipping – to work together efficiently in the business of building profitable customer relationships.

Enhanced customer service

SalesLogix provides a 360-degree customer view via consolidation of information from sales, marketing, customer service and support, and the integration of front and back office applications. Users can resolve customer questions, issues and requests quickly for a high-quality customer experience – and also capitalise on new selling opportunities.

Furthermore, SalesLogix Web Customer Portal extends service delivery through 24x7 self-service solutions, reducing the time and resources it takes to support customers.

Increased sales and marketing performance

Sage SalesLogix automates key aspects of the selling cycle, increasing productivity. It maximises team selling effectiveness with advanced sales tools and enables users to make informed decisions based on accurate visibility into the sales pipeline. The software also identifies and targets the most profitable prospects, manages and tracks all aspects of campaigns in one place, and analyses campaign ROI to increase marketing efficiency. With SalesLogix, you can focus your strategy and resources on programs that deliver business results.

Advanced flexibility

Sage SalesLogix is flexible and scalable enough to meet your business needs now, and as they evolve. It can be deployed in a number of ways across your organisation:

- Using the standard Windows application or the fully-featured Web client version.

- Online, or offline using synchronisation.

- On mobile and hand-held devices.

Furthermore, Sage SalesLogix delivers an industry-leading development environment common across all these deployment options. Your system can be tailored to mirror your specific customer acquisition, retention and development processes ; once created, such customisations can be deployed across your organisation, whether for standard, web or mobile usage of the software.

This reduces IT burden and speeds up the implementation.

This standards-based developer environment also makes it easier to integrate with other applications, or to extend your Sage SalesLogix functionality through Web services.

"Sage SalesLogix was simple to use, flexible, feature rich, and according to our IT department, it has a very good architecture".

David Anthony, Business Manager, Eurotunnel UK

How Sage SalesLogix benefits Sales users

Increase Sales Productivity and Performance

Sage SalesLogix helps drive opportunities through the sales cycleby automating activities such as follow-up calls, letters, and literature fulfillment, based on sales and marketing processes you define.

Sales professionals can send personalised communications to individual customers or groups of prospects using customised HTML email templates. They can also track competitors and access the Sales Library for product specifications, FAQs, or marketing materials.

Advanced Outlook Integration enables you to share contacts, send emails, and manage calendars using Microsoft Outlook from within Sage SalesLogix, and record the activity to the Sage SalesLogix account history.

## Insight for Informed Business Decisions

Sage SalesLogix provides you with the insight to make informed business decisions, and the management tools to implement them:

- Accurately analyse the revenue potential and probability of close in your sales pipeline.

- Segment your sales opportunities by account manager, region, or status.

- Use integrated Crystal Reports to gauge individual or team effectiveness and guide territory realignment or redistribution of your marketing spend.

- Receive automatic alerts on pending sales opportunities based on business conditions you define.

Advanced Flexibility to Match the Way You Work

Easily manage team and territory assignments user profiles, workflow, security controls, and administration roles. Then, as your company grows and your business requirements change, Sage SalesLogix provides the flexibility and scalability to grow and change with you.

Many customisations can be accomplished using a codeless, wizard and template-based approach. For more advanced customisations standard development tools are available.
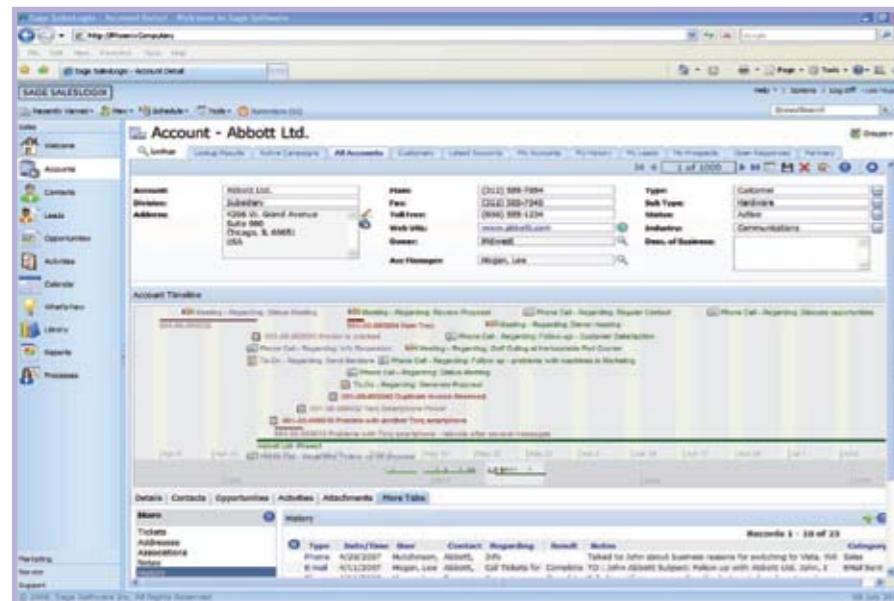
View all the information about your customer quickly and easily using your standard web browser. The Account Timeline provides visual mapping of events over a period of time, past, present and future helping you to understand your customer relationship better.

Sage SalesLogix Sales key features

Account and Contact Management

Track all customer interactions and add files, notes, or literature requests.

Assign ownership, establish account hierarchies, and track lead sources.

Opportunity Management

Track probability of close, products, lead source, status, and competitors.

Generate sales proposals automatically reflecting native customer currency.

Advanced Outlook Integration

Manage contacts, email, and calendars using Microsoft Outlook within Sage SalesLogix.

Send email and attachments using Outlook and record to Sage SalesLogix history.

Sales Process Automation

Create custom processes based on product line, deal size, territory, or lead type.

Automate sales activities and assign objectives and results required at each stage.

Forecasting and Reporting

Analyse sales campaigns, pipeline efficiency, revenue by lead source, and more.

Segment opportunities by account manager, region, or probability of close.

Calendar and Activity Management

Manage schedules and track phone calls, to-do items, events, and literature requests.

Lookups and Groups

Deliver targeted marketing messages or sales offers to select customer segments.

Customer Communications/Mail Merge

Create custom HTML email templates, then personalise and send using Mail Merge. Sage SalesLogix also integrates with Sage E-Marketing for full email campaign management.

Archive letters, emails, faxes, or proposals within customer account records.

Competitor Tracking

Record competitor product information as well as strengths and weaknesses.

Track sales team members, sales strategies, and reasons for win/loss.

Literature Fulfillment

Select cover letter, item, priority, send date, quantity, and shipping options.

Reference Library

Store product information, marketing collateral, manuals, pricing, and presentations.

Attach and send files from the Library in emails to customers and prospects.
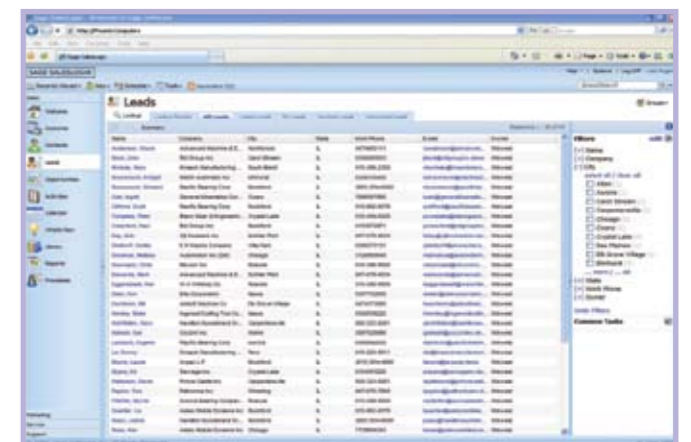
Sage SalesLogix provides you with the freedom of choice to select the right access method for your users (Windows, Web and/or mobile). All without sacrificing functionality, usability, or robust customisation capabilities.

How Sage SalesLogix benefits Marketing users

Identify Profitable Customer Segments

Select the criteria of your ideal target prospect, then segment your customer and prospect lists into unique groups. With Sage SalesLogix Marketing, you can find the most responsive audience for your campaigns and increase your revenues.

Build and Launch Multi-Channel Campaigns

Define campaign stages, targeting your prospects through multiple media. For example, execute email marketing activities with Sage E-Marketing, an optional integrated marketing services provider. Email response data is automatically transferred to Sage SalesLogix. Also, import leads from all other campaign activities, and qualify them based on your chosen criteria.

Manage Campaigns End-to-End

Manage and track every component of your campaigns from within the Sage SalesLogix Marketing campaign dashboard. View campaign stages, tasks, objectives, calls-to-action, and budgets. You can also view response rates and forecasted vs. actual sales results in real time for each campaign from within a single view.

Measure ROI and Report Campaign Metrics

Sage SalesLogix not only tracks response rates and ties revenue to specific campaigns, but also enables you to analyse marketing campaigns by lead source, region, media type, and products sold, using flexible, built-in reports.

In addition, a record of every campaign communication is linked to the account history, so employees from Sales and Marketing to Customer Support and Accounting share a complete view of all account activity. With Sage SalesLogix Marketing, you'll have every detail of your campaigns at your fingertips and the insight you need to increase the effectiveness of your marketing efforts and deliver sales results.

Sage SalesLogix Marketing key features

Campaign Management

Design, execute, and track all campaign activities in one location.

Re-use past successful campaign profiles.

Launch custom contact processes to automate workflow for sales reps.

Retain successful data for future campaigns.

Segmentation & Groups

Deliver targeted marketing messages or sales offers to select customer segments.

Enable sales reps to quickly create groups for personalised sales campaigns.

Segment customer and prospect lists using user-friendly filtering tools.

Lead Management

Import leads from web forms, tradeshows, seminars, or purchased lists.

Manually create leads from cold calls or referrals.

Track leads at every stage, from lead through closed sale.

Web Lead Capture

Capture prospect information via a company website and import lead data.

Launch marketing processes to schedule letters, calls or literature requests.

Gather valuable demographic data for use in segmentation and offer development.

Lead Qualification

Create qualification checklists using criteria you define.

Click to convert qualified leads to new sales opportunities.

Merge duplicate leads with existing contacts and accounts.

Workflow Automation

Streamline marketing and sales campaigns by automating standard tasks.

Automatically archive letters, emails, faxes or proposals within customer account records.

Email Marketing

Execute email campaigns using Mail Merge or integrate with Sage E-Marketing for full email campaign management.

Upload target lists directly into Sage E-Marketing.

Pre-populate Sage E-Marketing with your company templates and content.

Transfer Sage E-Marketing response data automatically into Sage SalesLogix.

Campaign Response Tracking

View response data real-time to analyse the impact of campaigns in progress.

Assess campaign metrics such as response ratio and associated sales revenue.

Campaign Task Management

Coordinate and track the stages and tasks critical to executing effective campaigns.

Schedule task owners, assign dates, due dates and budget for each task.

Budget & Revenue Tracking

Gain critical visibility into campaign budgets and direct revenue impact.

View revenue real-time as opportunities linked to campaigns are updated.

Track forecasted vs. actual budgets, including metrics such as cost per lead.

"Being able to gather and analyse statistical data regarding various marketing campaigns enables us to clearly identify what works and what doesn't, and influences future planning. Now, we're able to measure the success of marketing activities, including exhibitions, email marketing and direct mail."

**David Barry Fielder,
Finance Director,
Dowlis Corporate Solutions**

How Sage SalesLogix benefits Service users

Track and Resolve Customer Questions, Issues and Requests

Sage SalesLogix Customer Service provides the advanced issue tracking and resolution tools you need to quickly resolve customer questions, issues and requests, and deliver a high quality customer experience. Each service ticket created contains detailed information including a unique ticket ID number, contact info, type, status, urgency, assignment, date required, and service contract details.

From within a ticket, employees can search for solutions or schedule activities such as phone calls, meetings, or to-dos to follow up on open issues.

Find Critical Information and Resources Quickly

SpeedSearch, the powerful knowledge base search engine in Sage SalesLogix, helps service professionals quickly locate resolutions to customer issues. Service reps can search prior tickets, attachments, standard problems and resolutions, procedures, activities, and notes, as well as reference materials such as online manuals, FAQs, and white papers.

Manage for Maximum Productivity

Managers can view call turn-around time, first-call resolution percentage, issue totals by category, escalation history, unresolved issues, and a weekly recap. Sage SalesLogix automatically tracks time spent resolving individual issues, based on when users "punch-in" and "punchout" of individual tickets.

Help Customers Help Themselves

Sage SalesLogix helps reduce costs while empowering customers to find the answers they need, online and at their convenience. With the Sage SalesLogix Web Customer Portal, customers can view, add or edit tickets, and submit comments or attachments.

Integration for a Complete Customer View

Sage SalesLogix integrates with leading back-office applications. Through this, service reps can access key customer information such as credit status, balance, and terms, as well as reference prior orders, invoices, payments, and shipping info.

Manage customer issues effectively and improve your customer satisfaction. Use the inbuilt search engine to find resolutions to known issues enabling the service professional to close more calls in less time.

Sage SalesLogix Service key features

Ticket Management

Track ticket ID, contact info, type, status, urgency, assignment, and date needed.

Re-use past successful campaign profiles.

Schedule phone calls, meetings, or to-do's to follow up on open issues.

Send emails with attachments and record correspondences to activity history.

Service Contract Management

Track contract details such as service level, price, and time or paid-up balance remaining.

Validate authorisations for specific services and log issues against a contract.

SpeedSearch/Knowledge Base

Perform an advanced keyword search of any Sage SalesLogix table or shared network directory.

Reference prior tickets, attachments, standard problems and resolutions, activities, and notes/history.

Search reference materials such as online manuals, FAQs, or white papers.

Activities and Communication

Schedule and track phone calls, meetings, to-dos, events, and literature request.

Send email and attachments using Microsoft Outlook and record to customer activity history.

Reporting

Measure call turn-around time, first-call resolution percentage, and more.

View issue totals by category, escalation history, unresolved issues, and a weekly recap.

Notification and Alerts

Monitor data proactively and receive alerts when service conditions are triggered.

Notify service managers of overdue tickets or escalated issues requiring attention.

Alert customer service and support staff of expiring service contracts.

Web Customer Portal

Empower customers to view, add, or edit tickets, and submit comments or attachments.

Enable customers to search the same knowledge base that service reps use.

Back-Office Integration

View accounting data such as credit status, activity, Accounts Receivable balance, ageing, and terms.

Access current product information, inventory, pricing, and discounts.

Reference orders, invoices, payments, and shipping information within customer records.

How Sage SalesLogix benefits Support users

Streamline Support Centre Activities

Sage SalesLogix Support provides advanced issue tracking and resolution tools, enabling you to exceed customer expectations and internal performance goals.

Keep Critical Knowledge at Your Fingertips

The powerful SpeedSearch knowledge base in Sage SalesLogix helps support professionals quickly locate resolutions to customer issues.

Help Customers Help Themselves

Reduce costs by empowering customers to find the answers they need online, and at their convenience.

The Sage SalesLogix Web Customer Portal puts the same intelligence used by your support team on your Web site, along with a powerful search engine that simplifies the self-service experience. With Sage SalesLogix Support, customers and employees around the world can also create and track support tickets online, anytime.

Share Information with Sales and Marketing

A record of every support interaction is stored within each customer's account history in Sage SalesLogix, so employees across the organisation can share a complete view of all account activity.
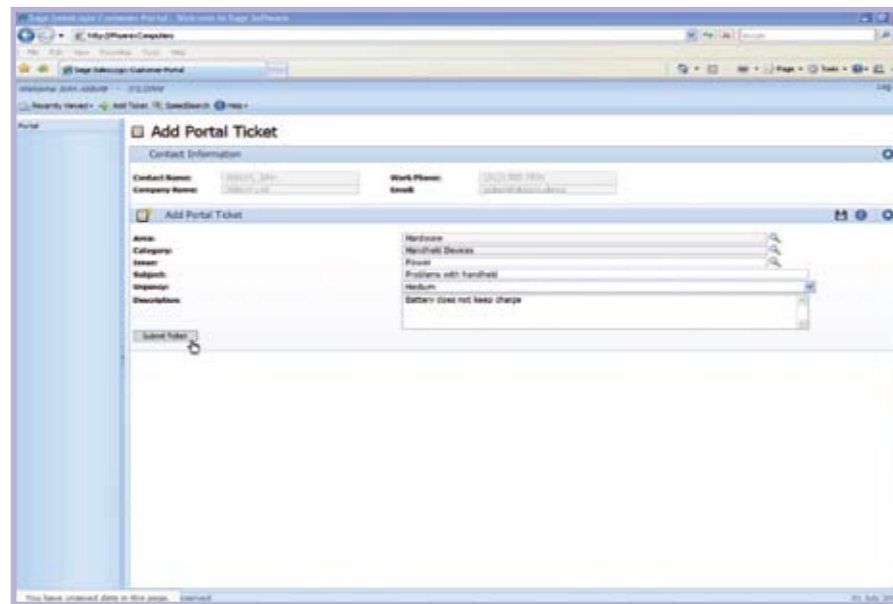
The Sage SalesLogix Customer Web Portal allows a customer to add tickets to your support system via the web and also search the knowledge base to find answers to their questions 24 hours a day.

Sage SalesLogix Support key features

Account and Contact Management

Access detailed information about the customers your department supports.

View ticket assignments, priority weightings, and notification requests.

Link attachments and comments to records for historical reference.

Ticket Management

Automatically assign tickets to the appropriate resource, based on area of expertise.

Record the status, urgency and nature of the issues, and track time-to-resolution.

Store and review comments, attachments, and an activity history.

Solve issues then archive resolutions in the knowledge base for future reference.

Support Contract Management

Track contract details including ID number, type, service level, amount, and end date.

Manage multiple contract types—per incident, time period, or cost amount.

"Punch-in" and "Punch Out" to track time spent on individual support issues.

SpeedSearch/Knowledge Base

Perform an advanced keyword search of any Sage SalesLogix table or shared network directory.

Reference prior tickets, attachments, standard problems and resolutions, activities, and notes/history.

Search reference materials such as online manuals, FAQs, or white papers.

Scan search results efficiently with advanced filtering, scoring, sorting, and preview capabilities.

Defect Tracking

Track defect details including ID number, type, severity, priority, status, and description.

View associated tickets, Return Material Authorisations (RMA)s, attachments, and product information.

Return Material Authorisations (RMA)

Ensure product returns are processed efficiently and accurately.

Record defects, shipping instructions, serial numbers, attachments, and comments.

Standard Problems and Resolutions

Access solutions to frequently recurring issues quickly and efficiently.

Automatically populate resolutions into tickets after performing a lookup.

Procedures

Document common processes used in solving customer problems.

Assign a title and subject, create date, and confidence level for each procedure.

Product Tracking

Associate products with accounts, tickets, defects, contracts, or RMAs.

View information on product codes, names, vendors, and pricing.

Sales and Support Integration

Arm sales reps with a history of their customers' support issues and details.

View the status, urgency, issue, ticket ID, and dates for open and closed tickets.

How Sage SalesLogix benefits Mobile users

Sage SalesLogix is an Integrated Customer Relationship Management (CRM) suite that includes Sales, Marketing, Customer Service and Support automation services. Sage SalesLogix Mobile extends CRM capabilities to mobile devices, delivering rich functionality and the real-time convenience of wireless. SalesLogix Mobile provides a robust mobile platform for instant access to critical customer information.

Sage SalesLogix Mobile allows you to view, edit and add contact and account details, take notes, schedule meetings, complete activities, update opportunities and review ticket information, all from a handheld device. You can quickly access key customer information using quick lookups or filtered searches. Sage SalesLogix Mobile allows full account, contact, opportunity and ticket management from the handheld device so employees always have access to the most up-to-date customer information, whether in the office or on the road.

Full-Featured CRM

- Create and manage contact and account information with related notes and history.

- Manage activities with a visual drag-and-drop calendar.

- Add, update and manage opportunities and products.

- View related customer call tickets

- Perform lookups and create dynamic groups on Pocket PC and SmartPhone devices.

- Use the same customisations deployed elsewhere in the organisation.

Sage SalesLogix is organised and easy to use, putting the information and resources you need to close sales at your fingertips. This includes mobile access through both BlackBerry® and Windows Mobile devices.
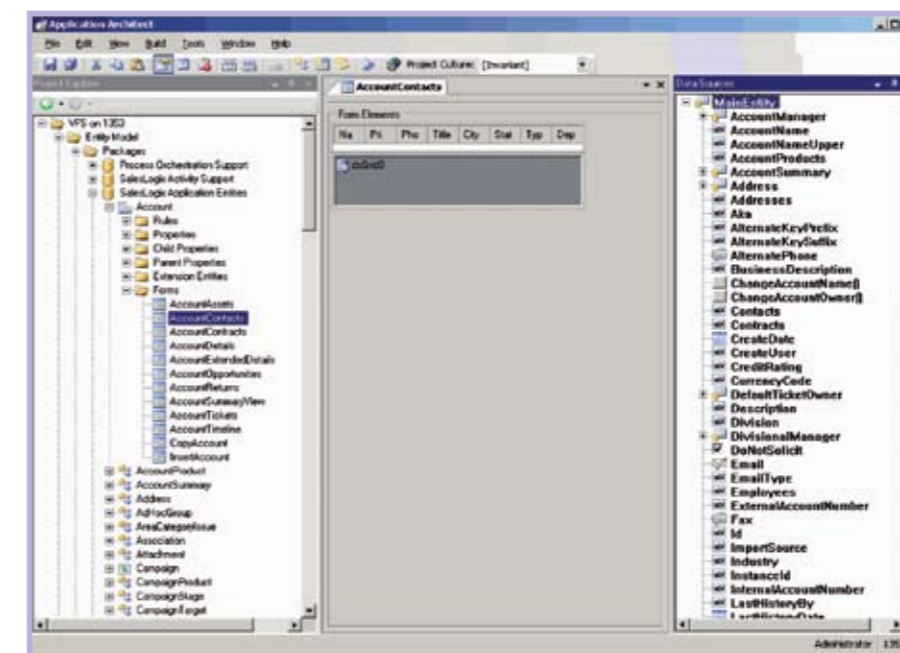
Customisation and Development Environment

Sage SalesLogix offers a development environment that gives you powerful customisation capabilities across desktop, Web and mobile devices. By enabling your company and its individual users to adapt the system to mirror your unique customer acquisition, retention, and development processes, Sage SalesLogix continues its market leadership in providing the highest user adoption ratings.

- One development environment for Web and mobile customisations – Web and mobile customisations are developed and managed within the same development environment—including standardised project tree views, code editors, and output and properties windows. This integrated environment reduces the complexity of developing customisations for Web and mobile solutions.

- Quickly create customisations with codeless capabilities – Sage SalesLogix has been designed specifically to accomplish most customisations using a codeless, wizard and templatebased approach, enabling quick creation of customisations without requiring extensive Web and programming knowledge. Advanced customisations can still be accomplished using standard development tools such as Visual Studio.NET or the included code editor.

- Web services-based for greater extensibility and integration – Easily integrate with other applications in your environment or extend your Sage SalesLogix functionality through Web services. Sage SalesLogix now provides a new layer of REST (Representational State Transfer) web services which allow you to expose an entity or a business rule to an outside application.

- Bundling and sharing customisations eliminates redundancy – Once a customisation is created, it can easily be bundled and shared across client solutions. As a result, your organisation can slash development time by re-using customisations.

- Rapidly customise with little IT involvement – Business analysts can use codeless tools to quickly deliver common customisations, enabling a much faster turnaround in addressing sales team requirements for new functionality.

- One-click deployments reduce administration costs – Sage SalesLogix can be instantly deployed to one or many servers with a single click. Deployments can be easily planned and managed for staged roll-outs.

- Reusable code speeds development time – The application model in Sage SalesLogix separates the business logic layer from the User Interface (UI) layer. This modular nature enables the re-use of previously developed components for faster customisations.

- Process automation - Sage SalesLogix provides a new powerful process automation capability that allows you to automate your important business processes. It is based on the Microsoft Visual Studio 2008 platform. Sage SalesLogix delivers SDK sample processes for sales and lead routing out of the box but you can customise any process to address your unique industry or business needs.

Sage SalesLogix has a single development environment for Web and Mobile, including codeless customisation tools for rapid deployment of a solution tailored to your business.

About Sage

Headquartered in Newcastle upon Tyne, Sage (UK) Limited is a subsidiary of The Sage Group plc, a leading supplier of business management software and services to 5.7 million customers worldwide.

From start-ups to larger organisations, Sage makes it easier for companies to manage their business processes.

Formed in 1981, the Group was floated on the stock exchange in 1989 and now employs 14,800 people in its market leading companies worldwide.

Working with its community of UK accountants, business partners, developers, banks and retailers, Sage is exclusively focused on providing UK businesses in all sectors with specific, scalable software and services to help them manage their finances, their people, their customers, their suppliers, their core operations and to plan their future business success.

In the UK alone, Sage employs over 2000 people and provides software and services to over 760,000 small and medium-sized businesses.

These products range from accounts, payroll, forecasting and business intelligence to customer relationship management, e-business and help for start-ups. Services include Excel Support, HR Advice, Health and Safety Advice and training courses.

"SalesLogix has become a driving force in our business. It's enabled us to create a valuable picture of our clients' buying history and preferences and therefore, deliver an improved service and generate greater revenue."

**Dr Peter L Clarke,
Managing Director, LibraPharm Ltd**

Notes

For more information contact your Sage Business Partner:

Or contact the Sage Business Development Team to discuss how Sage SalesLogix might help your company. Call: 0845 111 99 88

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