



## SageCRM.com Product Overview

SageCRM.com is an easy-to-use, always on, always available, feature-rich Customer Relationship Management solution. Designed to bring the manifold benefits of Sales, Marketing, and Customer Care automation directly to your organization, award-winning SageCRM.com delivers the technology to help you do what you do well even better. With minimal requirements for IT resources and investments, SageCRM.com is ideal for companies that want to be up running speedily, and for whom the ability to access their CRM system from any location—be it in the office, on the road, or at an airport—is a critical business need.

Hosted by Sage, SageCRM.com is an affordable, on-demand CRM solution that leverages the power of the internet and provides real-time access to shared information and documents. Using SageCRM.com results in greater visibility and collaboration across organizations, fosters productivity and accountability, and enables the effortless exchange of information throughout your organization.

With SageCRM.com you can:

- Analyze, forecast, and report on key sales data
- Access relevant customer data in real time, including opportunities, call and escalation history, meetings, appointments, multiple contacts, support cases, e-mails and documents sent and received, faxes, appointments, and meetings
- Get up and running quickly, thereby increasing revenue and decreasing administration costs
- Quickly analyze, manage, and synchronize sales, marketing, and customer care activities across all interactions, be they e-mails, calls, or faxes
- Easily identify and execute 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
- Provide quality customer care and maintain satisfied customer relationships
- Access on-demand reports on business activities as specified by the management team, ensuring transparency and effective communication

## BENEFITS

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

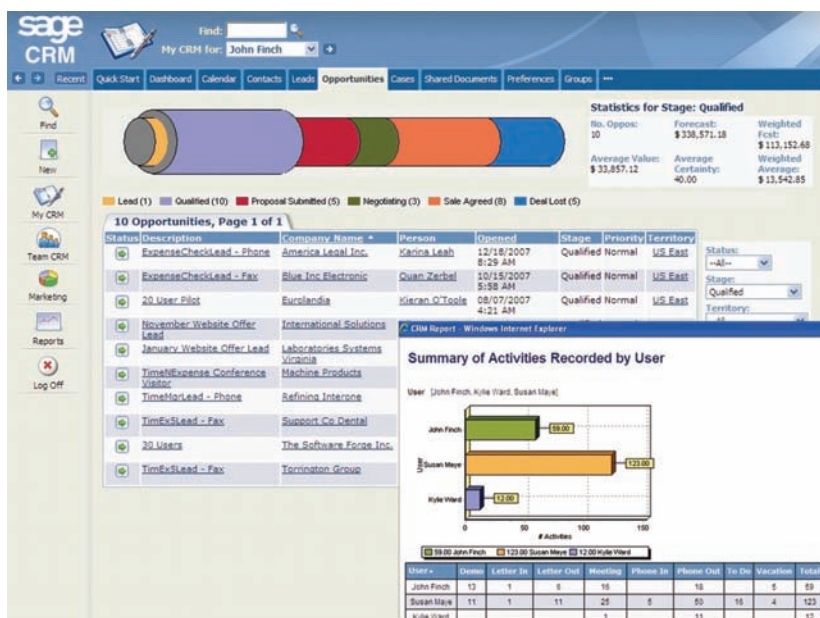
Empower your staff with enterprise-wide access to vital customer, partner, and prospect information

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

Provide quality customer care and maintain satisfied customer relationships

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

Reduce technology risk and the burden on internal IT resources and staff while increasing return on investment



◀ SageCRM.com tracks leads from first contact to final sales closure, helping you ensure that time and resources are invested into the deals that are most likely to close.

## FEATURES

<b>Free Trial</b>	SageCRM.com offers organizations the opportunity to try the solution before they buy it. Organizations are afforded a no-risk opportunity to understand SageCRM.com and true freedom of choice.
<b>Immediate Deployment</b>	SageCRM.com is always on and it is ready to use from day one. A stumbling block with some on-premise solutions is the speed at which they can be deployed, whereas SageCRM.com is instantly available.
<b>Cost Effectiveness</b>	With SageCRM.com, the requirement for large upfront software and hardware investments, and a dedicated system administrator, is eliminated. As no costly investments in hardware, software, or dedicated IT personnel are required, organizations have the opportunity to be profitable from the first day of using SageCRM.com.
<b>Access Anytime, Anywhere</b>	SageCRM.com is accessible anywhere, anytime. Users have the ability to log into the system from any computer location globally, and have the potential to access their SageCRM.com data via mobile devices. Users have immediate access to critical data, irrespective of their location, thus increasing their productivity and efficiency levels.
<b>Training and Coaching</b>	Comprehensive interactive help, including training videos, coaching captions, and wizards, is provided for every SageCRM.com user. These training aids are customizable and can be altered to meet the individual requirements of each user. Increases user adoption rates through education and ensures that users can be up and running from the moment they log in to the product, delivering efficiencies from day one.
<b>Sales Force Automation</b>	SageCRM.com 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. Allows sales teams to effectively manage, forecast, and report on all phases of the sales cycle. With accurate and current forecasting data, clear pipeline visibility, and improved efficiencies across the team, SageCRM.com Sales Force Automation enables the sales team to focus on selling.
<b>Marketing Automation</b>	SageCRM.com 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/prospect information—which eliminates guesswork and ensures that marketing resources are put to their best use. Improves marketing campaign management and decision making, and enables users to effectively measure marketing return on investment.
<b>Customer Care Automation</b>	With SageCRM.com Customer Care Automation, it is possible to build and effectively manage lasting customer relationships with powerful Case Management and Case Tracking tools. SageCRM.com provides real-time access to relevant customer data, including SLAs, call and escalation history, communications, multiple contacts, support cases, e-mail, and documents sent and received. Empowers organizations with critical information to build and support long-term customer satisfaction and loyalty, while maximizing every customer interaction and experience.
<b>Business Process Automation</b>	SageCRM.com offers the functionality to easily automate workflows, escalation rules, and business processes organization wide. Breaks down cross-departmental silos and ensures that best practice is followed across every department in the organization, and provides a consistent customer experience.
<b>Integration</b>	SageCRM.com offers the capability to instantly integrate through its open architecture and Web services interface with other business solutions, including Microsoft Outlook. SageCRM.com enables users to access critical business information across applications.
<b>Customization</b>	SageCRM.com is customizable and includes the ability to customize screens, headings, and add fields. The user has the ability to use SageCRM.com in their chosen language and customize the User Interface. Enhances the user experience as users are presented with their information, their way.
<b>Scalability</b>	SageCRM.com makes adding additional users a simple and swift process. SageCRM.com grows with your business and business strategies.
<b>Migration</b>	SageCRM.com offers the ability to migrate to an onsite CRM system as business needs evolve. Offers a deployment choice to match every stage of your business growth.
<b>Secure Data Storage</b>	SageCRM.com stores customer data in secure, ISO-compliant data centers. Organizations can download their data at anytime. Maximizes safeguarding of data while enabling organizations to access all of their information, whenever they want to.



End-to-end solutions. Expert advice.  
Ongoing support. That's Sage 360°.

Sage Software supports the needs, challenges, and dreams of 2.7 million small and mid-sized business customers in North America through easy-to-use, scalable and customizable software and services. Sage Software is a subsidiary of The Sage Group plc, a leading international supplier of business management software and services formed in 1981 and listed on the London Stock Exchange since 1989.



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