



## What's New in Sage SalesLogix v7.2

### New, state-of-the-art Web Client delivers enhanced productivity and a lower total cost of ownership.

Sage SalesLogix v7.2 ushers in a new foundation of Web and Mobile technology that increases productivity and lowers your total cost of ownership. The addition of the new Web Client and Mobile solutions means your business will benefit from unprecedented platform flexibility. You can select the access method or methods best suited for your sales team (Web Client, Windows Client, and/or Mobile). Regardless of which model you choose, you'll benefit from rich functionality and automation that helps people across the business improve productivity and sales.

### Reduce IT costs with the new Web Client.

Executives, sales people, and everyone across your organization will applaud enhancements to the user interface and other productivity tools available in Sage SalesLogix v7.2. But the release will likely have an even bigger impact behind the scenes. The new Web Client dramatically reduces IT administration costs and resource requirements.

Deployment of the new Sage SalesLogix Web Client can be made to one or many servers with a single click. The solution is completely built on industry-standard technologies such as ASP.NET, AJAX, and Web services. As a result, you can easily integrate Sage SalesLogix v7.2 into your existing IT environment and set the stage for future growth and even greater collaboration.

### Roll out customizations faster than ever.

Plus, with the new Web Client, advanced customizations are remarkably easy thanks to a new development environment that offers reusable code. Codeless tools and wizards enable rapid development of common customizations with little IT involvement, enabling a rapid turnaround in addressing sales team requests for new functionality. And the customizations you roll out today can be moved to future versions of Sage SalesLogix quickly, painlessly, and without huge migration efforts.

## KEY ENHANCEMENTS

New Web Client and expanded Mobile solutions enable true platform flexibility—with rich functionality and ease of use

Enhanced user interface delivers a Windows-like experience on the Web

Standards-based architecture easily integrates with your existing IT structure and applications

One-click deployment to multiple servers reduces administration costs

Codeless customization tools enable rapid development of common customizations

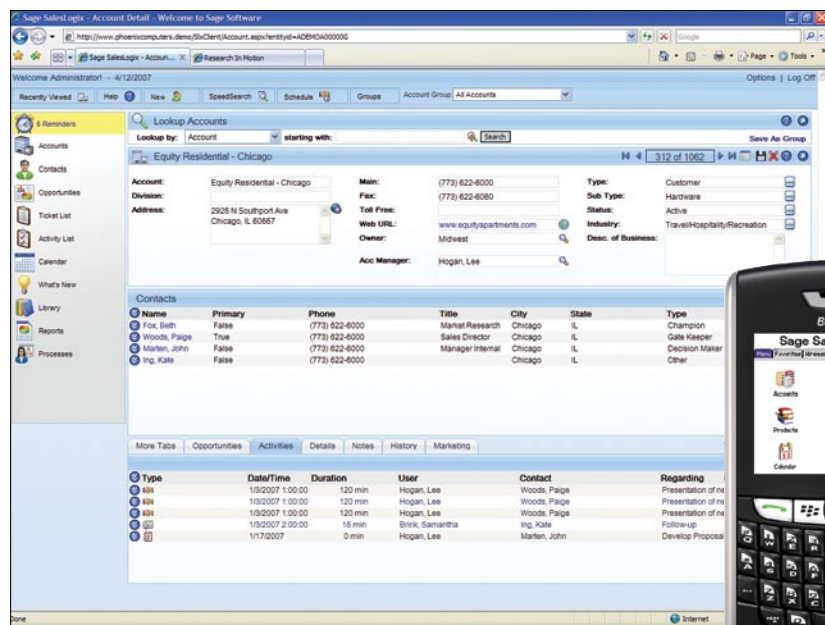
One development environment for Web and Mobile customizations

Expanded Mobile solution now supports Windows Mobile for Smartphone devices

## UPGRADE TODAY!

For more information about Sage SalesLogix v7.2:

- Contact your certified Sage SalesLogix Business Partner, or
- Call **866-674-5588** to speak to a Sage SalesLogix representative, or
- Visit [www.sagecrmsolutions.com/whatsnews1x](http://www.sagecrmsolutions.com/whatsnews1x)



◀ Sage SalesLogix provides organizations with the Freedom of Choice to select the access methods (Windows, Web, and/or Mobile) best suited for their teams, without sacrificing functionality, usability, or robust customization capabilities.

## Robust New Web Platform

Sage SalesLogix v7.2 is built on a standards-based, scalable architecture to support your future growth and change. Other enhancements include:

- **Easy integration with your existing IT environment** – Because it's built with standards-based tools like ASP.NET, AJAX, and Web services, Sage SalesLogix v7.2 aligns and integrates with your existing IT environment. It also allows for easy connections to other applications for improved automation and information sharing.
- **Rapid development with reusable components** – Sage SalesLogix v7.2 introduces a layered n-tier architecture model that separates the business logic layer from the user interface layer. This modular approach allows for the re-use of previously built components, enabling rapid development and deployment.
- **Lower total cost of ownership** – The new standards-based architecture reduces IT administration costs in a number of ways. For example, beginning with this release of Sage SalesLogix, you can more rapidly upgrade any customizations you've made to the system.

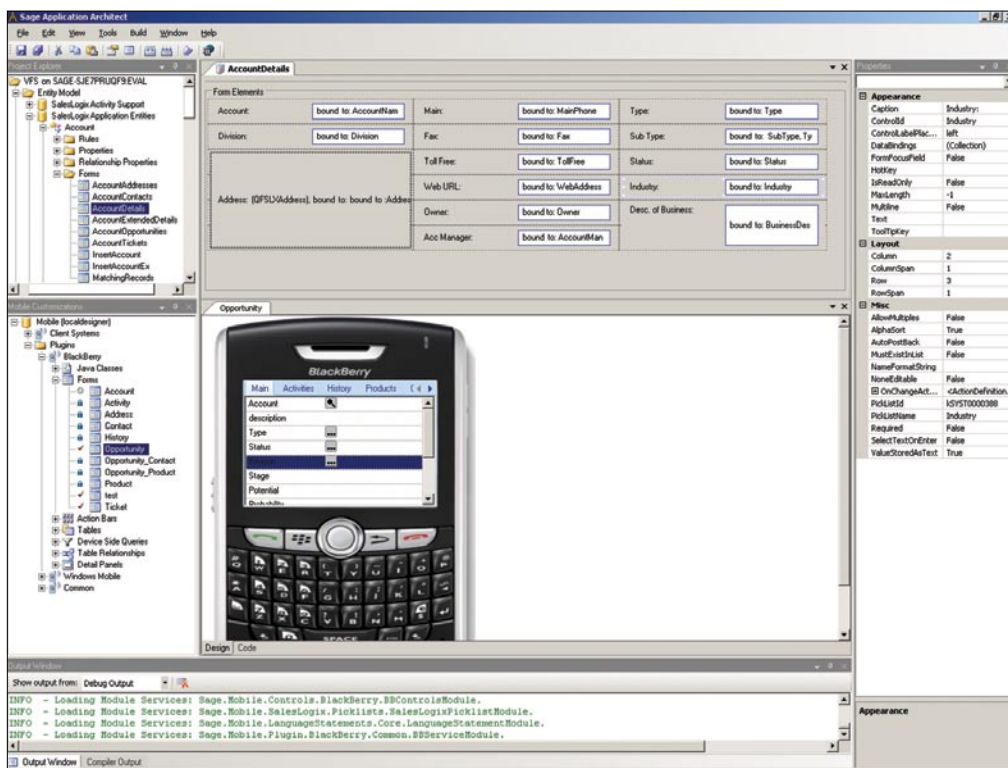
## Industry-Leading Web and Mobile Customization and Development Environment

Sage SalesLogix v7.2 offers a true end-to-end development environment, extending robust customization capabilities to the Web and mobile devices. By enabling your company and its individual users to adapt the system to mirror 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 customizations** – Web and mobile customizations are developed and managed within the same development environment—including standardized project tree views, code

editors, and output and properties windows. This integrated environment reduces the complexity of developing customizations for Web and mobile solutions.

- **Quickly create customizations with codeless capabilities** – Sage SalesLogix v7.2 has been designed specifically to accomplish most customizations using a codeless, wizard and template-based approach, enabling quick creation of customizations without requiring extensive Web and programming knowledge. Advanced customizations 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.
- **Bundling and sharing customizations eliminates redundancy** – Once a customization is created, it can easily be bundled and shared across client solutions. As a result, your organization can slash development time by re-using customizations.
- **Rapidly customize with little IT involvement** – Business analysts can leverage codeless tools to quickly deliver common customizations, enabling a much faster turnaround in addressing sales team requirements for new functionality.
- **One-click deployments reduce administration costs** – Sage SalesLogix v7.2 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 v7.2 separates the business logic layer from the User Interface (UI) layer. This modular nature enables re-use of previously developed components for faster customizations.

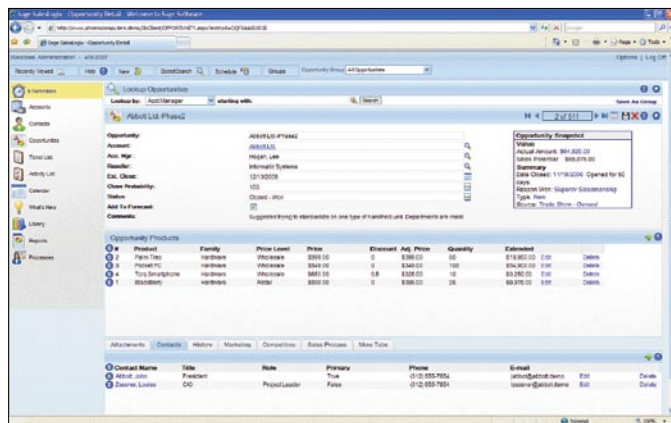


◀ Sage SalesLogix v7.2 delivers a single development environment for Web and Mobile, including codeless customization tools for rapid development and deployment of a solution tailored to your business.

## Enhanced User Experience

Sage SalesLogix v7.2 further enhances the user interface that has been acclaimed throughout the product's history. New enhancements make information access and navigation easier than ever.

- **One-click access to information maximizes productivity** – Get what you need and get it quickly. Sage SalesLogix v7.2 delivers an exceptionally enhanced and highly useful interface, enabling users to find the information they need to work more effectively.
- **Enjoy a Windows-like experience on the Web** – With the new Sage SalesLogix Web Client, the learning curve is minimal. You'll experience the same rich user experience you've come to love with the Windows Client version, including:
  - Drag and drop tabs
  - Middle pane
  - Minimal screen refresh
  - Context-sensitive help
  - Intuitive navigation
- **High user adoption** – The continued emphasis on ease of use in the Sage SalesLogix v7.2 release helps ensure high user buy-in and use across your company. Companies that implement the system can expect a rapid time to increased productivity due to the information access capabilities and tight integration with Microsoft Office and other critical business applications.

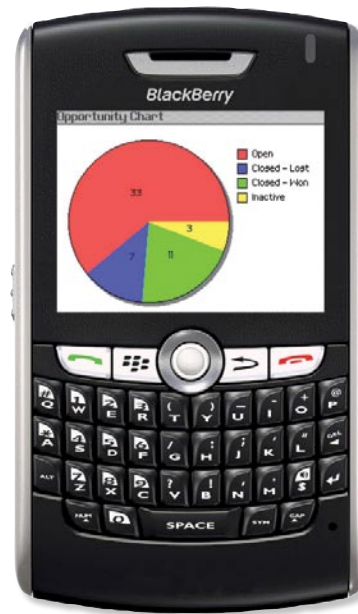


▲ *With the new Sage SalesLogix Web Client you'll experience the same rich user experience you've come to love with the Windows Client version, including drag and drop tabs and the middle pane.*

## Expanded Mobility

Sage SalesLogix v7.2 greatly expands the solution's mobile capabilities for sales professionals and executives who are on the go. Available for purchase as an add-on option, the Mobile solution grants users full access to the system, enabling them to view, edit, and add contact and account details. Plus take notes, schedule meetings, complete activities, update opportunities, and review ticket information—all from a handheld device.

- **Expanded device coverage** – Sage SalesLogix Mobile now supports Windows Mobile for Smartphone devices.
- **Rapid synchronization and anytime data access** – Mobile subscriptions enable users to take just the right amount of account and contact records with them. Plus they can easily search for and retrieve additional records by "subscribing" to them remotely.



◀ *Sage SalesLogix Mobile delivers charting capabilities on the BlackBerry, providing the ability to create and display customized charts.*

- **Enhanced BlackBerry experience** – Sage SalesLogix Mobile delivers charting capabilities on the BlackBerry, providing the ability to create and display customized charts. Also, Detail Panels provide quick, at-a-glance, access to key information.
- **Familiar look and feel enables immediate productivity** – Sage SalesLogix Mobile replicates familiar Sage SalesLogix functions on both Pocket PC and BlackBerry devices, so it's easy to get up and running quickly.
- **Convenient built-in features save time** – Features like handwriting recognition and one-click dialing or e-mailing from contact or activity records enable users to get the most from Sage SalesLogix while taking advantage of the convenience and productivity afforded by their handheld devices.
- **Flexible, fast, and secure updating** – Sage SalesLogix Mobile delivers one-click synchronization using wireless, wired, or dial-up connections back to the Sage SalesLogix Host Database or Remote Client. Lightweight, incremental updates enable fast and secure updating of client configuration changes, database schema changes, and bi-directional information updates. In addition, rules-based push to BlackBerry devices avoids the synchronization of all information, delivering just the desired amount and type of information at the right time.
- **Low administration and customization costs** – Sage SalesLogix Mobile offers centralized deployment, management, and updating of multiple BlackBerry and Windows Mobile-based devices. Flexible and extensible customizations are easily created through a simple drag-and-drop development environment. Sage SalesLogix Mobile uses native application development environments for the richest application experience for Windows Mobile (.Net) and BlackBerry (J2ME).

**About Sage SalesLogix**

Award-winning Sage SalesLogix is the CRM solution that enables businesses to acquire, retain, and develop profitable customer relationships by increasing sales and marketing performance and maximizing customer satisfaction and loyalty. Sage SalesLogix delivers deep, rich customization capabilities, high levels of end-user adoption, and low total cost of ownership across all deployment methods including Web, Windows, and mobile devices.

Sage SalesLogix provides organizations with the Freedom of Choice to select the access methods best suited for their teams, without sacrificing functionality, usability, or robust customization capabilities. Users can be more productive as they always experience the same rich user experience, regardless of application preference.

With more than 300,000 users at over 8,500 companies worldwide, Sage SalesLogix is the leading CRM solution for small to midsized businesses and divisions of larger enterprises, and is part of the Sage Software family of integrated business management solutions.



**Sage SalesLogix v7.2**

**UPGRADE TODAY!**

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