

# Sage CRM Builder

The Sage CRM Builder is a powerful tool that lets you adapt and extend the capabilities of Sage CRM to suit your business needs now and in the future.

Simple and easy to use, the Sage CRM Builder helps you create personalised business modules to manage any area of your business, not just customer relationships. Additionally, it ensures Sage CRM remains a key tool in your business to help you take advantage of new opportunities so you can grow and transform your business in the future.



“Having the ability to customize the solution was always going to be a big part of the CRM process for us. So Sage CRM was an easy decision in that sense, it had the best customization capabilities,”

Jay Lentz,  
Client Development Executive,  
Lincoln Waste Solutions

## Sage CRM Builder key features

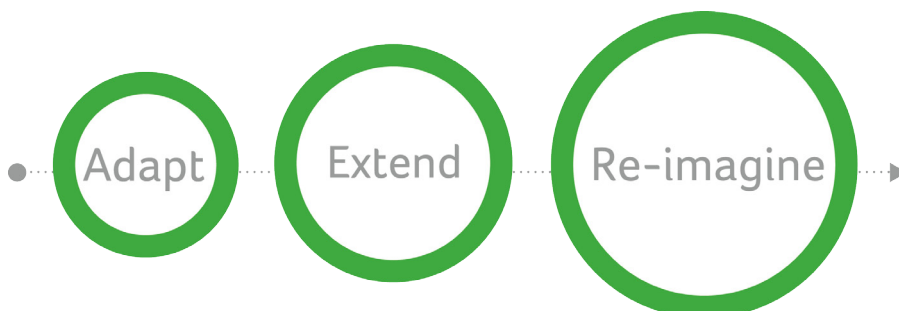
- Easy to use drag and drop 5 step builder requiring no technical skills
- Create new business modules in minutes with simple tooltips to guide you through the entire process
- Access your new business modules on any mobile device
- Build modules whenever and wherever with online access via Sage CRM Cloud
- Personalize screens, icons, tables etc. to suit the way you work
- Work more effectively by applying workflows specific to your business & manage your data your way
- Report on the details of what you create for greater business insight
- Import and upload your company data quickly using the data upload feature
- All included with your monthly Sage CRM subscription, no extra or hidden costs

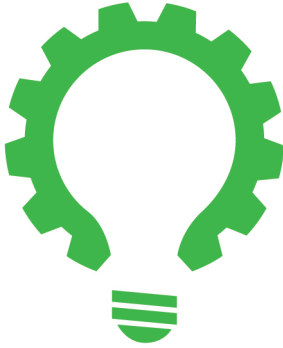
## Adapt CRM to your business needs

Sage CRM easily adapts to your business needs. You can therefore personalize and modify your solution in line with what your business looks like today, ensuring your team work effectively and efficiently. Customization of Sage CRM is made simple using the Sage CRM Builder, making it easy for you to change Sage CRM to work for your team on a cost-efficient and flexible basis.

## Extend Sage CRM to easily manage other areas of your business

The Sage CRM Builder lets you easily extend the functionality of Sage CRM by enabling you to create your own business modules in 5 easy steps, with simple point and click and drag and drop actions. It is designed to help companies that need a CRM tool which moves beyond customer relationship management, allowing them to extend the functionality of Sage CRM to manage any area of their business from events to projects, to recruitment, equipment, tradeshows, consultants and much more. If your business model changes in the future you can easily modify Sage CRM or simply add a new module to suit your change in requirements, enabling you to take maximum advantage of new opportunities as they arise.

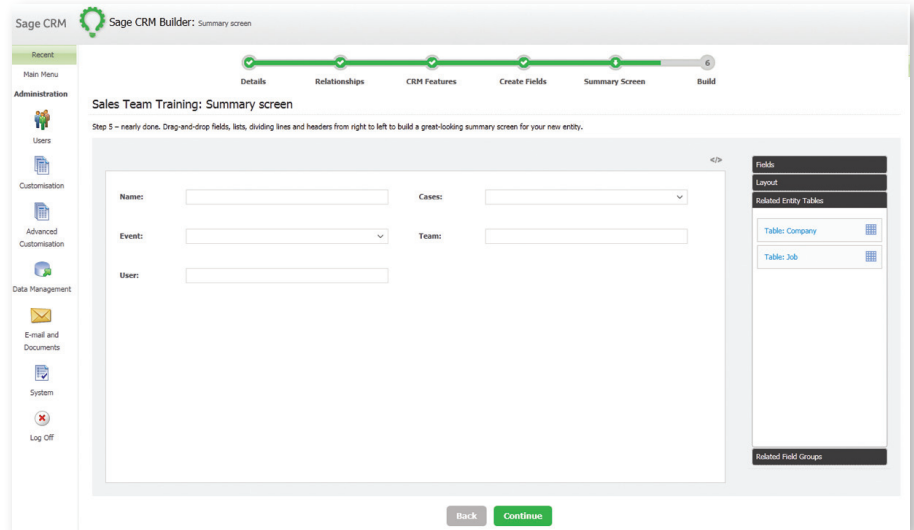




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➤ Create your own business modules in 5 easy steps, with simple point and click and drag and drop actions

#### No technical skills required

The user friendly, drag and drop functionality means just about anyone in your business can create new modules for their individual requirements. The Builder brings you through a series of 5 simple steps and easily lets you add features such as reporting, workflow and mail merge and simple tool tips help guide you through the entire process.

#### Build and access anywhere

Drive productivity across your team and enable them to build what they need to wherever, whenever. Once built, your new Sage CRM module can be accessed from anywhere, anytime even on your mobile and tablet device, helping you stay connected to your CRM data at all times.

#### Highly affordable

The Sage CRM Builder is available to businesses using Sage CRM Professional at no extra cost, ensuring your Sage CRM investment remains ensuring your Sage CRM investment remains affordable. This means you can now do more for the same great price.

#### Work smarter

Powerful functionality in the Sage CRM Builder means you can easily personalize everything on your screen to fit with the way you work, develop workflows designed to suit your business and manage your data your way. Not only this, but powerful reporting delivers at-a-glance business insight and informed decision making.

#### Re-imagine what Sage CRM can do for your business

The Sage CRM Builder pushes the boundaries of traditional CRM functionality giving you the freedom to adapt Sage CRM to your unique business needs now and in the future. It is designed to offer more than just excellent customization and acts as a powerful business management tool to help your business transform and succeed in the future.

In fact, thanks to the endless flexibility of Sage CRM Builder, you can manage pretty much everything inside and outside your company allowing you to take advantage of new opportunities as they arise. It is therefore an ideal solution for entrepreneurial businesses looking to grow and stay competitive when faced with new challenges and opportunities, inside and outside their company.



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## About Sage CRM

Over 14,000 small and medium sized companies across the globe use Sage CRM every day to accelerate sales, drive business productivity and make every customer interaction count. It is used by enterprising, growing companies seeking new ways to interact with customers, leverage the power of social media and take advantage of the latest mobile developments to further grow their business. When combined with Sage ERP, our customers enjoy better business insight, increased efficiencies and productivity, and gain a single, customer-centric view across their entire business. So whether you're just starting out or have already grown to several hundred employees, Sage CRM can help accelerate your business success.