

# Sage MAS 90 ERP

## Sage MAS 200 ERP



### SageCRM

#### A Complete View of Your Organization's Customer Interactions

SageCRM is an easy-to-use, fast-to-deploy, feature-rich Customer Relationship Management solution that you can configure and personalize. Combining SageCRM with Sage MAS 90 and Sage MAS 200 ERP systems provides you with a way to quickly analyze, manage, and synchronize sales, marketing, and customer care activities across all points of contact. Use Business Insights Explorer to give you true visibility across your business and up-to-date sales results. Seamlessly convert SageCRM prospects to Sage MAS 90 or 200 customers and provide real-time quotes to orders.

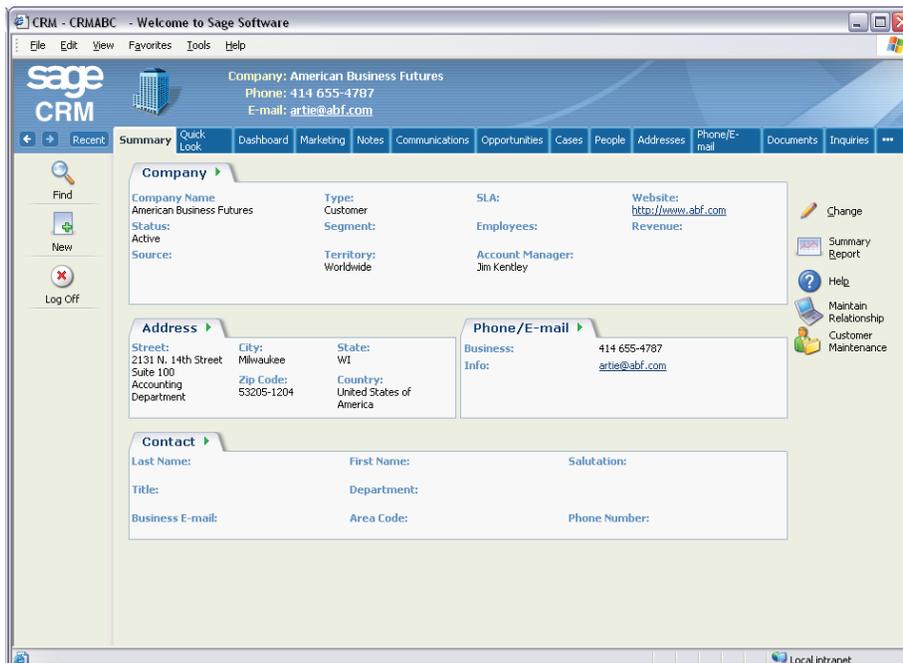
SageCRM combined with the power of Sage MAS 90 and 200 is available in Extended Enterprise Suite, and delivers real business management advantages to your organization. Designed to improve business relationships with every interaction, Sage MAS 90 and 200 Extended Enterprise Suite provides a complete customer solution with real-time availability and pricing so you can generate an accurate proposal with no hidden charges. Then, send the quote by e-mail directly from your system and set reminder follow-ups. This increases your forecasting accuracy and productivity, and strengthens your customer relationships.

With a full suite of integrated applications—including Sales, Marketing, Customer Service, Mobile Solutions, Accounting, Distribution, and Manufacturing—your people get the tools they need to find new customers, close sales faster, access transaction history, accounting data, and build lasting, more profitable relationships across all channels. The powerful workflow engine in SageCRM delivers better business process automation, making your organization more effective and efficient. Regardless of how, when, or where customers, partners, and prospects choose to interact with your organization, SageCRM offers a comprehensive, easy-to-use solution to successfully manage relationships.

*\*Please note that SageCRM is available in Sage MAS 90 and 200 Extended Enterprise Suite.*

#### BENEFITS

- Build long-lasting customer loyalty and generate repeat sales from your best customers
- Analyze, forecast, and report on key sales data
- Quickly analyze, manage, and synchronize your sales, marketing, and customer care activities across all points of contact
- Easily identify, execute, and replicate effective marketing initiatives across your sales channels
- Assign, schedule, and track marketing campaign activities, and measure performance
- Access relevant customer data in real time, including purchases, call and escalation history, interactions, multiple contacts, support cases, e-mail, and attachments



- Look up contact information, enter a sales order, perform customer maintenance, and get an enterprise-wide 360° view of your business.



## Features

### Seamless Integration

Use the power of Sage MAS 90 and 200 with SageCRM for a complete view of your customer interactions, orders, payments, communications, marketing campaigns, customer care, sales results, and forecasts.

### Automated Workflow

Integrating business processes and rules across all channels, departments, and employees is easy with automated and customizable workflows throughout SageCRM and Sage MAS 90 or 200.

### Training and Coaching

Providing step-by-step instructions, the innovative Training and Coaching tool assists users in getting started with SageCRM very quickly. User friendly and intuitive, Training and Coaching includes quick tips, videos, and wizards.

### Sales Force Automation

Gain easy access and manage all of your 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.

### Marketing Automation

SageCRM Marketing Automation enables you to schedule and track marketing activities within a campaign. Make every detail of each campaign visible, providing a single source of customer information that eliminates guesswork and ensures the best use of your marketing resources.

### Customer Care Automation

SageCRM Customer Care Automation makes it easier for you and your staff to effectively build and manage lasting customer relationships. You gain real-time access to relevant customer data, including purchase, call, and escalation history, interactions, multiple contacts, support cases, e-mail and documents sent and received, sales opportunities, and the ability to automate your escalation processes using SageCRM workflows.

### Web Self Service

Web Self Service allows your customers and partners to access information, log cases, and request services and support over the Web at any time. Your customers receive information based on their preferences, requests, and history through customized customer and partner portals.

### Web Services

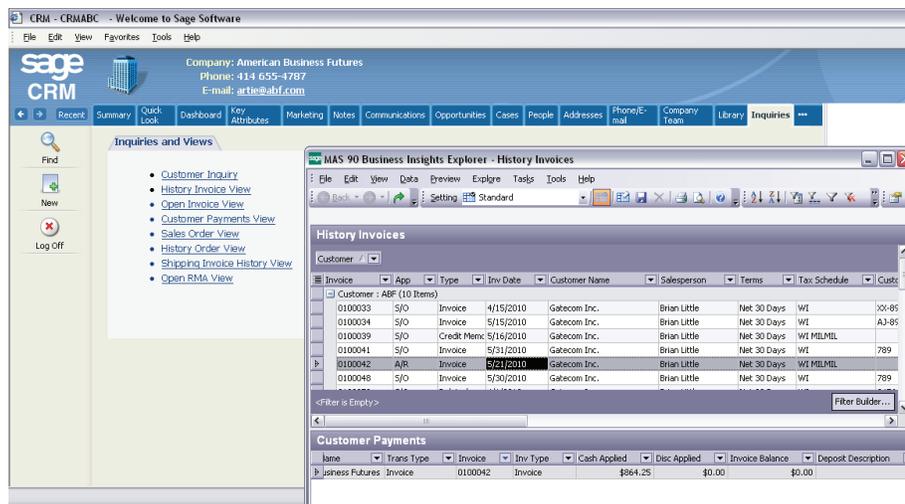
Create applications that securely access data in your SageCRM system with the SageCRM Web Services interface. The interface allows you to exchange information between your SageCRM system and other corporate applications.

### Microsoft Outlook Integration

SageCRM offers instant integration with the most popular e-mail and calendar management system, Microsoft Outlook.

### Computer Telephony Integration (CTI)

CTI links your SageCRM system to phone switches, enables click-to-dial functionality, and offers inbound caller recognition.



- Use Business Insights Explorer, directly from SageCRM, to access Sage MAS 90 and 200 information, answer those what-if questions, and track down any entry in your customer transactions throughout the system.