

SageCRM v7.0 Customer Relationship Management Suite Now Available For Small And Midsized Businesses

Customizable dashboard and user navigation among new user-driven enhancements

Scottsdale, Ariz. – June 21, 2010 – Sage North America, which provides business management software and services to more than three million small and midsized businesses in Canada and the United States, today announced the general availability of SageCRM v7.0. The latest version of SageCRM introduces an interactive dashboard and new user navigation to help users better manage customer-focused activities and team collaboration across sales, marketing, and customer service functions.

The SageCRM interactive dashboard pulls data and feeds from within SageCRM, external websites and integrated Sage ERP systems in real-time so users have all the information they need in one place to provide customers with consistent and exceptional service. The dashboard is easily customized using simple drag and drop capabilities.

SageCRM users will also benefit from a new web interface and navigation options that allow greater personalization. According to Yankee Group, the most important feature when evaluating a business application is ease-of-use: 82% of CRM user respondents to Yankee Group's sales management survey cited difficulties getting salespeople to use their CRM system, making it critical to improve overall usability. (Yankee Group, "Using End-User Insight to Buck the CRM Failure Rate," May 2008)

Sage technology aids customization and integration for SMBs

SageCRM v7.0 leverages the SData™ protocol, Sage's REST-based technology standard used to develop advanced customizations and integration between Sage ERP systems including the Sage ERP Accpac Extended Enterprise Suite and other third-party applications.

"REST is a great architecture for small business CRM and Sage is the leading proponent of REST, basing all their CRM applications on it," notes Paul Greenberg, CRM consultant and author of "CRM at the Speed of Light, Fourth Edition."

"SData™ expands the potential of all Sage solutions allowing them to work as one cohesive business solution," explained Larry Ritter, senior vice president and general manager, Sage CRM Solutions. "This not only benefits our customers by enabling integrated business processes but also creates opportunities and new markets for our extensive global partner channel."

SageCRM, sold in over 30 countries worldwide, is a web-based customer relationship management solution comprising sales, marketing and customer service automation. SageCRM end-to-end business capabilities facilitate integration with accounting and ERP systems to give organizations a complete view of customer activity. SageCRM is available as an on-premise or on-demand implementation and offers businesses a feature-rich CRM solution with a low total cost of ownership. For more information on SageCRM, please visit www.sagecrm.com.