

Sage Business Solutions | White Paper

Driving Business Growth in North America

Sage Business Solutions Portfolio Positioning

July 2010



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Executive summary

For over 25 years, Sage customers have trusted our software to help run their businesses, a responsibility we take very seriously. Sage has an unwavering focus on providing business-friendly solutions that make it easier for customers to manage their processes and meet their objectives.

One of Sage's most valuable assets is our people—our culture is one of passion and energy. In North America alone, Sage employs over 4,000 employees. Our team of highly trained people, which includes industry experts, accountants, and entrepreneurs, are all passionate about doing what's best for our customers. The collective experience and commitment of our people in answering 39,000 customer queries each day enables us to truly understand the challenges small and mid-sized businesses face. Through this regular dialogue we have with our customers, we are able to continually develop and improve our products and services based on what our customers need to more effectively manage their business.

Our solutions portfolio is strong and diverse. Customers choose Sage because we offer a choice of flexible, scalable, integrated solutions to manage anything from one aspect of their business software needs to complete solutions linking back and front office operations. Through a long history of acquisitions, Sage has built a portfolio that includes solutions like Sage Peachtree, Sage ERP MAS, ACT! by Sage, Sage Abra, Sage ERP Accpac, Sage SalesLogix, Sage ERP X3, Sage Timberline Office, and many other products that have large, loyal followings. The acquisition of business management solutions is an important part of our strategy. We've progressively innovated and enhanced our solutions to serve the changing needs of the evolving marketplace.

The goals of this white paper are threefold:

- Authenticate our role as a leader in the small and mid-sized business (SMB) market.
- Demonstrate our leadership in understanding and solving our customers' challenges.
- Provide Sage portfolio clarity, defining the best product for each target market.

Who we are and the markets we serve

Sage is the **number one** worldwide provider of accounting and ERP solutions for companies with fewer than 1,000 employees¹. Traditionally, we have been associated with financial management software, but over the last 25 years we have taken this experience and applied it to other markets. Today, we are the third largest provider of business solutions worldwide for companies regardless of size².

In North America, our products help businesses and organizations manage processes across different functions—from accounting, payroll, and human resource management to invoicing, inventory control, and customer relationship management (CRM). Overlaying our product strategy is continued development and expansion of software applications tailored to specific industry groups, such as manufacturing, distribution, services, construction and real estate, nonprofit, and healthcare.

Our solutions and services integrate and complement each other so we are able to support a wide variety of businesses, from start-ups through to complex multi-divisional organizations operating in the upper mid-market. Sage is the only software publisher with a full suite of products required to effectively span the entire small and mid-sized business (SMB) market.

Customers choose Sage because we offer a choice of flexible, scalable, integrated solutions to manage anything from one aspect of their business software needs to complete solutions linking back and front office operations.

1 IDC #220937, Worldwide ERP 2008 Vendor Analysis, published December 2009.

2 AMR, Global Enterprise Application Market Sizing Report, July 2009.

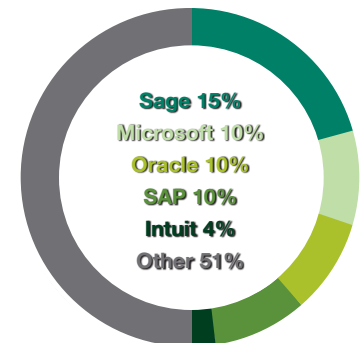
Characteristics of the markets we serve

Sage identifies market segments by the **business size, industry group, number of users, and process complexity** of the organization implementing the software. We view the SMB market as a continuum, recognizing that there is no one single characteristic that defines a business. Instead it is a combination of many factors that establish an organization's software requirement.

Broadly speaking, larger organizations typically have more sophisticated processes and complex requirements than their small business counterparts, thus necessitating a more robust feature set and in many cases customized capabilities. Examples of advanced requirements include multicurrency, advanced business analytics, and supply chain management. In contrast, smaller businesses normally have fewer software users and often do not require complex workflow and features.

A company's industry group also defines process complexity and impacts the software requirements. For example, manufacturing companies have unique requirements and standardized industry processes. Sage addresses those through pre-configured manufacturing applications. Likewise, other industries, such as healthcare, construction, real estate, distribution, services, and nonprofit, have their own sets of reporting and accounting requirements. Sage offers solutions designed to solve the business challenges created by these specific needs.

Worldwide Small Business Accounting and ERP Software Market



In the worldwide small business market, Sage is regarded as the clear leader. We are the number one worldwide provider of accounting and ERP solutions for companies with fewer than 1,000 employees.¹

Markets	Characteristics	Products
Small Business	<ul style="list-style-type: none"> Employee headcount generally less than 50 1-10 software users Less than \$10 million in annual revenue No IT department Transactions with a relatively small number of partners and suppliers Limited or no participation in global marketplace Standardized processes with limited or no customization required 	ACT! by Sage Sage FAS Fixed Assets Sage Fundraising 50 Sage Master Builder Sage MIP Fund Accounting Sage Peachtree Sage Simply Accounting
Mid-Market	<ul style="list-style-type: none"> Employee headcount 20-500 Up to 100 software users Annual revenue between \$10 and \$500+ million Typically have limited on-site IT resources Transactions with moderate number of partners and suppliers Some participation in global marketplace Processes are often specialized and have moderate degrees of complexity 	Sage Abra HRMS Sage ERP Accpac Sage ERP MAS Sage ERP X3 Sage FAS Fixed Assets Sage Millennium Sage MIP Fund Accounting Sage Peachtree Quantum Sage Project Lifecycle Management Sage SalesLogix Sage Timberline Enterprise Sage Timberline Office SageCRM SageCRM.com
Upper Mid-Market	<ul style="list-style-type: none"> Employee headcount over 250 Up to 1,000 software users Revenues up to \$1 billion Generally have extensive on-site IT resources Transactions with potentially hundreds of partners and suppliers Participation in global market place is likely to be a core aspect of the business model Processes essentially mirror larger enterprise counterparts, albeit at a slightly less complex level 	Sage Abra HRMS Sage ERP Accpac Sage ERP X3 Sage FAS Fixed Assets Sage Millennium Sage SalesLogix Sage Timberline Enterprise

¹ IDC #220937, Worldwide ERP 2008 Vendor Analysis, published December 2009.

What makes us different?

Going further for our customers

We differentiate ourselves from our competition through the experience we deliver to customers.

Unlike some of our competitors, we are not led by technology or processes. **“Customer focused not technology driven”** is our central strategic vision. This ensures our products and services are relevant, solve real business problems, and make it easier for customers to manage their business processes.

We are focused on surrounding our customers with an outstanding experience at every level. Some of the ways we go further for our customers:

- Over 95% of our solutions are developed domestically, resulting in solutions based on our accumulated knowledge of local business environments and customer needs—and ensuring compliance with local fiscal, legal and regulatory requirements.
- We have a proven, unmatched ability to deliver software that tames complexity for users and IT managers alike—as evidenced by continuous recognition from independent analysts, reviews, and awards programs.
- We make extensive use of User Centered Design principles to collect direct end-user input to develop our products. We also collect thousands of feature requests and enhancements through various web-based means, including our online communities. Through online tools, we allow customers to vote on ideas, so we can focus on enhancements that resonate.
- Over 90% of our technical support staff is located in North America, well above the average for our industry. We provide support locally because we believe that outstanding service has to be provided by highly trained individuals who understand their customers, their products, the local legislation, and other local market issues.
- Across the business as a whole, over 40% of our people work in customer-focused roles including customer service, training, and technical support.
- The average tenure of our technical support employees is six years, outpacing industry averages for North America.
- Our vibrant global network of 40,000 accountants and 26,600 business partners and consultants is a key competitive differentiator for Sage in the marketplace—providing industry expertise, on-site local support and business best practices and advice for our customers.

Business stability and strength

A division of Sage North America, Sage Business Solutions is part of The Sage Group plc, a global software company with **6.2 million customers, over 13,100 employees, \$2.22 billion in annual revenue, and more than 30 years of experience** working with small and midsized businesses.

We combine unparalleled experience in the market with a reliable record of supporting customers even through periods of recession and economic instability. When faced with challenges, businesses need software suppliers they can trust and with whom they can build real relationships for the long-term. Despite our global reach we have built our success on understanding and meeting the needs of customers in their local markets.

Sage Guiding Principles



Simplicity



Agility



Innovation



Integrity



Trust

Customer-driven innovation

For Sage, innovation and driving value for our customers go hand in hand. Our passion for developing solutions that satisfy our customers' needs is born of our listening and learning culture.

We develop new products and add new features based on what our customers are telling us. We make improvements at a pace at which businesses can attain the most benefit with the least disruption, cost, and risk. Based on the interactions we've had with customers and our understanding of their business challenges, we've identified seven focus areas for innovations in our solutions:

Innovation Focus Areas

Business Analytics

The manner in which an organization gathers data, interprets it, and uses it to make business decisions is of critical importance. In fact, Gartner Group has identified business analytics as one of the top 10 strategic technologies for 2010. With analytics and reporting, business leaders can gain a clearer view of what is happening and why it's happening so they can identify where opportunities lie and react quickly. Across the board, Sage and our partners are innovating the way our solutions serve up information to software users through dashboards and built-in reporting.

Collaboration

As SMBs expand with remote offices, suppliers, and customers all over the world, businesses will increasingly leverage social networks, knowledge management, and resource identification in order to collaborate more effectively. Consequently, a growing function of information technology will be to facilitate intelligent self-service applications that drive marketing campaigns, focus on persistent customer engagement, and drive unstructured interactions among internal workers, as well as with external partners and suppliers. SMBs will increasingly demand that their business solutions readily identify and enable community participation and collaboration.

Globalization

We are seeing growing demand from existing and potential customers who increasingly operate internationally and need a solution that works in all of their locations. These solutions must be robust enough to cope with multiple government legislations, currencies and languages yet be flexible, lean and offer local customization. As a global business with extensive experience of working with growing SMBs, we understand these challenges and have developed ERP and CRM solutions that meet the demands generated by international businesses. The provision of these international solutions demonstrates our commitment to offer our customers a choice of high quality, flexible and scalable solutions which meet their evolving needs.

Flexibility

Change is an ever-present part of business today. Companies change to stay competitive. They introduce new product lines and enhanced services. They acquire businesses, form mergers, reorganize, and expand globally. These and other changes force organizations to reevaluate the information they have, the information they need, and how that information is structured and exchanged throughout their business management systems. Sage has long believed in building software solutions capable of adapting to business and organizational changes without requiring disruptive modifications. Today, and even more so over the next year, our ability to support change is becoming an even more prominent differentiator.

Note: Look for the icons shown here throughout this white paper to learn more about recent and upcoming announcements from Sage supporting these innovation focus areas.

Connected Solutions

Many SMBs need additional business services to help them manage various aspects of their business such as lead generation, payroll tax e-filing, website creation, management, and more. However unlike their larger counterparts SMBs don't have the luxury of large IT departments or budgets. Sage Connected Services—a family of new generation “cloud” based business services—greatly expands a business' reach. Coupled with Sage's proven expertise in application delivery, Sage Connected Services integrate with Sage products and maintain the familiarity and reliability of applications from Sage but also provide new and flexible buying and ownership experiences. By taking the guesswork out of finding high quality services, Sage brings efficiencies into our customers' day-to-day operations so they can focus on what matters most—running their businesses.

Mobile Workforce

Advancements in mobile technology are rapid and widespread. As business adoption grows, features advance, prices drop, wireless networks become more pervasive, and connectivity becomes ubiquitous, mobility has transitioned from an optional capability to a critical business enabler. Business will increasingly be conducted from smart phones, handheld devices, and notebook computers. Access to mobile-ready business solutions and applications will enable employees to be able to work more efficiently and be available whenever they are needed (24/7).

Industry Focus

We recognize that a common business solution will not meet the needs of every company. Although our customers generally share similar business goals, many can also benefit from solutions that are tailored to meet highly specific industry requirements and conditions. Our heritage in working with customers across a wide range of industries also tells us that in many cases generic ERP solutions require longer implementations, more workarounds, and costly customizations. As a result, Sage continues to apply our industry knowledge and domain expertise to concentrate our innovation efforts across key industries, including: manufacturing, distribution, services, construction, real estate, nonprofit, and healthcare.

Business Analytics

Sage Peachtree 2010 introduced a new level of business analytics previously only available to larger organizations and accounting firms. A built-in business analytics engine, powered by iLumen, enables businesses to monitor performance using a customizable dashboard featuring key insights such as total revenue, gross margin percentage, days sales outstanding, and more.

Key challenges we help our customers overcome

Getting a complete, accurate view of the business

One of the key challenges for SMBs is obtaining a complete picture of business performance and having the right information readily available in order to make the right decision. It's no longer enough to provide quarterly profit and loss statements, monthly production reports, or even daily sales projections. To be successful in today's highly competitive markets, SMBs need instant access to inventory levels, customer credit limits, sales promotions, business trends, and more.

Sage knows that when employees have access to the most accurate information when needed most, they are able to make timelier and better-informed decisions. And as the quality of those decisions improves, the business realizes improved operational results. We specialize in helping small businesses exchange context-relevant information throughout the business. One example that shows our commitment to delivering industry-leading business intelligence (BI) applications is our introduction of a common BI tool to our ERP solutions, which began with the 5.6 release of Sage ERP Accpac and will continue with other Sage solutions in 2010 (see sidebar).

Going global

Sage also makes it easy for businesses to expand their presence internationally. Designed to fit flexible organizations, Sage ERP Accpac and Sage ERP X3 are ideal for micro-multinational companies desirous of developing their business in several countries without investing in a complex and costly global management system.

These advanced ERP solutions support multiple languages, currencies, companies, sites, and legislations and can run a sophisticated multi-site planning and distribution business in a multi-country environment as easily as a single domestic implementation. Country-specific parameters, such as legal and market requirements, are centralized to offer a single solution. Sage ERP Accpac and Sage ERP X3 make it easy to share common data and processes between different foreign sites or subsidiaries, while respecting their own specific usages and business rules.

Equally important, Sage understands that the success of global system implementations resides foremost in local support and skills. We offer direct implementation services and support in all major countries.

Empowering people to do their very best

We understand that software doesn't run businesses. People run businesses. Sage is committed to providing easy-to-use solutions that empower employees to contribute to the success of their business—regardless of their role. Beginning with entry-level products under the Sage Peachtree, Sage Simply Accounting and ACT! by Sage brands and moving through Sage's top-end Sage SalesLogix and Sage ERP X3 offerings, Sage goes to extensive lengths to ensure ease of use. User forums, business partner advocate groups, and usability studies—all focused on product simplicity and ease of use—guide development of every Sage solution. In the midmarket this is especially renowned, as Sage SalesLogix, Sage ERP MAS, Sage ERP Accpac, and Sage ERP X3 are continually recognized for ease of use. For the end user of our products this means extremely short learning curves, improved productivity, and easy access to the best financial, reporting, and collaboration tools.

Mapping the software to specific business needs

Improving business efficiency and reducing costs are universal requirements for every organization of all sizes and in any industry. But that's often where the similarities end. As businesses grow, so do the challenges and complexities related to maintaining accurate data, accessing timely information, and enabling the proper interface of various business functions. By the time they become "midsize," organizations have long-established and specialized ways of doing business. One of the key hurdles to continued growth of midsize businesses is finding software that fits their particular processes and specialized needs.

Sage excels at turning our solutions into our customers' solutions. For example, our mid-market ERP and CRM solutions come pre-configured to handle common industry practices, but they are also highly configurable and customizable to adapt to unique requirements and work methods. Plus, with over 1,000 development partners building applications to extend the functionality of our mid- and upper-mid market ERP and CRM solutions, customers benefit from solutions that match the way a business get work done.

Establishing a single version of the truth

As businesses grow, they can no longer risk trying to get by using off-the-shelf bookkeeping software to manage finances while other processes such as financial consolidation, performance analysis, and budgeting are addressed mainly through use of spreadsheets or other informal methods.

Business Analytics

Released in November 2009, Sage ERP Accpac Intelligence is an embedded reporting application that taps the rich pool of data collected by Sage ERP Accpac and presents the information in smart reports and dashboards. Sage ERP Accpac Intelligence utilizes and serves up information within Microsoft Excel, which our customers have told us is the most familiar application for developing business reports. Throughout 2010, Sage will introduce this common, embedded Business Intelligence tool for many of our leading Sage ERP and Accounting solutions.



Collaboration

Business Analytics

Sage ERP Accpac and Sage ERP MAS provide customers with end-to-end solutions that unite back-office functions (accounting, HR and payroll), front-office functions (order entry, sales and service), operational functions (warehouse, shop floor, etc.), and external suppliers. Our solutions combine secure, real-time information-sharing with analytics and reporting so employees never have to pause and say "I don't know" when confronted with an inquiry. Instead knowledge flows through the organization like a bolt of lightning.

Sage is best equipped to handle this central challenge for mid-sized businesses—establishing the means to collect and disseminate information across the organization. For example, Sage ERP solutions vanquish the old standalone systems in finance, sales HR, manufacturing and the warehouse, replacing with a single unified solution that offers rich, contextual views across each function. Similar integration is provided across industry-focused solutions for the construction and real estate, nonprofit, and healthcare markets.

Achieving regulatory compliance

In addition to taming complexity from a technology management and integration perspective, Sage helps SMBs navigate an increasingly regulated business environment. Today's businesses must be equipped to quickly and accurately report compliance information to government agencies, partners, and other stakeholders.

Our solutions provide structured methods for ensuring compliance with generally accepted accounting principles (GAAP) and international financial reporting standards (IFRS) as well as accommodating differences between the two. Examples of how Sage helps organizations comply with regulations and ultimately improve business performance include:

- All Sage ERP and accounting solutions help businesses control risk and comply with far-reaching government mandates like Sarbanes-Oxley.
- Global solutions such as ACT! by Sage, Sage Simply Accounting, Sage SalesLogix, SageCRM, Sage ERP X3, and Sage ERP Accpac help organizations cope with multiple government legislative bodies, multiple currencies, and multiple languages.
- Sage ERP X3 enables process manufacturers to comply with MSDS, OSHA, HACCP, USDA, FDA and more.
- Sage Abra HRMS (human resource management system) provides peace of mind when it comes to ensuring compliance with government regulations, including EEO and OSHA, I-9, and VETS 100.
- Industry-specific solutions are built to enable organizations to comply with unique requirements. For example, Sage Nonprofit Solutions help organizations easily generate FASB-compliant, audit-ready financial statements and 990 worksheets.

Supporting business growth and fast organizational change

Growing the business often requires a shift in the way the business is executed, thus calling for modifications of the way it is supported by the ERP and CRM systems. Sage understands the need for solutions that can easily adapt to business and organizational changes without heavy engineering. From a technology perspective, this means building software solutions capable of supporting multiple environments (running on multiple operating systems and databases, in client-server and/or web networks, hosted or on-premise, etc.) and offering simple, productive development tools that comply with industry open standards. On the functional side, it means integrating more of the business processes such as finance, operations, CRM, and business intelligence. These principles are at the core of Sage's ERP development strategy in the upper mid-market with Sage ERP Accpac, Sage ERP X3 and Sage SalesLogix.

Fostering internal and external collaboration

Sage understands that improved communication with suppliers, partners and customers through easy-to-use collaboration tools can optimize business processes, increase responsiveness, and enable new levels of achievement throughout the enterprise.

Sage ERP X3 and Sage SalesLogix feature best-in-class SOA/WOA communicative architectures that facilitate various types of connections to internal and external business applications. These open platforms enable businesses to connect with all their partners, suppliers, and customers, but also with their subsidiaries, remote employees, or parent company. For example, web services open ERP business rules and data for seamless connections to web storefronts, trading exchanges, and other application systems. Sage SalesLogix provides useful “mash-ups” of CRM and additional data to provide timeline visualizations of customer interactions.

The Sage portfolio

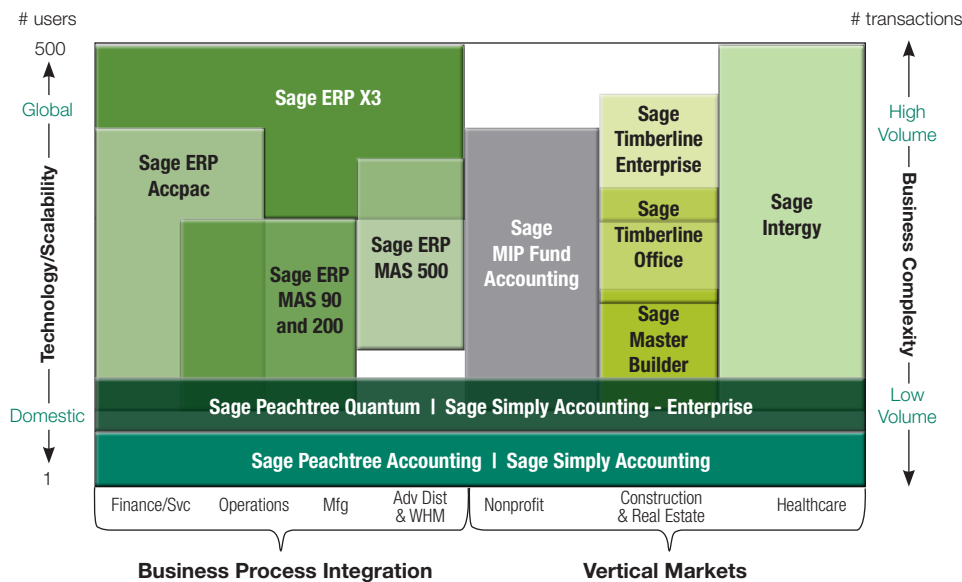
The strength of the Sage portfolio is its diversity. We provide customers with the choice of high-quality products and services which use the most appropriate technology and deployment methods. Whether it is our financial software enabling better cash flow management, our CRM software helping to build profitable customer relationships, or our HR and payroll offerings being used to improve employee performance and ensure legislative compliance, our solutions and services equip customers to run their businesses more effectively and overcome the challenges of today’s business environment.

Sage Financial and Operations Management Solutions

Our accounting and ERP solutions help businesses from start-ups to global enterprises control finances, reduce costs, and improve business efficiency. The solution a business should evaluate depends on several organization-specific elements:

- **Prospective Growth** – Including transactional volume, number of suppliers, number of users, and activity worldwide.
- **Industry** – Many of our Sage solutions offer pre-configured solutions that address specific industry processes and regulation without the need for customization.
- **Business Process Complexity** – As a business grows, the complexity of its processes often increase.

Sage North America Accounting, ERP, and industry group solutions portfolio



Sage ERP X3 introduces a new technology platform—the Sage Application Framework for the Enterprise or SAFE X3. SAFE X3 reduces both acquisition and operating costs through faster implementation and training, increased interoperability, and simpler evolution. This SOA/web-native platform notably includes core functions for advanced workflow and business intelligence, as well as a multi-OS/DB engine capable of rendering the same application code in multiple operating environments, forming a solid foundation for business applications regardless of changes in the infrastructure.

The Sage portfolio includes over 30 solutions that help small and mid-sized businesses run more efficiently. In this white paper we have chosen to focus on a select group of solutions to tell the Sage story. For details on solutions not mentioned, visit: www.SageNorthAmerica.com.



Small Business Accounting

Sage Simply Accounting



Processing Transactions Reporting & Analytics Simplifying Compliance Preconfigured Industry Solutions Customization Flexible Deployment Manage Change & Growth Global

Developed in Canada for Canadian businesses, Sage Simply Accounting helps make accounting processes run more efficiently and professionally.

- The #1 small business accounting software in Canada
- Packaged software, no accounting experience required
- Multicurrency and Trilingual English/French/Spanish
- More than 100 predefined reports
- MySQL database plus integration with Microsoft Office applications
- Up to 20 users for Sage Simply Enterprise

Sage Peachtree



Processing Transactions Reporting & Analytics Simplifying Compliance Preconfigured Industry Solutions Customization Flexible Deployment Manage Change & Growth Global

The Sage Peachtree product line, ranging from entry level to comprehensive, is ideal for small businesses seeking accuracy and control, so they can achieve better financial results.

- Accuracy, control, and results for U.S.-based small businesses
- Easy to use, packaged software
- 125 customizable reports
- Pre-configured editions address manufacturing, distribution, construction, and nonprofit industries
- Integrates with Microsoft Office applications
- 1-5 Users, up to 40 for Sage Peachtree Quantum

Mid-Market ERP

Sage ERP MAS 90 and 200



Processing Transactions Reporting & Analytics Simplifying Compliance Preconfigured Industry Solutions Customization Flexible Deployment Manage Change & Growth Global

The Sage ERP MAS 90 and 200 product line is the recommended solution for domestic companies that need more in-depth capabilities than “off the shelf” products offer but want to maintain a low cost of ownership.

- Embedded database and administration, and low IT management requirements
- End-to-end solutions simplifying compliance for finance, business intelligence, CRM, HR, payroll, and operations with comprehensive reporting and business analytics tools
- Easy to apply personalization and customization and collaboration options to address specific workflow requirements

- Ideally equipped for wholesale distributors and light manufacturers with domestic operations
- Best performance from 1-50 users
- Typical customer is a company with up to 250 employees and annual revenue between \$1 million and \$100 million

Sage ERP MAS 500



Sage ERP MAS 500 delivers an advanced solution for multi-warehouse distributors and light/advanced manufacturers in discrete and mixed-mode environments with domestic operations.

- Based on SQL Server and optimized exclusively for the Microsoft environment
- End-to-end solutions for simplifying compliance across finance, business intelligence, CRM, HR, payroll, and operations with comprehensive reporting and business analytics tools
- Advanced customization options
- Collaboration tools for enhanced supply chain management
- Best performance for 100+ users
- The typical customer is a company with up to 1,000 employees and annual revenue between \$10 million and \$500 million

Sage ERP Accpac



With its robust financial management capabilities and flexible and open architecture, Sage ERP Accpac supports global aspirations for mid-market and upper-mid-market companies.

- IT flexibility with choice of databases, operating systems and deployment (on-premise or on-demand)
- Complete global solution supporting multiple languages (5 out of the box), currencies, companies, sites, and legislations
- End-to-end solutions simplifying compliance for finance, business intelligence, CRM, HR, payroll, and operations with comprehensive reporting and business analytics tools
- Advanced collaboration tools through unparalleled SageCRM integration
- Highly customizable with full Software Development Kit (SDK)
- Recommended for companies specializing in distribution, finance, hospitality, entertainment, high-tech, and other service-based industries
- Best performance for 25+ users
- The typical customer for Sage ERP Accpac is a company of 50 to 1,500 employees with \$10 million to \$500 million in revenue

In its 2010 release, Sage ERP Accpac will introduce a common technology platform based upon industry standards including ATOM, RSS, and XML. Using the Google Web Toolkit as its foundation, the Sage Web Toolkit (SWT) provides developers within Sage and in the extended Sage development community tools to easily and rapidly build applications that integrate into Sage ERP Accpac and address highly specialized processes.



Designed for businesses with global aspirations, Sage ERP Accpac and Sage ERP X3 support multiple languages, currencies, companies, sites, and legislations. These mid-and upper-mid market ERP solutions tame the complexities of running a sophisticated multi-site planning and distribution business in a multi-country environment. Combined, Sage ERP Accpac and Sage ERP X3 are used by over 44,000 customers spanning 169 countries worldwide.



Planned for release in 2010, ACT! Mobile Live is a Cloud-based service that enables users to wirelessly synchronize their ACT! contact and calendar data with wide range of mobile devices.

Upper Mid-Market ERP

Sage ERP X3



Processing Transactions Reporting & Analytics Simplifying Compliance Preconfigured Industry Solutions Customization Flexible Deployment Manage Change & Growth Global

Within the Sage ERP family, Sage ERP X3 tops the product line by targeting the upper mid-market as a global ERP solution accommodating multi-country business requirements as well as complex local needs.

- IT flexibility with choice of databases, operating systems and deployment
- Complete global solution supporting multiple languages, currencies, companies, sites, and legislations
- Advanced collaboration tools for enhanced supply chain management
- Highly customizable
- Three pre-configured offerings for process manufacturers, discrete manufacturers, and wholesale distributors
- Multi-tier architecture scales from 10 to 1,100 users
- The typical customer for Sage ERP X3 is a company of 50 to 2,000 employees with \$20 million to \$500 million in revenue

Customer and Contact Management Solutions

Building and maintaining a loyal base of customers requires deep customer relationships established through understanding of customer needs and buying patterns, as well as world-class customer service. Customer management solutions from Sage help individuals, small-to-medium sized businesses, and divisions of large enterprises manage all elements of the customer lifecycle. A common and consistent CRM integration framework is being developed for all our CRM products to enable rapid, consistent integration with any Sage ERP product.

CRM for Individuals, Small Businesses, and Divisions of Larger Businesses

ACT! by Sage

ACT! by Sage enables businesses and individuals to improve results by managing relationship details and providing fast access to the customer and contact profiles.

- Packaged software, easy to administer (no IT support staff required)
- Implement as-is or easily personalize
- Integrates with Microsoft Office and other office productivity software
- Provides access to vital info—even when away from the office
- Integrated e-marketing and social media services
- Entry-level version for 1-10 users, Premium for 5 – 100+ of users
- ACT! by Sage is used by businesses of wide-ranging sizes from micro-businesses all the way up to divisions of Fortune 1000 companies.

Small Business and Mid-Market CRM

SageCRM and SageCRM.com

SageCRM empowers sales, marketing, and customer service teams with the tools they need to find new customers, close sales faster, and build loyal and profitable relationships.

- Deploy on-premises or on-demand via the web
- Out-of-the-box integration with Sage ERP Accpac and Sage ERP MAS
- Extreme ease of use and deployment flexibility
- Highly configurable with moderate levels of customization
- Full-suite CRM: sales, marketing, and service

Mid-Market and Upper Mid-Market CRM

Sage SalesLogix

Sage SalesLogix is a highly customizable CRM solution with flexible, secure, deployment options to meet your business needs.

- On-premise deployment (with on-demand available 2010)
- Full-suite CRM: sales, marketing, service, and analytics
- Superior customization for highly specific requirements
- Full access via mobile and handheld devices
- Out-of-the-box integration with Sage ERP X3 in 2010



In the CRM space, the 2010 release of Sage SalesLogix Cloud will benefit customers by providing subscription-based buying experience. By choosing to have Sage SalesLogix hosted in the cloud, customers will maintain control and ownership of their data, drive their own timetable for upgrades, and continue to work with their local business partners. Using this approach, customers gain the benefits of an on-demand deployment while still having the flexibility to adapt Sage SalesLogix to their own unique and changing sales, marketing, and support processes—without the common customization restrictions of multi-tenant SaaS offerings such as Salesforce.com.

Solution Segments	Customer Interaction Model	Performance Enhancement Goal	Decision Driver	Key Functionality
SageCRM CRM	Many to One Many to Many	Collaboration within and among Front and Back Office Teams	Finance, Executive, Operations, Executive	Contact or Account Centric Activities, History, Opportunities, Configurability, Price and Product Lists, Order History and Invoices, Suites/Extended Enterprise
Sage SalesLogix CRM	Many to One Many to Many	Collaboration within and among Sales, Marketing, and Support Teams	Sales Executive, Marketing, Executive, Service or Support Executive	Contact or Account Centric, Sales Force Automation, Leads, Opportunities, Workflow, Tickets, Analytics, Mobility, In-depth Customization, Turnkey Integration
ACT! by Sage Contact Management	Many to One Many to Many	Individual Teams and Sales Teams	Individual, Business Owner, Sales Professional, Sales Manager	Contact Centric Activities, History, Opportunities, Personalization, Dashboard and Reports, Turnkey Integration, Opportunity Management



Business Analytics

Sage Abra HRMS 2010 offers an innovative new dynamic information sharing capability that empowers HR to securely connect executives, managers, and others with the critical workforce information they need. Information can be tailored to each user. Users can decide where, when, and how to use the information without HR involvement.

Connected Solutions

Industry Focus

Sage Fundraising Online is a newly introduced, low-cost “viral fundraising” tool that allows nonprofit organizations to cost effectively increase their donations using the Internet. Employing the concept of contextual giving, the new Sage ePhilanthropy offering is designed to help organizations quickly create donation forms that can be placed within any web page. Using this technology, organizations can easily align passions with causes, and have others spread the word for through social networks.

People Management Solutions

Sage has been the leading provider of on-premise HR and payroll solutions for small and mid-sized organizations for over 20 years. We specialize in working with HR departments that may be under-staffed, may have inadequate systems, limited technical capabilities, and limited budgets.

Sage Abra HRMS

Sage Abra is the full-featured HRMS solution that centralizes all employee data; simplifies core HR, payroll, and benefits administration; and produces the information organizations need to better manage the workforce.

- On-premise
- Easy to implement, support, and use
- Typical customer is an organization with between 50 and 500 employees who are challenged by inadequate or ineffective employee management systems

Industry Solutions

Nonprofit

Tax-exempt organizations, often referred to broadly as “nonprofits,” are a thriving part of our economy. Sage North America serves over 27,000 charitable organizations with software and services, helping to ensure the most effective use of their resources to advance their missions. We are helping those who do good things do them even better.

Sage Peachtree Premium for Nonprofits

Our entry-level solution for nonprofit organizations.

- Includes nonprofit-specific operational reports
- Features a unified chart of accounts
- Tracks donation receipts

Sage MIP Fund Accounting

Our market leader, Sage MIP Fund Accounting, ensures that every dollar raised is spent wisely and assists organizations to meet the ever-increasing complexities with compliance and regulation.

- Creates standard nonprofit financial management reports, such as FASB-compliant, as well as customizable reports
- Tracks and reports on multiple funds across multiple budget periods
- Integrates with Sage Fundraising solutions, as well as Sage Abra HRMS and Sage FAS Nonprofit

Sage Fundraising

For every nonprofit—be it a small, single-user organization or a large multiple-location organization—we have an easy-to-use fundraising solution to meet its unique needs.

- ACT! by Sage provides core contact management coupled with marketing capabilities to serve the needs of smaller organizations
- Sage Fundraising 50 provides comprehensive CRM capabilities for small and mid-sized enterprises

- Sage Millennium is designed for diverse and complex fundraising programs that exist in larger organizations and educational institutions
- New Sage ePhilanthropy solution to be launched in mid-2010 will enhance our customers' ability to process donations online (basic functionality offered today through DonateNow)

Construction and Real Estate

Sage is a leading provider of accounting and operational software and services to the industrial and commercial general contractor, specialty and service contractor, residential builder, and property development and management sectors. Whether a company's needs are simple or complex, Sage offers proven construction and real estate business management solutions which can be tailored to, and grow with, their business.

Sage Peachtree for Construction

- Sage Peachtree Premium for Construction offers small builders and property management firms an entry-level solution that automates basic industry-specific functions

Sage Master Builder

- Sage Master Builder is an integrated accounting and operation software product for small and midsized firms who have grown to need a construction-specific business management solution

Sage Timberline Office

- Sage Timberline Office provides financial management, estimating, project management, property management, and service management for midsized to large contractors and developers who need software which can be customized to their unique workflows, processes, and reporting requirements

Sage Timberline Enterprise

- Sage Timberline Enterprise is a fully integrated construction management software suite for midsized to large service and specialty contractors who need a high-performance, scalable solution to improve workflows, user efficiency, and business productivity

Healthcare

Sage provides leading software applications for the ambulatory healthcare market. Sage healthcare solutions include electronic health records, practice management, business intelligence and electronic data interchange for medical practices, community health centers and radiology/imaging centers. Our solutions provide private practices and federally qualified health centers with tools to improve workflow efficiency and productivity, to measure clinical and business outcomes, and to connect with patients and other key stakeholders.

Sage Medware

- Sage MedWare is a simple and affordable practice management system with the power to meet the complex administrative needs of smaller practices today

Sage Intergy

- Sage Intergy is an integrated, scalable practice management system that provides advanced scheduling, medical billing, and management tools—as well as advanced connectivity patients, payers, hospitals, diagnostic facilities, and other providers of services



Introduced in the summer of 2009, Sage Project Lifecycle Management is a collaborative project management solution designed for the construction industry. This fully web-driven SaaS solution enables construction managers to integrate the work of the complete building team, including project workflow management, document management, and financial management, delivering improved project visibility, accountability, team communication, risk management, and cost control to complex capital projects.



Sage Intergy EHR 5.5, released in 2009, introduced Predictive Order Management. The solution enables medical practices to work smarter by leveraging and sharing clinical data more efficiently. The solution enhances collaboration, workflow, and decision support by allowing providers to see, within a single screen, previous treatments for a patient, for example, while they are covering for a physician or in on-call situations.

Globalization

Sage ERP X3 v6, releasing in early 2010, will simplify the management of global organizations with the ability to manage multiple companies or branches in multiple countries within one single database and system. All entities share the same reference system while working in their own language and currency. A multi-chart of accounts system, Sage ERP X3 facilitates group reporting at the global level. Automatic inter-company flows and consolidation are achieved seamlessly, providing an accurate view of business performance in real time—locally and worldwide.

Sage Intergy EHR

- Sage Intergy EHR is an electronic health records system that enables medical practices to move from paper patient charts to a user-friendly electronic format

Manufacturing

Faced with a volatile economy and cutthroat competition, manufacturers must design, build, and deliver high quality products in a timely manner at the lowest possible costs in order to profitably win and retain customers. Sage offers a range of manufacturing solutions to help—regardless of whether the company has 1 or 1000 employees.

Sage Peachtree for Manufacturing

- Sage Peachtree Premium for Manufacturing offers small manufacturers an entry-level solution that automates basic manufacturing functions

Sage Peachtree Quantum Manufacturing Edition powered by Manufacturing Information Systems, Inc. (MISys, Inc.®)

- Sage Peachtree Quantum Manufacturing Edition offers small to midsized manufacturers not only the core accounting features small businesses need, but a rich manufacturing-based feature set that helps drive efficiency, customer satisfaction and profitability

Sage ERP MAS 90 and 200

- Sage ERP MAS 90 and 200 are ideal for small and midsized companies with light manufacturing environments and domestic operations

Sage ERP MAS 500

- Sage ERP MAS 500 is the recommended solution for light or advanced manufacturers in discrete and mixed-mode environments with domestic operations

Sage ERP X3

- Sage ERP X3 provides mid-to-large manufacturers with a global ERP solution that manages advanced business processes; it's particularly well-suited for the manufacturers and distributors specializing in chemicals, life sciences, food and beverage, hard goods as well as multi-channel retailers

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