

## SALESLOGIX SALES • MARKETING • CUSTOMER SERVICE • SUPPORT

### **Award-winning Sage CRM SalesLogix is a Part of the Sage Software Family of Business Management Solutions**

Sage CRM SalesLogix is the leader in customer relationship management (CRM) for small to medium-sized businesses (SMBs) that require flexible, easy-to-use solutions to help acquire, retain, and develop profitable customer relationships.

Sage Software's portfolio of contact and customer relationship management solutions is comprised of ACT! by Sage, Sage Accpac ERP, Sage CRM, and Sage CRM SalesLogix. Gartner Research named Sage CRM SalesLogix an Excellence Award winner at its 2006 CRM Summit.

With its ACT! heritage, Sage Software has 17 years of specialized market focus on contact management and CRM. As a result, Sage CRM SalesLogix, with more than 6,000 customers, has garnered accolades for its ease of use and high levels of end-user adoption, making it a natural choice for ACT! users that have outgrown contact management and require a full CRM solution.

Sage CRM SalesLogix delivers integrated sales, marketing, customer service, and support automation solutions that adapt to an organization's unique customer acquisition, retention, and development processes. Sage CRM SalesLogix provides a complete CRM solution with low cost of ownership, rapid time to productivity, and high return on investment. And, as part of Sage Software, Sage CRM SalesLogix integrates with Sage Software accounting and business management applications.

### **Long-Term Stability and Sustained Growth**

Sage Software is the North American subsidiary of The Sage Group plc, the world's leading business management software provider to the small and mid-sized business community. Headquartered in the United Kingdom, The Sage Group plc serves more than 4.7 million SMB customers worldwide. Sage Software offers leading business management products and services that give more than 2.5 million small and mid-sized customers in North America the insight for success throughout the lives of their businesses. By the end of fiscal year 2005, the North American revenue of Sage Software was \$584.7 million. The organization continues to expand its portfolio of business management solutions through recent acquisitions such as the Master Builder product and business from Intuit Inc. and the Corum Mobile Division of Corum Corp., which specializes in mobile CRM technology.

### **Integrated Suite of Business Management Solutions**

Sage Software can accommodate the growing needs of a small or medium-sized business through its integrated suite of products that include contact management and customer relationship management, accounting and ERP, fixed asset management, and HR solutions. Sage Software specializes in offering a range of solutions in each business management category so that as an organization grows, there is a clear product migration path for its customers.

Sage Software has had great success migrating Peachtree by Sage customers to the Sage MAS 90 ERP accounting product line and ACT! customers that have outgrown contact management to Sage CRM SalesLogix for CRM. In addition, Sage Software has industry-specific solutions for manufacturing, distribution, non-profits, accountants, and construction and real estate.

### **Ranks Highest in End-User Adoption and Satisfaction**

It's not only end-users that have recognized Sage CRM SalesLogix but also numerous industry analysts and media publications. Accolades include:

- ISM Top 15 Small and Medium Business CRM Software Packages for 2004, 2005, and 2006

- Gartner CRM Marketscope recognition and recommendation that existing customers continue incremental investments, while potential customers put Sage CRM SalesLogix on a shortlist of tactical alternatives
- 2006 International Success Strategy Winner by Aberdeen Group
- CRM Magazine's 2005 Market Leader Award for small business suite CRM
- Multiple Product of the Year recognitions.

## **Channel-Driven to Deliver Personalized, Local Customer Support**

Sage Software has developed a mature network of market-leading business partners that specialize in Sage CRM SalesLogix implementation, support, training, and customization. These partners are well-versed in front-office disciplines and often have vertical market expertise they can extend to customers on a local, personalized basis.

Sage CRM SalesLogix has more than 450 value-added resellers and integrators worldwide. Certified Sage CRM SalesLogix Business Partners sell products in English, French, Italian, German, and Spanish in countries worldwide.

## **Flexibility to Span Almost Every Industry**

Sage CRM SalesLogix is acclaimed for its ability to adapt to an organization's unique sales and customer interactions processes. As a result, the 7,000 Sage CRM SalesLogix customers span more than 90 percent of the high-level industry codes (NAICS/SIC). Sage CRM SalesLogix demonstrates particular strength in Services, as well as in Manufacturing, Wholesale Trade, and Finance, Insurance, and Real Estate. Customers cite ease of use, flexibility, customization capabilities, rapid time to productivity, and high return on investment as key criteria for selecting Sage CRM SalesLogix as their CRM solution.