

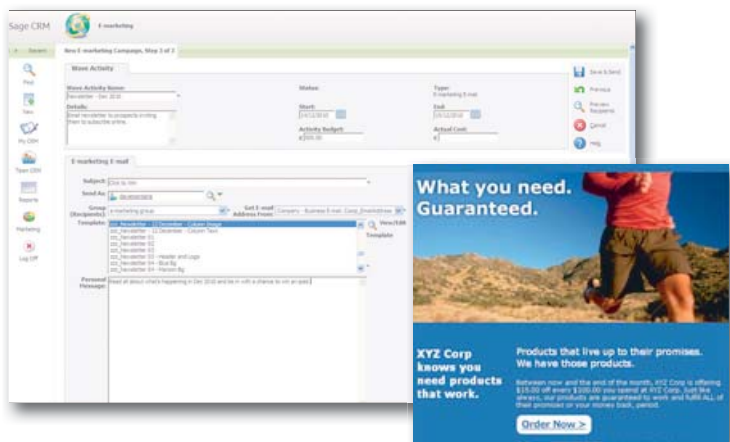
SageCRM | What's New in SageCRM v7.1?

Communicate, Collaborate, and Compete with SageCRM v7.1

Now more than ever, companies need to maximize workplace effectiveness, drive staff productivity, and put the customer at the heart of their business processes to stay ahead of the competition. SageCRM v7.1 delivers the tools companies need to communicate more effectively, collaborate better internally, and compete in today's marketplace.

Sage E-Marketing for SageCRM*

Sage E-marketing for SageCRM delivers all the power of e-marketing software directly through SageCRM for end-to-end e-marketing campaign management. It enables users to execute high-quality, targeted email marketing campaigns and create drip marketing communications to the right people at the right time for maximum impact. Open, click, and bounce rates are automatically tracked, enabling marketers to calculate accurate ROI and deliver hot leads to the sales team. Users can benefit from a simple three-step wizard to create new e-marketing campaigns with ease and a choice of over 90 templates to get started immediately. Follow-up call lists can then be based on e-marketing responses, closing the loop between email and telesales.



SageCRM Total Campaign Management

SageCRM v7.1 total campaign management functionality comes with full campaign workflow so organizations can map campaigns to their business processes for consistent execution. It enables marketing users to execute multichannel marketing campaigns and then clone those campaigns that have worked the best for easy reuse. This drives marketingwide collaboration by enabling marketing users to share best practices within teams and recreate campaigns quickly and easily.

SAGECRM V7.1 BENEFITS SNAPSHOT

Sage E-Marketing for SageCRM

- Attention-grabbing templates out of the box
- Smart sending features
- Automated drip marketing campaigns
- Open, click, and bounce rate tracking
- Simple three-step wizard for rapid execution
- Integrated telesales follow-up

SageCRM Total Campaign Management

- Multichannel campaign management
- Campaign cloning
- Full campaign workflow
- Document store and share
- Budget overrun alerts
- In-call data modification

SageCRM Communications Management

- Real-time synchronisation between SageCRM and Microsoft® Exchange® for seamless calendar management
- Bidirectional updates of appointments, tasks, and contacts on your smartphone
- Centralized meeting management
- Full response management
- Works with any mobile device

SageCRM Interactive Dashboard

- Multiple information sources—single screen
- Real-time data drill-down
- Freestyle dashboards with flexible gadget sizing
- Bespoke company dashboards for key accounts
- Roles-based dashboards out of the box

New SageCRM Report Charts

- Impactful visual charts
- Enhanced graphical analysis
- Quick and easy to create

*Sage E-marketing for SageCRM requires an additional subscription.

SageCRM Interactive Dashboard

The SageCRM Interactive Dashboard has been enhanced to include the ability to dynamically link multiple gadgets on a single screen, maximizing user productivity. Users can now create bespoke company dashboards for their key accounts in SageCRM v7.1 and take advantage of new flexible gadget sizing. Users can resize and reposition gadgets, enabling them to personalize the data they see and how it is presented to them.

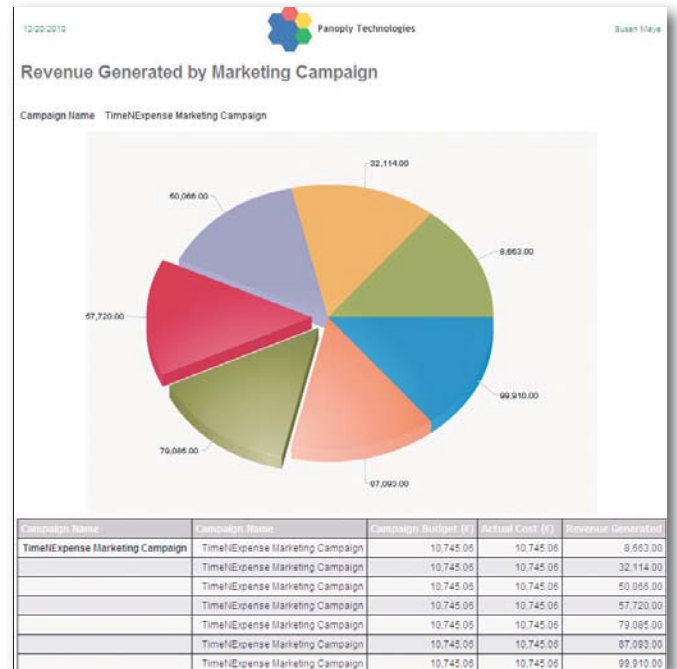
SageCRM Communications Management

SageCRM v7.1 delivers a seamless calendar management experience thanks to real-time synchronization between SageCRM and Microsoft Exchange, enabling users to access up-to-date appointments, tasks, and contacts within SageCRM on their smartphone, laptop, or desktop PC for maximum ease of use and productivity.

SageCRM integration with Microsoft Exchange delivers ease of administration as well as a seamless integration experience. Exchange Server integration can be created and synchronization under way rapidly. System administrators benefit from a single point of entry from where they can manage existing Exchange users and add new users.

New SageCRM Report Charts

Users can create highly graphical report charts quickly and easily with SageCRM v7.1. Providing at-a-glance business insight, report charts, and graphics is now more visually impactful, making it easy for management and users to see comparisons, patterns, and trends in their data.



About SageCRM

SageCRM is used by over 10,000 organizations in 70 countries worldwide to manage their critical sales, marketing, and customer service activities every day. Award-winning SageCRM equips businesses with the tools they need to find new customers, close sales more quickly and build lasting, more profitable relationships across all channels. Regardless of how, when, or where customers, partners, and prospects choose to interact with your business, SageCRM provides a decisive advantage by delivering a comprehensive, easy-to-use system to successfully manage these relationships. Thanks to its ERP integration capabilities, the SageCRM front office is powered by data from the back office to give sales, marketing, customer service, and other front office staff a true 360-degree view of customers across front- and back-office functions, differentiating it from many other CRM solutions in the market today.

Visit the SageCRM Ecosystem at www.SageCRM.com to join the conversation on our user and partner communities and to access the full range of SageCRM apps and extras.

The Sage Difference

- The leading supplier of CRM solutions to SMB organizations worldwide
- Over 6 million SageCRM customers
- Over 3.1 million SageCRM Solutions users worldwide
- 13,600 employees
- Over 30,000 Sage-certified partners specialising in business applications
- Direct presence in 24 countries
- Relationships with over 40,000 accountancy practices
- 30 years of experience

