

# Sage SalesLogix

Your relationships.  
Your information.  
Your CRM.



sage



## Your relationships. Your information. Your CRM.

In short, this means CRM without compromise. Your processes for identifying prospects, acquiring customers, building loyalty, and delivering an exceptional customer experience are what make your business unique and successful. Sage SalesLogix offers unparalleled flexibility in how you deploy, use, and pay for a powerful CRM solution that helps you accelerate your strategic advantage.

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*"I am confident that the increase in efficiency that we have experienced due to implementing Sage SalesLogix has paid for the software."*

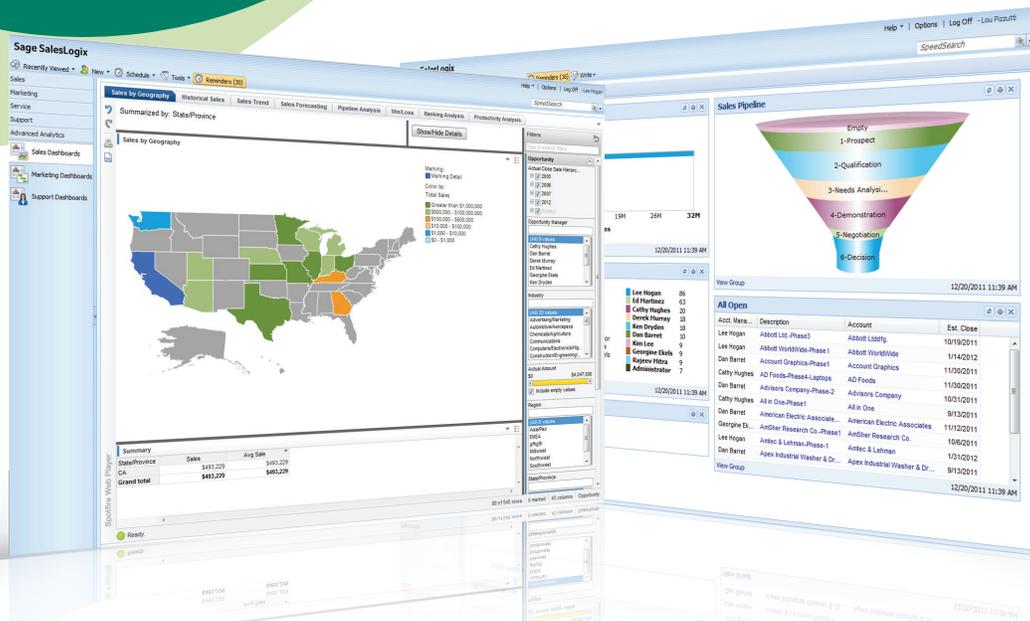
– Philip Kneibert, president and managing member,  
Mortgage Lenders of America



## Top Ten Reasons to Choose Sage SalesLogix

- 1 Ownership and control of your system and your data.
- 2 Flexible license and payment options to suit your financial needs.
- 3 Multiple deployment options—Cloud, on-premises, or hybrid to fit your IT strategy.
- 4 Reporting and analytics solutions that enable actionable insights from your information.
- 5 Market-leading mobile CRM so your users stay productive on the go.
- 6 Advanced customization capabilities to tailor the application to your unique business.
- 7 A state-of-the-art technology platform to ensure maximum ROI for your business.
- 8 Exceptional usability, which results in enhanced productivity for your users.
- 9 Industry-leading integration capabilities for a 360° view of your customers.
- 10 A global Sage partner, developer, and customer ecosystem to support your CRM success.

**Your Relationships**  
 Your customer relationships are essential to your success. Acquire more and nurture them to build loyalty and grow your business.



## Sales

Sales is more than a profession, it is a mission to outperform the competition, gain market share, and exceed quota. Sage SalesLogix is right there with you—providing you that essential advantage to compete and win in your industry.

### Benefits:

- **Minimize training and maximize productivity** with an intuitive user interface that salespeople will quickly embrace.
- **Drive hot leads from inception to win faster** by automating your winning sales process.
- **Stay ahead of the competition** with sales engagements that are strengthened by a 360° view of the customer.
- **Make informed, profitable business decisions** based on timely and accurate visibility into the sales pipeline.
- **Maximize team selling effectiveness** by sharing calendars and centralizing account and opportunity information.



## Marketing

Bringing in high-quality leads and managing profitable campaigns are what you do every day to support sales and drive revenue. Sage SalesLogix powers your strategic initiatives with the tools you need to help deliver a strong ROI on your marketing activities.

### Benefits:

- **Target and customize your campaigns** with the ability to segment customers and prospects into unique groups.
- **Convert hot leads faster** by assigning them to key salespeople quickly based on dynamic business rules that you establish.
- **Create and send attention-grabbing communications** and campaigns using Sage SalesLogix E-marketing.\*
- **Drive campaigns forward** and never miss a critical milestone by automating key follow-up activities.
- **Manage resources** and plan activities based on analysis of campaign performance and ROI.

## Service and Support

Excellent customer service is what drives retention, loyalty, and positive word of mouth. Sage SalesLogix provides you with a complete view of all customer interactions so you can better service, support, and sell.

### Benefits:

- **Increase productivity** by automatically assigning tickets to the appropriate resource based on geography, skill, or expertise.
- **Improve departmental efficiencies** with access to tools and resources to resolve issues quickly.
- **Empower customers with convenient self-service options** with a web portal that they can access 24x7x365.
- **Allocate your resources based on customer requirements** based on insight into team and product performance using advanced analytic tools.\*



\*Additional Subscription Required.

# Your Information

Your customer information is your most important corporate asset. Maximize its value and ensure it's accessible and secure.

## Mobile

Sage SalesLogix Mobile<sup>1,2</sup> gives you a competitive edge by keeping rich CRM functionality at your fingertips so you are able to maintain productivity and drive revenue from anywhere.

### Benefits:

- **Help increase user productivity** with the ability to work online or offline with the same quality user experience.
- **Enhance productivity** with an easy-to-use intuitive interface that everyone will want to embrace.
- **Enable quickly and easily across most mobile platforms**—iPhone®, iPad®, Android™, and BlackBerry®.



## Reporting and Analytics

Timely business strategies are built on informed decisions made by analyzing clear and accurate data. From standard, out-of-the-box reporting and dashboards to advanced analytics solutions,<sup>3</sup> Sage SalesLogix empowers decision making at all levels of your organization.

### Benefits:

- **Make informed business decisions** and shape strategic priorities based on actionable analysis.
- **Extend your competitive advantage** by focusing attention and resources on the most profitable business activities.
- **Enable users at every level** to gain the insights they need to identify drivers of and barriers to success.

<sup>1</sup> Requires Sage SalesLogix v7.5.3 or higher.

<sup>2</sup> Supports iPhone 3.x and higher, iPad, Android v2.1 and higher, BlackBerry v6.0 and higher, and HTML5/CSS3-compliant browsers.

<sup>3</sup> Sage SalesLogix Advanced Analytics requires an additional fee and Sage SalesLogix v7.5.4 or higher. Sage SalesLogix Advanced Analytics users must be licensed Sage SalesLogix users.

# Application Integration

Capture information and interactions from across your organization and from external sources to create a 360° view of your customer. Sage SalesLogix enables you to integrate with business management applications, desktop productivity tools, and web services.

## Benefits:

- **Collaborate across your organization** by integrating with business management applications, desktop productivity tools, and web services.
- **View information** from other applications, such as ERP and accounting solutions, to have a holistic view of customer interactions across the company.
- **Enrich customer profiles** by capturing information and interactions across your organization and external sources.

## Your CRM

Your business is unique. Your CRM solution should support the way you do business, now and in the future.

*"My experience with Sage SalesLogix has been absolutely phenomenal."*

– Gary Sadler, sr. VP of sales, Sandals Resorts

Flexibility and control over how you deploy, configure, and pay for your CRM come standard with Sage SalesLogix.

## Benefits:

- **State-of-the-art technology platform**—Enable best practice process automation, enjoy flexibility and control, and ensure low total cost of ownership (TCO).
- **Advanced customization capabilities**—Accommodate unique user, team, company, and industry requirements.
- **Multiple deployment options**—Support your IT preference with Cloud, on-premises, and hybrid options.
- **Flexible license and payment options**—Purchase, finance, or subscribe while maintaining full ownership and control of your data.
- **A vast, global network**—Access Sage Business Partners, ISVs, and a vibrant user community for local support and specialized expertise.



**About Sage SalesLogix**

Sage SalesLogix provides a complete view of customer interactions across departments—providing information and insights for better planning, managing, and forecasting. Your teams will have the tools to increase sales, reach more profitable customers, enhance the customer experience, and anticipate customer needs. Sage SalesLogix offers flexible access, deployment and payment options to address your unique business requirements.

**About Sage Group, plc**

Sage is a leading supplier of business management software and services to 5.8 million customers worldwide. From small start-ups to larger organizations, we make it easier for companies to manage their business processes.