



Customer
Relationship
Management
made easy...



empath-e

MAKING CRM MAKE SENSE

Fact: To maintain a competitive edge in today's tough markets, a well-implemented customer relationship management (CRM) solution has become an essential investment, increasingly so for small to medium-sized companies. It will empower your operation, maximising profitability, customer satisfaction and loyalty, whilst minimising costs and time wastage.

But... Even the best CRM software in the world will not meet expectations if its implementation does not meet your specific requirements.

This is where empath-e makes all the difference...

As specialists in providing world-class CRM solutions for small to medium-sized enterprises, one of our key strengths lies in getting to know your organisation; its precise needs and objectives. Then, in tandem with you, we configure a comprehensive CRM solution to fulfil these exact demands. The results make a significant difference: a level of operational excellence to meet and exceed your present and future expectations.

Making a difference comes naturally to us. We are an award-winning, certified Sage Plc Business Partner and a leading provider of Sage SalesLogix CRM and associated business applications in the UK. With over forty years' combined experience in the computer hardware/software industry, our team of product development consultants specialise in helping new and existing customers boost performance in sales, marketing, customer service and support through CRM.

We can do the same for you.

Contact us on +44 (0)845 136 8445
or email: sales@empath-e.com

Invest in empath-e CRM and see the difference – it's easy!



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CRM made simple...

empath-e make CRM solutions

a simple step for businesses

smart enough to seize the

opportunity. With such

measurable benefits, can you

afford not to make an

investment that is vital to your

business' present and future

success?

Sage SalesLogix + empath-e = all the difference to your operation

Quite simply, by configuring the award-winning Sage SalesLogix software to meet your individual needs and objectives, we provide a CRM solution that will enable you to:

- acquire, retain and develop profitable customer relationships
- increase sales and marketing performance
- maximise your customer satisfaction and loyalty

With more than 300,000 users in 7,300 companies worldwide, Sage SalesLogix has a pedigree you can count on. It is the leading CRM system solution for small to medium-sized enterprises and divisions of larger enterprises.

By keeping customers central to your day-to-day operation and decision making, SalesLogix enables your entire company to share information quickly and easily and to fully-understand their needs and issues. It also provides a powerful yet easy-to-use suite of tools to maximise the productivity and results of your teams.

As a certified Sage plc Business Partner, empath-e offers the highest standard of support...

As your dedicated business partner we aim to know your operation inside-out, providing all the back-up you need to make the most of your customised SalesLogix package. You will have our full support at every key stage:

- technical consultancy
- technical support
- training
- IT solutions
- hosting solutions

Our expertise is always just a phone call away.

Invest in an empath-e CRM solution and see the difference - it's simple!



"Thank you for all the excellent support Syscap have received from empath-e since we transferred to you as our SalesLogix support provider. Issues are always dealt with effectively and, most importantly, very quickly. The consultancy we received during our SalesLogix upgrade project has been first class. It's definitely reassuring to know that we have a company who not only responds to every query we may have, but who are also proactive with their support service."

Lakh Banwait, Syscap Limited

CRM made unbeatable...

Sage SalesLogix + empath-e = a surefire combination for growth and success

Imagine all of your customer information, captured across your entire organisation and held in one easily-accessible place, enabling you to:

- access detailed account and contact information
- track opportunities all the way from lead through to close
- manage team calendars and activities
- forecast revenue
- report on sales activities and effectiveness

We can make this a reality for you.

With a proven track record you can rely on before, during and after implementation, who better to solve your CRM needs than a seasoned, award-winning team with a global reputation for developing and achieving outstanding CRM solutions and results for many and varied small to medium-sized enterprises throughout the UK?

Pedigree + product + performance = an unbeatable combination:

- 40 years' combined hardware/software experience
- leading provider of Sage SalesLogix and associated applications in the UK
- a certified Sage Plc Business Partner
- Sage SalesLogix Customer Service Award Winner
- guaranteed high return on investment, swiftly and measurably
- a growing portfolio of prestigious customers



Invest in an empath-e CRM solution and see the difference - it's simple and unbeatable!

"Moving to empath-e has helped us to better understand the product capabilities and put in configuration changes which give us better efficiencies in our business. Their support and quick turnaround of work has been invaluable. I am confident that as we continue to work with empath-e and implement our training programme, we will continue to improve and fit the product to suit our business needs."

Carol Pike, Zyxel Communications

CRM made to measure...

"In order to maintain and grow our business, our database use and management is critical. We have had great efficiency and advice from empath-e - but the real difference has been the understanding of the way our business works and the technical guidance they has given us accordingly."

Kim Aziz, Aziz Corporation

Invest in an empath-e CRM solution and see the difference - it's simple, unbeatable and made to measure!

Sage SalesLogix + empath-e = tailor-made CRM to suit your operation

Right from the start, we work closely with you and your staff to get to know your business as well as you do. By doing this, we can analyse exactly what needs to be achieved and how best to go about it. From here, we configure a CRM solution tailored to fit your business like a Savile Row suit.

A CRM solution - with your name on it - will help you to:

- ➔ run marketing campaigns
- ➔ manage data
- ➔ improve targeting
- ➔ streamline lead processes and quality
- ➔ optimise customer satisfaction and loyalty
- ➔ seize new opportunities
- ➔ maximise sales conversions
- ➔ boost profits
- ➔ reduce costs and time wastage

If you are new to CRM, a bespoke empath-e solution will organise and streamline your operation and bring in better results.

If you already use CRM and have a contract due for renewal, you can easily transfer to an empath-e solution tailored exactly to your specifications. Our quotes are highly competitive and frequently rival those of other CRM providers.

"empath-e recently took over the hosting of Polar's SalesLogix installation (with users in Austria, Guernsey, Japan, Singapore, UK and US) The process was smooth and seamless from start to finish - taking only a few hours to transfer to empath-e's new hosted service! A well planned and executed transition - and we can already determine that the service is much faster than before."

Martyn Gaudion, Polar Instruments

CRM made affordable...

"I have to say, the changes we have made over the past year have had a massive impact on the efficiency of our sales operation. We are seeing our sales accelerate dramatically - definitely helped by the changes made to SalesLogix."

**Julian Ward, Managing Director,
Quanta Training Limited**

Sage SalesLogix + SwiftStart from empath-e = immediate CRM benefits on easy terms

As specialists in providing CRM solutions for the small to medium-sized market, we can help you get started with CRM via our SwiftStart Starter Scheme, making the proven benefits of the award-winning Sage SalesLogix CRM software an affordable reality for your business.

That's a CRM solution installed on your premises, configured to your business needs, your key data imported, with key staff trained and using the system – in action in a very short time.

Swiftstart spreads the cost of your CRM solution:

- ➔ installed on your premises or hosted off-site
- ➔ configured to your business needs, swiftly and easily
- ➔ full security, functionality and flexibility
- ➔ you have complete control of your own CRM system
- ➔ highly organised with improved procedures
- ➔ comprehensive ongoing support to realise your system's full potential

SwiftStart will help your operation grow. It will improve your communications, help you convert more sales, identify your most profitable customers and keep them coming back. Above all, a modern, well-implemented CRM system will improve the efficiency of your operation across nearly all its key functions.

Invest in an empath-e CRM solution and see the difference - it's simple, unbeatable, made to measure and affordable!

"You cannot be competitive today without a CRM tool like SalesLogix. It's as critical to my organisation as the telephone and when I saw the price, it really was a no-brainer!"

Mark Paraskeva, Sales Director, Mentor Graphics Corporation

empath-e is the one-stop shop for all your CRM needs.

Whether you are a CRM first-timer or looking to renew your SalesLogix Support & Maintenance Contract, we will respond to your individual needs quickly, competitively and professionally.

Our first-class Sage SalesLogix CRM solutions and support programs can, in most cases, provide a competitive quote to rival that of other CRM providers.

We also provide a much wider scope of additional services, along with first-class and unbeatable support packages.

empath-e makes CRM solutions affordable for organisations smart enough to seize the opportunity. With such measurable benefits, can you afford not to make an investment that is vital to your present and future success?

**Call +44 (0)845 136 8445 now
for further information.**

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