

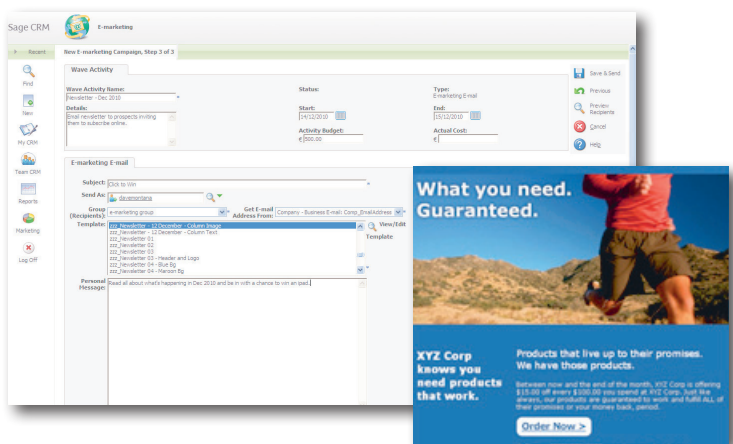
# Sage CRM | What's New in Sage CRM v7.1?

## Communicate, Collaborate and Compete with Sage CRM v7.1

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

## Sage E-Marketing for Sage CRM\*

Sage E-marketing for Sage CRM delivers all the power of e-marketing software directly through Sage CRM for end-to-end e-marketing campaign management. It enables users to execute high-quality, targeted email marketing campaigns and create drip marketing campaigns quickly and easily, automatically delivering email 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 3-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.



## Sage CRM Total Campaign Management

Sage CRM v7.1's total campaign management functionality comes with full campaign workflow so organisations can map campaigns to their business processes for consistent execution. It enables marketing users to execute multi-channel marketing campaigns and then clone those campaigns that have worked the best for easy re-use. This drives marketing-wide collaboration by enabling marketing users to share best practice within teams and re-create campaigns quickly and easily.

## SAGE CRM V7.1 BENEFITS SNAPSHOT

### Sage E-marketing for Sage CRM

- Attention-grabbing templates out-of-the-box
- Smart-sending features
- Automated drip marketing campaigns
- Open, click and bounce rate tracking
- Simple 3-step wizard for rapid execution
- Integrated telesales follow-up

### Sage CRM Total Campaign Management

- Multi-channel campaign management
- Campaign cloning
- Full campaign workflow
- Document store and share
- Budget over-run alerts
- In-call data modification

### Sage CRM Communications Management

- Real-time synchronisation between Sage CRM and MS Exchange for seamless calendar management
- Bi-directional updates of appointments, tasks and contacts on your smartphone
- Centralised meeting management
- Full response management
- Works with any mobile device

### Sage CRM 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 Sage CRM Report Charts

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

\*Sage E-marketing for Sage CRM requires an additional subscription

## Sage CRM Interactive Dashboard

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

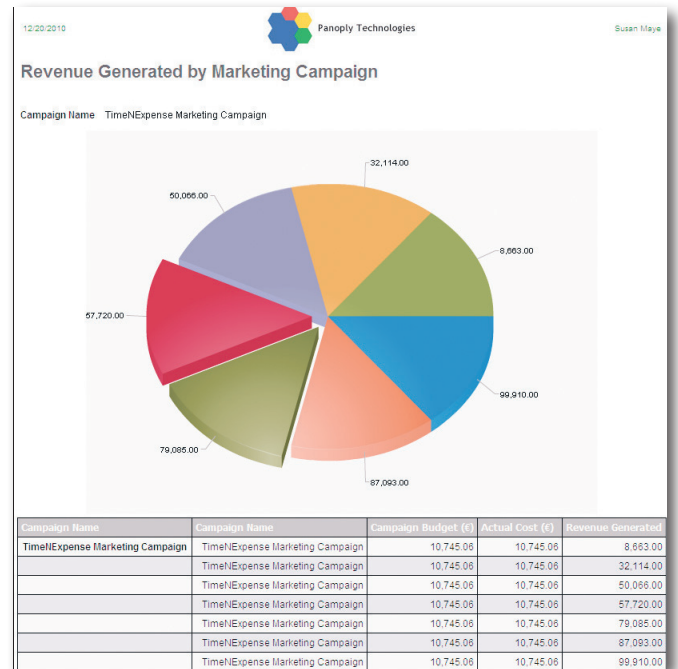
## Sage CRM Communications Management

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

Sage CRM integration with MS Exchange delivers ease-of-administration as well as a seamless integration experience. Exchange Server integration can be created and synchronisation underway rapidly. System administrators benefit from a single point of entry from where they can manage existing Exchange users and add new users.

## New Sage CRM Report Charts

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



## About Sage CRM

Sage CRM is used by over 10,000 organisations in 70 countries worldwide to manage their critical sales, marketing and customer service activities every day. Award-winning Sage CRM equips businesses with the tools they need to find new customers, close sales faster 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, Sage CRM provides a decisive advantage by delivering a comprehensive, easy-to-use system to successfully manage these relationships. Thanks to its ERP integration capabilities, the Sage CRM 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 Sage CRM Ecosystem at [www.sagecrm.com](http://www.sagecrm.com) to join the conversation on our user and partner communities and to access the full range of Sage CRM apps and extras.

## The Sage Difference

- The leading supplier of CRM solutions to SMB organisations worldwide
- Over 6.3 million customers
- Over 3.1 million Sage CRM Solutions users worldwide
- Over 13,400 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 experience





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## About Datel

Datel is Sage's largest Business Partner in the UK and is acclaimed as its leading systems integration specialist. Headquartered in Warrington, Datel also has offices in Leeds and the Netherlands employing a loyal team of over 140 highly-skilled people who look after its growing base of over 900 customers worldwide.

We specialise in:

- Sage ERP X3
- Sage 200
- Sage Line 500
- Sage ERP 1000
- Sage CRM
- SalesLogix

We also have our own in-house products which we have developed to integrate with, and sit alongside, Sage solutions. Known as Datel FUSION, the suite of products enhances and extends the functionality provided by the core Sage applications.

Datel looks after a broad ranging base of customers including those in the following sectors:

- Distribution
- Manufacturing
- Food and drink
- Chemical Processing

Typically they are mid sized companies who rely upon Datel to make the most of their investment with Sage.

We pride ourselves in our approach to doing business. We seek to know and thoroughly understand our customers and their businesses so, in turn, we can appreciate fully all of the issues and challenges they face. Only then can we presume to offer a solution that will make a real difference to the way they do business. Everything Datel does is guided by our belief in providing only the very best in customer service.

To find out more about our products and services, visit our website at [www.datel.info](http://www.datel.info)