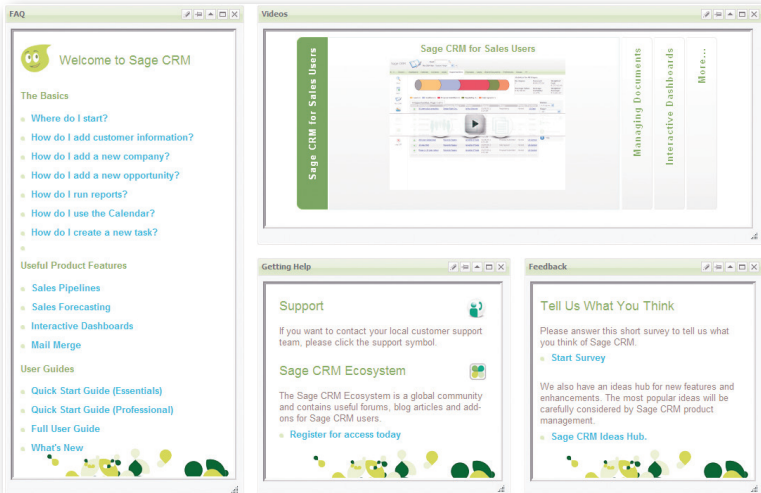


# Sage CRM | What's New in Sage CRM v7.1 Cloud?



## SAGE CRM BENEFITS SNAPSHOT

### Sage CRM Interactive Dashboard

- Single workspace for critical information
- 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

### 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 Email Integration

- New Outlook Integration (Lite) feature
- File batch emails against multiple CRM records in one simple click
- Add contacts & share documents quickly and easily

### Sage CRM for iPhone

- Real-time access to information no matter where your location
- Quickly search and update contacts, opportunities, leads and cases
- Run and view reports on the move
- Map locations of contacts using Google Maps™

### New Sage CRM Report Charts

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

## Communicate, Collaborate and Compete with Sage CRM

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. With this in mind, the latest cloud-based version of Sage CRM provides a host of new and enhanced features to enable businesses to communicate more effectively, collaborate better internally and compete in today's marketplace.

### Sage CRM Interactive Dashboard

The Sage CRM interactive dashboard is a new feature available in the cloud-based version of Sage CRM. This great new feature is a customisable and intuitive workspace from where users can manage and co-ordinate their daily activities and tasks from one location. From the dashboard users can define their own personalised and intuitive workspace from a series of gadgets and web feeds ensuring that all content is relevant to individual company needs. This ensures that your staff have all the data they need at their fingertips and are fully equipped to consistently provide your customers with a professional service without having to switch between screens ensuring maximum productivity.

### Sage CRM Total Campaign Management

Sage CRM v7.1 sees new total campaign management functionality. The latest version 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 Total Campaign Management feature is only available in Sage CRM Professional

## Sage CRM for iPhone

Sage CRM's mobile solution for iPhone delivers a rich user experience and provides sales teams with the ability to work effectively regardless of their location via online access through the Apple iPhone. Sage CRM for iPhone maximises user productivity by enabling users to access critical real-time customer data while on the move and increase sales and service effectiveness at every stage of the sales cycle. Sage CRM for iPhone takes advantage of native Apple iPhone functionality such as the date spinner and the accelerometer, which senses when the phone is turned on its side automatically shifting the display to landscape mode. Users can also leverage the capabilities of the iPhone whilst on the road with the 'click-to-dial' feature and Google maps functionality.

## Sage CRM Email Integration

A new addition to the Communications Management area with the latest cloud-based release of Sage CRM is Microsoft Outlook Integration (Lite) which includes many great new features. These new features include email filing allowing you to file one or more emails directly to Sage CRM, the ability to add contacts to Sage CRM via Outlook and document sharing functionality.

## 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 organizations 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 organizations 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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