



## Sage CRM Solutions Offer Multi-Tiered Product Strategy

### Portfolio Gives Customers Migration Options

#### Market Event

Sage Software, a division of The Sage Group Plc. has announced general availability of its on-demand SageCRM.com and on-premise Sage CRM (V.5.8), for March 2006. In offering a multi-tiered portfolio of customer relationship management products, which also includes Sage CRM SalesLogix and ACT!, by Sage, the company provides small and mid-market enterprises with flexibility, an intuitive user interface, and an easy migration path for growth.

#### Aberdeen Analysis

#### CRM Comes in Different Flavors: SFA, MA, & CSS

The current landscape is comprised of features and functionality that span Sales Force Automation, Marketing Automation, and Customer Service and Support. Aberdeen asserts that greater than 30% overlap exists among the various types of CRM, which leads to confusion on the part of decision-makers. Many organizations perceive that little differentiation exists among various CRM offerings. Furthermore, CRM decisions are often based upon which department or role champions the purchase and owns the budget. Front-to-back office integration, use of operational or predictive analytics, and providing customer-facing roles a 360° view of the customer are slowly gaining favor among forward-thinking organizations. However, for 59% of small businesses who currently use or plan to implement a CRM system, customer information is utilized for purely operational activities such as sales and business development or customer service and support. (See [Customer Intelligence: Converting Data to Profits, December 2005](#)).

**Table 1: Top Three Reasons for the Use of Customer Intelligence**

	SME <\$50M	MME \$51M - \$999M	Large Enterprise >\$1B
Sales & Business Development	76%	44%	58%
Customer Service & Support	52%	52%	37%
Strategic Planning	50%	64%	47%

Source: AberdeenGroup, December 2005

In focusing exclusively on SME and MME, Sage recognizes that growing organizations value ease of use and the ability to configure and/or customize their applications without spending excessive amounts of time or budget on training, implementation, and deployment issues. Sage has developed a CRM portfolio to meet this specific need as well as the need to migrate as businesses grow and expand.

#### Announcement

Read [On-Demand Mid-Market CRM: Front to Back Integration a Clear Differentiator, June 2006](#) at AberdeenAccess.

Robust configuration capabilities based on open object-based API, ASP, Java, XML, and SOAP enable “out-of-the-box” integration with other Sage products in less than one day for on-demand, and in less than one week for on-premise. When custom API’s need to be developed for on-premise implementation, partner integrations have taken on average, 2-4 weeks.

Sage also offers an Accpac CRM edition that enables bi-directional front-and back-office integration with their ERP accounting and business management solutions.

## **Product Portfolio**

### *ACT! : Individuals, SOHO, and Small Enterprise*

This is a packaged “entry-level” software product with mobile synchronization for Palm, BlackBerry, and Pocket PC devices. Both versions of ACT! enable users to work online/offline, as individuals (standard version) or in workgroups (premium version), and to integrate with legacy data marts or accounting programs such as Peachtree, Simply, BusinessWorks and QuickBooks.

Largely a Sales Force Automation tool, ACT! offers sales forecasting and process configuration capabilities, in addition to quick access to customer data and sales team communications through keyword search.

### *SAGECRM.com 5.8: SME and MME*

SAGECRM.com was designed for growing enterprises that require a balanced set of sales, marketing, and customer service functionality that could be deployed within 1-2 days. Integration with third-party applications, customer/prospect data uploads and enhanced segmentation capabilities provide easier marketing campaign management capabilities than other on-demand CRM solutions. Administrators now have basic customer data integration and data quality management tools for enhanced report management, as well as the ability to shift between the on-demand and on-premise versions.

Version 5.8 has also been updated with configurable role-based dashboards, and a graphical workflow editor for ease in customizing business rules, processes, and alerts across multiple channels. Other improvements include wireless PDA access, offline to online synchronization to the central customer data repository, as well as two-way synchronization with Microsoft Outlook®.

Growing organizations have an option to “rent-to-own” if migrating to Sage’s on-premise CRM application. Feature value and pricing are competitive with other on-demand CRM solutions.

### *SAGE CRM 5.8: SME and MME*

In addition to all the functionality contained in the on-demand version, this release offers enhanced data management capabilities: all interactive customer information – such as e-mails, activity history, tasks, campaign responses – is linked to lead, contact, and account records. When importing or exporting customer records, this interactional data stays with the csv file providing a complete chronology for each record. New log-on features include configurable ID and password strength checks to ensure system security. Additionally, system monitoring allows the Administrator to report usage by team, department, or individual. Two competitive on-premise pricing models (licenses up to 30 seats or unlimited seats) allow for both remote solo users and/or PDA access.

**SAGE CRM SALESLOGIX: Mid-Market Enterprises**

Through integration with Sage accounting software such as MAS 90/200/500, SalesLogix provides a 360° view of the customer by consolidating information from sales, marketing, customer service, and support modules — each a part of the CRM suite—and each available as a company expands.

Best suited for mid-sized enterprises requiring the same core functionality available in larger, more complex systems, SalesLogix provides high value for its feature-rich set of integrated modules. Its strength lies in sales effectiveness and the ability to configure and automate processes or activities, search and access key content within the database, or across the company network. All sales collaboration activities are recorded, stored, and searchable via an account history log.

With advanced reporting, segmentation and response analysis capabilities, users are able to create personalized offers based upon preferred communication channels and track response rates to assess return on marketing investment (ROMI) per campaign executed. Most other CRM systems in this price range require export of customer information in order to perform segmentation and to track response rates. The customer service module offers features and functionality often found in similarly priced best-of-breed applications, which include:

- Customer Web Portal for self-service
- Workflow Configuration
- Windows, Web, or Wireless Access
- 360° View of Customer History
- Ticket / Service Contract Management
- Notification & Alerts
- SpeedSearch / KnowledgeBase

Customers interviewed all cited ease of use, configurability, and integration with legacy systems as critical satisfaction issues.

**Conclusion:**

Consolidation, hybrid offerings, “project fusion”, and price wars have left many organizations wondering if now is the right time to select or migrate to a CRM system. Selecting an optimal CRM system requires an internal assessment of many factors and answering the questions such as:

- Why do we need the system?
- Will users need access for remote, on-premise, or both?
- Which roles will be primary, secondary, or tertiary users?
- Who will “own” the system administration, implementation, and deployment process?

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“Key organizational change was the global connectivity of the enterprise through the CRM SalesLogix. Client and supplier partner data was now accessible to all and centrally located. Information was now instantaneous as opposed to sending an inquiry and seeing what comes back...A clear client progression path was visible from prospect to contracted revenue.”

–Patrick DiLullo, Manager,  
CGS Global Services

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- Do we require front-to-back office integration and wireless access now or later?
- What are our budget and/or time-frame for deployment?

Organizations requiring a balanced set of sales, marketing, and customer service functionality will find that the Sage portfolio provides an easy, intuitive set of features that can be leveraged to grow a variety of businesses. While the solutions do not provide built-in workflow templates tailored to specific industry requirements, they do provide simple configuration tools and customization interfaces that empower an organization to set up workflows, processes, and alerts to fit their business. Companies that require more sophisticated customization will need to tap into Sage's well-developed channel of business partners.

With over 20 years of experience in the SMB and MME marketplace, Sage's recent multi-tiered portfolio strategy clearly resonates with its core audience — CRM products accounted for 14% of its global revenues in 2005, and are currently available in Spanish, French, and German languages. Rapid deployment, ease of integration, competitive pricing models, and flexible migration options give organizations another reason to evaluate Sage CRM Solutions.

#### Recommendations for Action

- √ Current users of Sage ERP or Accounting systems should consider standardizing on Sage CRM for ease of use, front-to-back office integration, and rapid deployment timelines.
- √ Growing organizations evaluating whether on-demand or on-premise would best suit their needs, should consider a "rent-to-own" trial offered by Sage.
- √ Current Sage CRM end-users should consider adding Accpacc for front-to-back office integration and a 360° view of their customers.
- √ Large enterprises with revenues >\$1B should consider CRM systems with more robust analytics, campaign management, service, and support capabilities.
- √ SMB and MME organizations requiring a balanced mix of SFA, marketing automation, and customer service and support functionality should evaluate the Sage CRM portfolio.

### Related Research

*[Customer Intelligence: Converting Data to Profits benchmark report](#)*, December 2005

*[Perspective: Balance of Art Plus Science in Customer Interactions Provides Higher ROI: Leaders Use Analytics](#)*, November 2005

*[The CMO's Strategic Agenda Benchmark Report](#)*, September 2005

*[Enterprise Advisor: Sales Force Productivity Tools: Closing the CRM Gap](#)*, December 2005

*[Sector Insight: Financial Service Organizations Utilize Customer Lifetime Value to Attain Revenue Goals](#)*, January 2006

*[Perspective: Marketing Performance Management: In Search of Elusive ROI](#)*, August 2005

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