

Sage ERP Accpac

Vertical Industries



Media and Hospitality

Whether your business is in the media or hospitality industry, Sage ERP Accpac provides the freedom of choice to build a solution that is just right for you.

Sage ERP Accpac for Hotels and Hospitality

Sage ERP Accpac includes a fully integrated customer loyalty and marketing solution that can interact with point-of-sale, reservation, and property management solutions for the hotel and hospitality industries.

SageCRM, part of Sage ERP Accpac, has event management tools to help coordinate all of your corporate events, from sales to task management and budget analysis. In addition, with SageCRM you get a comprehensive customer relationship management (CRM) solution. SageCRM makes it easier for everyone inside your company to work together and share critical information. Sales, marketing, and customer service teams gain the tools they need to find new customers, close sales more quickly, and build lasting, more profitable relationships.

Sage ERP Accpac for Media

Media houses and publishers need a solution that gives complete visibility across the organization and integrates existing operational systems for advertising and circulation management with a complete view of the marketing and sales pipelines. Sage ERP Accpac provides all this and the business intelligence tools you need to make more informed, strategic decisions and give you a competitive edge in this ultracompetitive industry.

BENEFITS

Manage your entire loyalty program with web self-service and inquiry handling for better customer service.

Deliver marketing material by email, fax, or SMS and track click-through rates.

Integrate your direct mail and email marketing material, landing pages, and websites.

Build and focus on guest satisfaction and retention through loyalty schemes that directly profile each guest, including their preferences, demographics, and personal interests.

Access the web-based SageCRM software from anywhere at anytime on virtually any device.

Ensure consistent delivery of high-quality service through integrated call centers across all units and a central database for communications.

Increase retention rates and automatically contact all nonvisitors or regulars who meet certain criteria.

Last Na...	Person	Title	Phone F...
Allen	Zack All...	Director	1 818 5...
Anderson	Yauken...	Marketing	1 216 9...
Andrews	Janet A...	VP Syst...	1 617 7...
Annala	Wilmer ...	Director	1 605 2...
Anjes	William ...	Market...	1 410 5...
Ball	Arnold ...	Chief E...	1 617 7...
Barrow	Reg Bar...		1 212 7...
Beading	Wayne ...	Director	1 925 5...
Berger	Wayne ...	Head of...	1 315 4...
Bhruar	Vu Bhruar	Director	1 757 5...

SageCRM helps you communicate, collaborate, and compete.



"It is easy to use and has all of the functionality our properties need. And thanks to its multiple language overlays and multicurrency features, it works in every country in which we operate."

David Beeby,
Director of Financial Systems
FRHI

Small Investment. Big Return. Peace of Mind.

Discover the Sage ERP Accpac technology difference! Get **one unified solution** on which to build your business—enabling more efficient processing, more productive people, and the ability to gain real insight into your business. Sage ERP Accpac ensures your business is built on a solid foundation, providing **superior architecture** that gives you the power you need today with the flexibility to adapt tomorrow. Reap the rewards of a **global reach** solution with the breadth of functionality to support multitenancy and multinational organizations, with the **local touch** needed for your business. Your newfound freedom of choice is supported by a **collaborative ecosystem** ensuring success for the life of your business. And of course, with over 30 years of supporting businesses just like yours, Sage technology is **proven, reliable, and experienced**.

Collaborate

SageCRM delivers a powerful, centralized solution to manage all marketing, profiling, and sales activities, as well as call center contacts and reporting. With SageCRM, media businesses can:

- Boost revenue across publications by understanding spending patterns.
- Deliver improved loyalty to reduce customer losses and drive recurring revenues.
- Define target demographics in order to increase circulation.
- Execute electronic and direct mail campaigns and track them with an integrated e-marketing solution.
- Conduct marketing campaign planning and budgeting to measure every dollar spent.
- Set goals for new subscribers, revenue targets, and market share.
- Integrate across all publications to better profile and cross-sell publications and data.
- Leverage Computer Telephony Integration (CTI) so call center agents can handle and escalate calls quickly and efficiently.
- Increase the productivity of mobile sales forces.
- Analyze costs per order, costs per campaign, and retention rates.

Communicate with E-marketing

The key to dynamic permission-based e-marketing and a "must-have" to help you cost-effectively stay in touch with customers, prospects, and partners is a fully integrated e-marketing solution. Many e-marketing products allow you to automate the delivery of e-marketing and trace all the click-throughs and hits to your website. This allows more personalized and targeted marketing to be driven as designated. True real-time, automated marketing has arrived!

Your business must maintain constant communication with your stakeholders in order to survive. The secret is to know what to send to whom and when. An e-marketing tool that automatically updates your customers' and prospects' preferences and then delivers them personalized content offers the biggest benefits.

If you are currently e-marketing and do not run an integrated solution that understands "bounce" and "spam" management, e-profiling, and landing page management, you need this product to help you understand your customer before your competition does! The five biggest benefits of direct marketing include:

- Lower costs—no printing and mailing fees
- Higher response rates for email campaigns
- Rapid responses—Gartner suggests email responses to be 14 times faster than direct mail
- Campaigns can be created in a matter of days, not weeks—making communication more frequent while behavior and interests are continually surveyed and updated

The screenshot shows the Sage CRM interface for a user named Fred Jones. It displays a dashboard with a progress bar indicating 61 leads in total. Below the progress bar is a table of leads with columns for Company Name, First Name, Last Name, Status, and Date. The table lists several leads, including those from Storage & National, Michigan Manufacturing, Vacuum Ascent, Container Depository, Eastern Shelter Co, Advisory Boston, Schottenstein Systems, Vision Merchants, Quarries Corp, and Trucking Corp American.

Company Name	First Name	Last Name	Status	Date
Storage & National	Goodson	Jim	New Lead	20/05/2008
Michigan Manufacturing	Bracho	Dave	New Lead	04/04/2008
Vacuum Ascent	Nicholson	Cassandra	Assigned	09/04/2008
Container Depository	Lane	Simon	New Lead	19/03/2008
Eastern Shelter Co	Cain	Mark	New Lead	05/07/2008
Advisory Boston	Pugliese	Jan	New Lead	19/04/2008
Schottenstein Systems	Garbolis	Susan	New Lead	11/05/2008
Vision Merchants	Sance	Jeff	Contacted - Awaiting Reply	15/04/2008
Quarries Corp	Dunham	Chris	Assigned	20/10/2008
Trucking Corp American	Green	Steve	Assigned	20/09/2008

Why Choose Sage?

Sage ERP Accpac is backed by Sage North America—part of The Sage Group plc, a leading global supplier of business management software and services. Sage North America employs 3,900 people and supports more than 3 million small and mid-sized business customers. The Sage Group plc, formed in 1981, was floated on the London Stock Exchange in 1989 and now employs 13,600 people and supports more than 6 million customers worldwide. For more information, please visit the website at www.SageNorthAmerica.com.

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