



## SAGE MAS 90 & MAS 200 NEWSLETTER

### GET LEAN AND GO GREEN AT THE SAME TIME

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In today's uncertain economic climate, companies are looking for new ways to cut costs and streamline business processes to become more competitive. At the same time, a new age of social responsibility has shifted public awareness toward preservation of the environment and a call for companies to "go green." Both trends have created a compelling business case for going paperless. Whether it's **Sage MAS 90 and 200 Paperless Office** or a full-featured document management system like **doc-link** by Altec, you have fantastic options available to you. Let's take a closer look.

#### All That Paper is Slowing You Down

When examining typical business processes, paperwork has often been identified as a major bottleneck. Whether it is the storage, retrieval, or processing of paperwork, improving the ability to instantly view and access these important documents has been shown to **significantly** increase workplace efficiency.

[Sage MAS 90 and 200 Paperless Office](#) converts your documents to PDF format and allows you to store them in a secure and searchable format. These documents can include Journals and Registers, Period-End Reports, Orders and Invoices, Purchase Orders, and Direct Deposit Pay Stubs. You can enter a variety of search criteria to retrieve documents **and** they can be accessed simultaneously by employees on premise or away from the office. No more wasted time digging through file cabinets or searching for a misplaced invoice!

In addition, the powerful **electronic forms delivery** feature of Paperless Office allows you to email or fax documents directly from within Sage MAS 90 or 200 to your customers and vendors - timely delivery without the paper, envelopes, and postage!

#### Document Management - Beyond Paperless Office

A full-featured document management solution, such as **doc-link by Altec**, is designed to go above and beyond the capability of Paperless Office. In addition to storage and retrieval of documents after they've been posted, **doc-link** incorporates **electronic workflow processing and routing** through the use of customized business rules. Documents can be viewed, approved, and annotated before being routed to another department or employee for further processing. Doc-link users can also "rubber stamp" approvals electronically, track invoices that are currently in authorization or resolution status, view documents or vouchers side-by-side, and manage information more effectively to assist with regulatory compliance related to the protection of information such as Sarbanes-Oxley or HIPPA.

#### Putting It All Together

Whether you take a first step with MAS 90 Paperless Office or graduate to a full-blown document management solution, going paperless will have tremendously positive implications for your business. In addition to a significant increase in productivity, you'll free up office space currently reserved for paper storage, improve timeliness of communication and document delivery via automated email or fax, enhance document security, save money in paper costs and postage, and extend the reach of documents to multiple people in separate locations. Perhaps best of all, you're demonstrating corporate responsibility by getting lean and going green! Contact us to learn more about document management.

#### Did You Know?

Paperless Office is now included FREE of charge with MAS 90 and MAS 200 Version 4.3!!

# UNLOCKING THE BENEFIT OF SAGECRM FOR MAS 90 AND 200

In June, Sage Software rolled out the new Extended Enterprise Suite. One of the major components of the Suite is **SageCRM** which is now *embedded* in MAS 90 and MAS 200 Version 4.3. Let's take a closer look at unlocking the benefit of SageCRM and how a customer relationship management application can benefit your company.

## Automation Tools for Salespeople

Tracking sales opportunities, developing strong business relationships, and managing the pipeline are all critical in winning new business and cross-selling to existing customers. To accomplish this objective, SageCRM provides a central location for details of all sales-related activity, scheduled follow up, history of communication with customers and prospects, lead distribution tools, and detailed pipeline reporting. Configurable workflow provides SageCRM with the flexibility to conform your internal procedures or sales methodology.

## Marketing Automation

SageCRM allows you to target the right customers and prospects at the right time to maximize your marketing dollars. You can initiate a new campaign, assign campaign activities, develop a targeted list, capture leads and revenue generated from the campaign, and create point-and-click reports to measure the impact of your marketing activities. Ultimately you'll execute better campaigns, more easily track responses, and make sound decisions about current and future marketing activities.

## Customer Care

SageCRM improves customer satisfaction and loyalty by providing your call center or support staff with tools that allow them to quickly resolve issues as well as spot cross-sell opportunities. You have easy online access to service requests, open support cases, history of email and other documents exchanged, and access to a central knowledgebase of known issues. There are also tools that allow you to easily manage service agreements.

Computer Telephony Integration (CTI) links SageCRM with your phone system enabling click-to-dial func-

tionality and inbound caller recognition. When a customer calls, their information automatically "pops up" on screen providing your sales and support personnel with a complete view of customer details and history.

## Integration for a 360 Degree Customer View

Perhaps one of the most important benefits of Sage MAS 90 and MAS 200 Extended Enterprise Suite is the seamless connection between your front and back office operations. Customer information and other important data like inventory levels or credit status is passed easily between departments from sales and marketing to the warehouse and accounting. Whether it's a salesperson, support staff, warehouse personnel, or accounting manager, they are all looking at the same consolidated customer information which ultimately improves the overall customer experience.



[Contact Us](#) to learn more about unlocking the benefit of the new embedded SageCRM Solution.

## NEWS BYTES

**MAS 90 and MAS 200 Version 4.3 is now available.** To learn more about this release that focuses on some of the most requested customer enhancements, Check out [What's New in Version 4.3](#).

**Self-Directed Training Courses** - Sage Software has developed "Anytime Learning" courses that are self-directed, prerecorded sessions always available and accessible online 24 x 7. These courses are now included with select Maintenance and Support Plans. [Click Here](#) for details.

The **Sage Summit** customer conference is coming again this year in November. For details, visit: [www.sagesummit.com](http://www.sagesummit.com)

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