SAGE SALESLOGIX

What’s New in Sage SalesLogix v7.5

Experience the Benefits of a Comprehensive Web CRM

Sage SalesLogix v7.5 delivers a comprehensive Web CRM experience including interactive list-building capabilities using filters, extensive lead management capabilities, significant customer service and support functionality, the ability to create sales orders, and usability enhancements that tremendously benefit the user experience. Innovative mashup capabilities and data visualization tools, such as timelines and sparkline charts, create a highly interactive and visual experience, enabling you to make informed decisions and facilitate more thoughtful conversations with customers and prospects. And, all of this functionality is available in a connected or disconnected Web environment—without sacrificing usability, customizations, or a rich user experience.

Sage SalesLogix v7.5 also offers powerful process automation capabilities for Windows and Web Clients that reach beyond the traditional boundaries of sales and contact process automation—enabling you to create or modify processes for any Entity in the system such as an account, opportunity, or ticket.

Additionally, with Sage SalesLogix v7.5, enhancements have been made to the Windows Client to streamline processes, including the ability to create activities for leads and attach documents to an activity.

With Sage SalesLogix v7.5, your organization benefits from a robust CRM platform and industry-leading technology, regardless of whether you select a Windows or Web deployment and no matter how your users access data.

BENEFITS SNAPSHOT

Deploy a comprehensive CRM Web solution, accessible while connected or disconnected.

Access extensive lead management tools that match your unique business processes and streamline marketing efficiencies.

Eliminate manual processes where it makes sense for your business by automating key processes for any Entity in Sage SalesLogix.

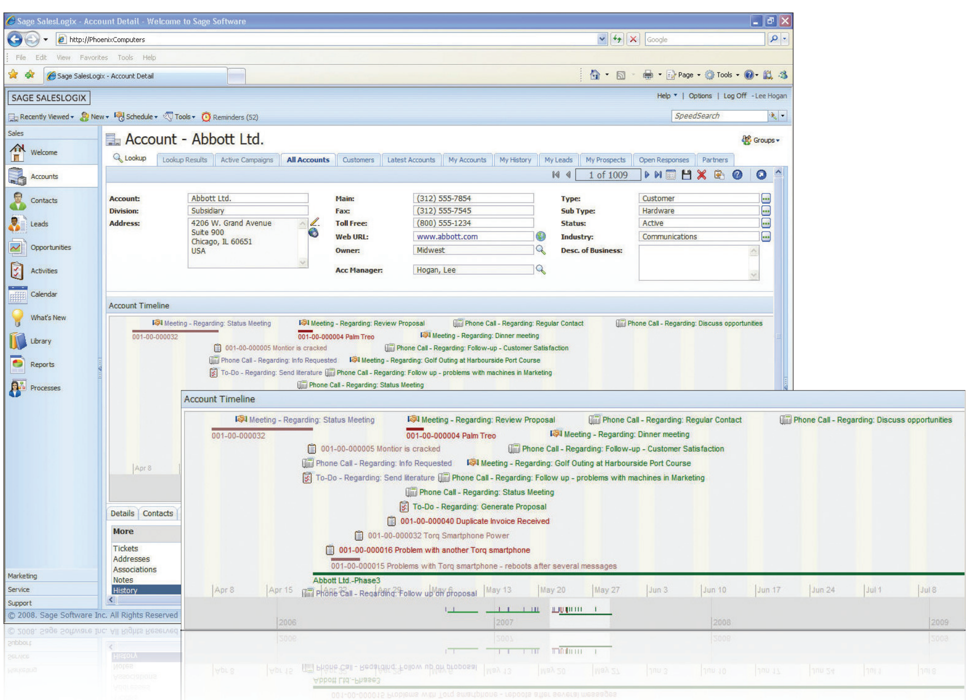
Experience rich, concise, and useful views of data within Sage SalesLogix through REST, mashups, and sparkline charts.

Increase user adoption and streamline efficiencies with the modern, easy-to-navigate interface and time-saving features.

Upgrade Today!

For more information on Sage SalesLogix v7.5

- Contact your certified Sage SalesLogix Business Partner, or
- Call 866-674-5588 to speak to a Sage SalesLogix representative, or
- Visit **www.sagecrmsolutions.com/products/sagesaleslogix**



Timeline Visualization facilitates informed decisions and enables more thoughtful conversations with a holistic view of trends across time.

Key Enhancements

Comprehensive Web Client—Connected or Disconnected

Disconnected Web Client: Disconnect from the Internet when you need to and still continue working in Sage SalesLogix, without sacrificing usability, customizations, or a rich user experience.

Customer Service/Support Enhancements: Access all of the tools necessary to enhance the customer service experience and increase your day-to-day efficiencies via the Web, including the ability to create and manage defects, returns, contracts, and assets.

Sales Orders: Create, modify, or delete sales orders via the Web. You can even allow more than one sales order for an opportunity and indicate which sales orders are final.

Efficient Lead Management Capabilities

Import Leads: The Lead Import Wizard is a powerful tool that streamlines marketing efficiencies and increases lead-to-sale conversion rates as qualified leads are distributed quickly to the appropriate teams. A step-by-step wizard makes it easy to import leads into Sage SalesLogix, perform lead de-duplication, and distribute leads automatically to individuals or teams. You can even perform group actions for leads, assign activities to leads, and create responses.

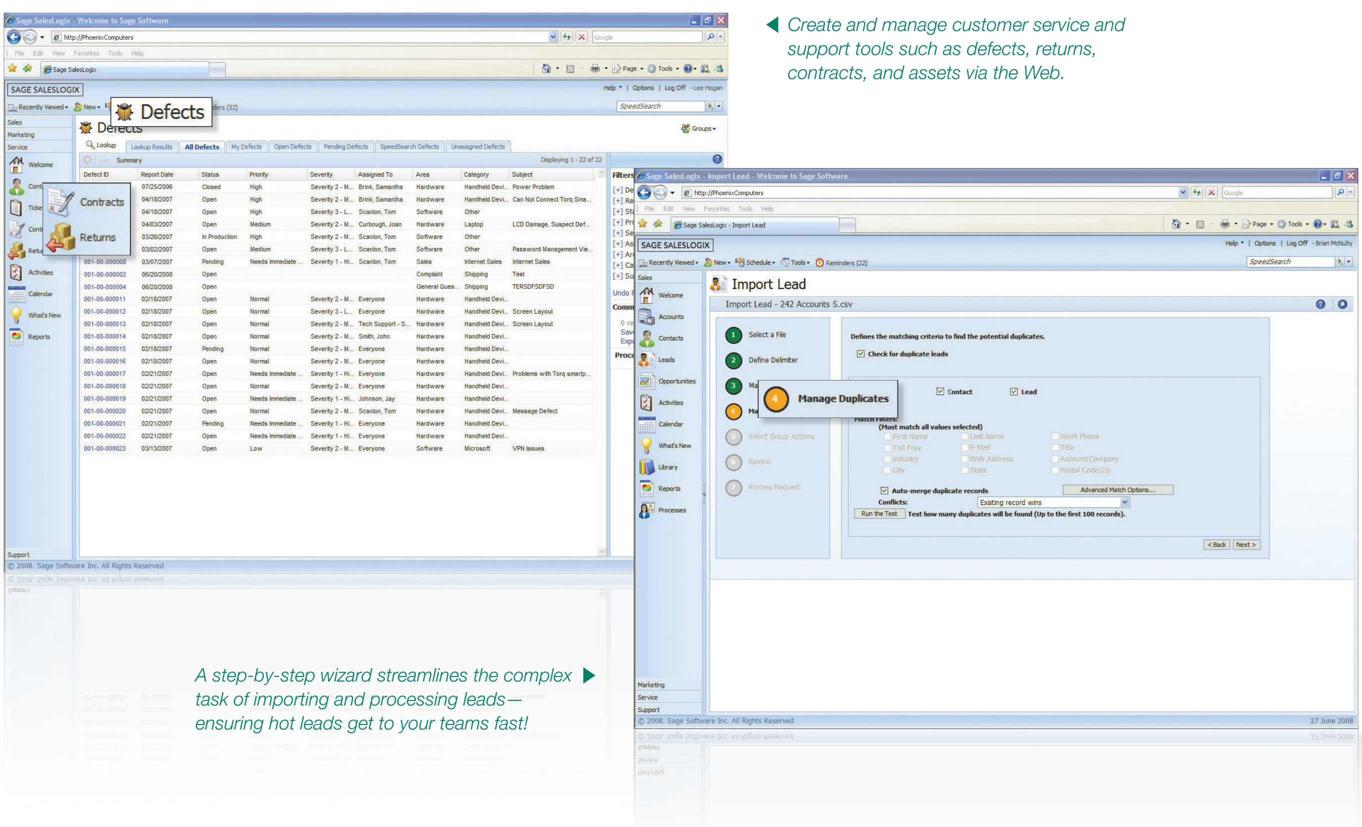
Lead De-duplication: Leads can be automatically checked upon import against current leads and contacts to determine whether there are potential duplicates. Duplicates are automatically resolved by the system—eliminating the complex task of manual de-duplication and ensuring only clean data enters the system.

Activity for Leads: Make leads the subject of a meeting, phone call, or a to-do task; record notes; and more before the leads are converted to contacts, ensuring the appropriate action is taken and driving the lead closer to an opportunity or sale.

Create a Response: Sage SalesLogix v7.5 provides flexibility when importing and managing leads such as creating a response for a lead, contact, or account. Flagging a lead as a response reminds employees who open the record that the contact expressed interest in a product or service—ensuring a potential sale does not fall through the cracks.

Group Actions: Streamline marketing efficiencies by performing actions to leads en masse upon import such as adding notes, targets to a campaign, responses, and scheduling activities.

Automatic Lead Routing: Act on hot leads fast! The powerful workflow and process automation capabilities in Sage SalesLogix enable you to customize lead routing rules so they're automatically directed to individuals based on criteria you define—enhancing marketing efficiencies, eliminating manual processes, and increasing sales opportunities.



Create and manage customer service and support tools such as defects, returns, contracts, and assets via the Web.

A step-by-step wizard streamlines the complex task of importing and processing leads—ensuring hot leads get to your teams fast!

Simplified Access to Targeted Information

Dynamic List Building: Data filters make it quick and easy to identify relevant subsets of data, save as an ad-hoc group, and access at a later time. Improve your productivity with the ability to select multiple records at once to perform an action.

Summary View: Now view key information about an account, contact, etc., in a compressed viewing area, without having to drill down into the details. Hover over data points for more information.

Usability Enhancements Deliver Improved Productivity

Enhanced User Interface: The layout of the Web interface has been redesigned to work more gracefully with your browser's ability to perform fluid resizing, and also to limit unnecessary scrolling. A new title bar lets you know exactly where you are in the application (for instance, Accounts). And, you can now expand and collapse the left navigation area to give you more space to view your data.

Multi-tab Expansion: Customize your workspace by adding as many middle panes as you need so you can view several tabs at one time, rather than toggling between them.

Expanded Right-Mouse Button Ability: Now you can right-click in tab areas and lists to quickly get to more options and actions without having to go into the toolbar drop-down menus.

Attachment Improvements: Associate an attachment to meetings, phone calls, to-do items, e-mails, notes, and personal activities. In addition, e-mail messages sent through Send SLX/Record to History can be opened in an e-mail editor so that the message is preserved exactly as it was sent—with the HTML links, attachments, images, etc. still embedded in the e-mail.

Enhanced Drag and Drop Tabs: When moving tabs to customize your workspace, a visual indicator will let you know which tab you're moving and where—improving user adoption and reducing errors.

Redesign of Lookup: Lookup popups in the Web Client were redesigned so whichever Lookup you're using, it will be similar in appearance, behavior, and functionality for a better user experience and improved search capabilities.

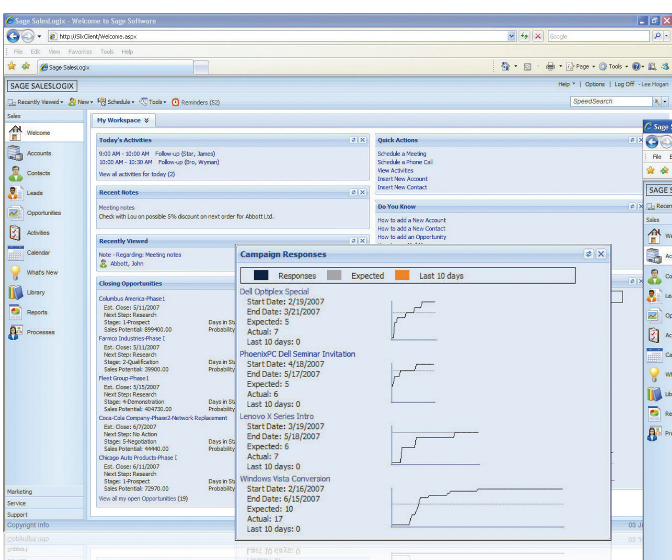
Expanded Synchronization Capabilities: In addition to server-side synchronization, desktop synchronization is compatible with the Sage SalesLogix Web Client, including the capability to synchronize activities, to-dos, calendar items, contacts, etc. The desktop synchronization option is on the new, modern Web-based architecture, de-coupled from the Windows Client, so it synchronizes when it needs to—independent of the client.

Rich, Personalized Views of Information

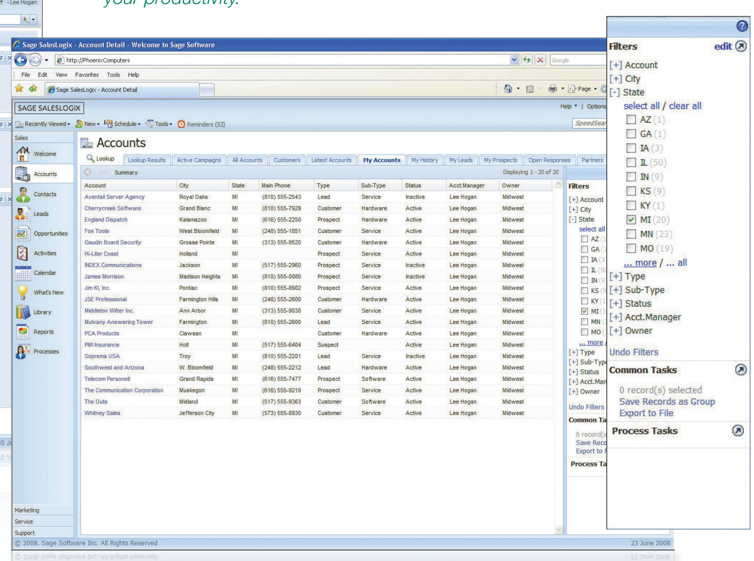
Mashups: It's easy to create mashups from external sources such as Google Maps, Hoovers, ERP applications, etc. and mix it with internal Sage SalesLogix data, providing a rich user experience to simplify data for viewing or analysis.

Timeline Visualization: Experience a holistic view of an Account or Ticket all in one place—so you don't have to look elsewhere in a customer record or the application to find more information. Out-of-the-box, timeline visualization appears in your Accounts and Tickets areas, providing a graphical representation of events over a period of time—past, present, and future. Or, you can create, customize, and embed a timeline in most areas of the application.

Welcome Page: The Welcome page offers a quick, at-a-glance view of information and features you use the most, such as Today's Activities, My Recent Notes, Quick Actions, My Closing Opportunities, etc. You can even customize your Welcome page.



Create targeted lists to get the information you need quickly and easily with new Dynamic List Building capabilities.



The customizable Welcome Page provides access to the features and information you use the most, increasing your productivity.

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Customization, Administration, and Web 2.0 Technology

Web Services: Sage SalesLogix v7.5 provides the ability to expose an Entity or a business rule to a RESTful-based Web service—allowing you to integrate and enhance Sage SalesLogix data with information from outside the application.

Form Controls: Sage SalesLogix v7.5 provides two new controls, sparkline and image. Now you can embed images and sparkline charts, enabling you to customize the application to address your specific needs and providing users with a unique view of key data.

Application Architect Enhancements: New enhancements to the Application Architect streamline deployment and administration of Sage SalesLogix, including the ability to launch model entity wizards from the Application Toolbar, the ability to recognize which entities have been customized from the project explorer tree view, a dockable data sources view, access to form control settings from new code snippet action, new portal creation wizard, workspace environment settings remembered for each project, and enhanced build output window.

Process Orchestration: Automate your proven sales processes or other important business processes to drive opportunities to a close and increase team productivity. Sage SalesLogix offers powerful process automation capabilities that reach beyond the traditional boundaries of sales and contact process automation—enabling you to create or modify processes for any Entity in the system such as an account, contact, opportunity, or ticket. You can build powerful single-step processes, such as lead routing or service ticket capture and distribution, or create multi-step and multi-stage processes that can react to user interactions and suggest next steps. Sage SalesLogix v7.5 delivers sample processes for sales process automation and lead routing out of the box; however, you can customize any process to address unique industry or business needs.

About Sage SalesLogix

Your highest priority is to grow your business, and your business tools should help you achieve that goal. Sage SalesLogix provides a complete view of customer interactions across sales, marketing, customer service, and support so your teams can collaborate and respond promptly and knowledgeably to customer inquiries and opportunities. Capitalize on key opportunities by targeting your most profitable prospects and customers using marketing campaign and lead management tools. Manage the entire sales cycle and increase sales team performance by automating sales processes and monitoring and forecasting sales activity. Resolve customer requests and issues quickly with customer service and support management tools. Sage SalesLogix powerful business analytics tools will enable you to utilize resources better, identify and act upon opportunities, and make better strategic decisions. With flexible access options, powerful process automation capabilities, and a highly customizable platform, Sage SalesLogix is a comprehensive solution that will help you achieve stronger sales and a more successful business, now and into the future.