Sage 200 Suite

Not just small business. All business.

www.sageallbusiness.co.uk

A flexible, integrated solution for growing businesses

As your business grows it can be challenging to manage complex processes and share information with everyone that needs it. Many companies end up with a range of disparate software applications, each running separate parts of the business, in an attempt to meet all their different needs. It was in response to the demands of customers who found themselves in just this situation that we developed the Sage 200 Suite.

Combining applications for both front and back-office into a single, powerful, integrated solution, we have created a suite designed to manage complex processes and share information with whoever needs it, wherever they are. Breaking down departmental silos and helping you to make smarter decisions, based on up to the minute information, the Sage 200 Suite can quickly, simply, and easily connect different areas of your business.

Thousands of UK organisations have already chosen the reliability and performance of the Sage 200 Suite as the platform on which to build their businesses. Highly scalable and easy to implement, upgrade and adapt, it will continue to meet the needs of your business as you grow and change over time.

A single view of your business

Combining front and back office functionality leads to many benefits for your business, giving you one view of your business and increasing your ability to retain your competitive edge.

- Create processes that flow into one another across your entire company, eliminating the need to rekey information and reducing the chance of errors
- Enable your staff to collaborate more closely across departments, integrating and sharing both information and processes business wide, so that you can deliver excellent customer service
- Give your managers an instant and accurate view of your business, so that they can make faster and better informed decisions
- Gain increased visibility of your business through powerful analytic tools that let you pinpoint exceptions and anomalies, highlighting inefficiencies and opportunities for innovation, productivity and growth
- Manage multiple sites and even multiple companies, all within one solution, and consolidate any and all of your operations, whatever their accounting and analysis structures
- Create user specific workspaces that let people see everything they need, and nothing that they don't, speeding up processing and reducing the possibility for error

Empower your people

Giving your people the tools they need to do their jobs more efficiently enables them to be highly productive, saving them time, and making your whole business run more smoothly.

- Bring all the data and tasks each person needs from anywhere in the Sage 200 Suite, and any other external sources, such as MS Excel or Google, together in one, easy to use, intuitive workspace, reducing complexity and improving time management
- Design workspaces for each individual user, based on their specific role, making it easier to get to the information and processes they need
- Allow people to quickly locate and drill down to the details of any type of transaction so that they can resolve issues, quickly and easily
- Enable everyone to analyse data and identify trends so that they can make smarter, more informed business decisions, making your business more responsive
- Give people access to data on the move, via mobile devices, so that being away from the office doesn't mean being out of touch

Deliver excellent customer service

From identifying prospects through to servicing the needs of loyal customers, you can manage every customer interaction, and all your ongoing relationships.

- Share vital financial and commercial information with everyone that needs it to support decision making in every area of the business
- Manage every element of customer acquisition from the quotations to order fulfilment, making you more responsive and better able to provide outstanding customer service
- Access the information you need whether in the office or on the move via mobile devices, ensuring that you can respond to customers' needs even when you are out and about

Create your own flexible solution quickly

Building on our many years experience we have created a Suite that can meet the needs of the majority of businesses out of the box, but we also know that every business gains its competitive edge through its unique ways of doing things. The Sage 200 Suite is therefore highly flexible, and can be easily configured and customised to meet your specific business requirements, so that you can run your business your way.

- Choose the modules to fit your particular business needs from a suite that includes not only financials, customer relationship management, and business intelligence capabilities, but also specialised construction, manufacturing, distribution, wholesale and retail, and project accounting, should you need them
- Create user specific workspaces that let people see everything they need, and nothing that they don't, speeding up processing and reducing the possibility for error.
- Quick to install and easy to use, you can be up and running within a matter of days and with minimum disruption to your day-to-day business, so that you see a speedy return on your investment while keeping the total cost of ownership low
- We provide predefined reports and templates that will meet the majority of your needs, so that you can quickly begin to get the benefit of your new software
- In addition a highly configurable report designer lets you create reports and documents that match your exact needs, and amend them as you wish, while Business Intelligence capability lets you interrogate your data in any way you wish
- Work with our network of highly skilled and locally based Business Partners, and over 900 third-party software developers, to build a solution that reflects the uniqueness of your business

Choose a solution for now, and for the future

When investing in a solution on which to build your business you need to know that it will not only work for you today, but that it will continue to support your needs as you grow and change.

At Sage we know that change is the only constant in business, so we are committed to investing in technologies and applications that will help you to stay ahead in a rapidly changing world.

- The Sage 200 Suite is built on industry standard technology, including Microsoft's SQL relational database technology, .NET architecture, and Microsoft Windows Operating System
- Providing you with a single view of your business, you can share data between the Sage 200 Suite and many other applications including Microsoft Office applications
- The Sage 200 Suite is easily scalable, allowing you to add modules and users seamlessly, as you need them
- We work hard to ensure that the Sage 200 Suite is always up to date with governmental changes so that you can be sure that you are compliant with current legislation
- The Sage 200 Suite also offers a natural upgrade path for existing Sage 50, MMS and Line 100 customers, protecting their investment, and reducing the risks associated with implementing any new solution

The Sage 200 Platform

The Sage 200 Platform is the heart of the Sage 200 Suite. Comprising a comprehensive financial system, a market leading customer relationship management solution, and the analytical power of business intelligence, it provides the foundation on which to build a solution tailored to your specific business requirements.

By combining financial and commercial information, it enables you to create data and process flows that run through your organisation, providing efficiency and consistency across the whole business, giving you a single, integrated view of your business so that everyone, regardless of their role, shares one version of the truth.

Financials

The Sage 200 Suite is equipped with flexible and powerful nominal, sales and purchase ledgers, and a cash book that combine to provide you with extensive reporting and business management information, while also handling all the functions essential for good financial governance.

Analysing your business

Providing you with detailed information on which to base decisions about your entire business, the Sage 200 Suite's comprehensive analysis options make it possible to capture every detail of your company's financial status.

Whether you want to analyse by cost centre and department, by product, sales region, or line of business, a multi-level analysis structure allows you to recreate the dimensions unique to your business within the ledgers, giving you total flexibility.

Managing multiple companies

If you operate multiple companies, perhaps across multiple sites, the Sage 200 Suite ledgers can be set up to meet the individual needs of each entity, and then consolidate all the information into one, to give you a complete overview of your business.

Each company can have its own unique account code and analysis structure and, when required, nominal ledger data from separate companies can be merged for financial reporting, whatever currency they trade in, to give you a complete view of the consolidated business.

Trading overseas

It is now commonplace for UK companies to have both suppliers and customers overseas. The Sage 200 Suite ledgers enable you to trade in an unlimited number of currencies. You have the flexibility to use both spot and period rates, so that you can gain the most accurate view of your currency exposure, and you can consolidate all your currency information from across different trading entities.

The sales and purchase ledgers hold the current balance and turnover in both your base currency and the foreign currency. And you can keep track of all your exchange rate gains and losses in specified nominal accounts, supporting your ability to make sales and purchasing decisions taking into account currency fluctuations.

Quick and efficient transaction management

All the ledgers enable you to process transactions quickly and efficiently. You can use the standard templates that are shipped as part of the Suite, or you can create your own templates.

Templates can be created for repetitive transactions, making it simple and straightforward to manage processes that take place every period, but which require the same information each time, such as prepayments, accruals, or batch postings. Within the sales and purchase ledgers the templates let you both speed up the data entry process, and ensure that you always comply with agreed terms of business.

Processes such as direct debits and standing orders can be automated so that you can be sure that they are never overlooked, but do not take up valuable time each period.

The ledgers also provide error correction, which updates the audit trail and ensures ledgers are completely accurate.

While the level of automation available in the ledgers will both simplify and speed up transaction management, it doesn't mean that you lose control, as colour-coded warnings help to prevent errors while not interrupting workflow.

Keeping on track

Planning ahead is essential for good financial management, so the Sage 200 Suite enables you to set up budgets for the coming year. In addition, you can keep up to five previous years of annual or monthly budgets, enabling you to analyse trends and make adjustments as you go forward.

The Suite also has an open period structure, giving you complete control over when you choose to close any particular period. This ensures that all transactions can be posted into the correct period for accounting and budgetary purposes, while enabling you to avoid having to rush through transactions at the end of each period, which can put unnecessary strain on your accounts department.

We've also made it easy to export information held in the Sage 200 Suite into other applications so that you run reports and analyse data in whatever way suits you best. So if you like using MS Excel for example you can take data from the Sage 200 Suite, and without any rekeying and the possibility of error this introduces, create whatever reports you want.

And to ensure that you have all the information you need all in one place you can also attach additional files to any account in any ledger. This makes it possible to attach spreadsheets, word documents, .pdf files, charts and graphs, or any customer or supplier documentation you want, to any account.

Manage your cash flow

The sales and purchase ledgers help you to manage all your debtor and creditor relationships in order to maximise your cash flow. Sophisticated credit control functionality means that you can produce retrospective aged debtor reports, analyse absolute or overdue debt against whatever ageing periods suit you, automatically calculate average time to pay, and carry out on-line credit checking. Automating supplier payments allows you to quickly identify all invoices due for payment and those that qualify for a settlement discount, saving you both time and money.

With an unlimited transaction history, the ability to create unlimited contacts, phone numbers and other details for customers and suppliers the Sage 200 Suite helps you capture and manage everything you need about your customers and suppliers. And using the customer and supplier analysis codes you can identify sales and purchasing trends by the trading periods of your choice.

The Sage 200 Suite also has an integral cash book that gives you control over all of your bank, investment and cash accounts. It handles multi-currency processing and advanced bank reconciliation, including links to online banking services. It will also save you time and money as it can easily reconcile bank statements with details of payments and receipts entered, recording discrepancies and bank and interest charges.

Customer Relationship Management

Making sure you offer the highest quality of service and support to your customers is key to your success. The Sage 200 Suite improves the effectiveness of marketing campaigns and lead generation, making sure that you spend your marketing budget wisely and get a return on your investment, helping s you to find new customers, and take care of those you already have.

Identify and target the right people

An invaluable tool for marketers, CRM helps you to plan, execute and measure the success of highly targeted marketing campaigns, making it easier to get the right messages to the right people at the right time, eliminating guesswork, and making the best use of your marketing resources.

Plan

The more highly targeted your messages are the more successful your campaigns will be. The Sage 200 Suite makes it easier to target campaigns by providing your marketing team with detailed information drawn from every area of the Suite.

Financial profiling, order information and the purchase history of customers, plus special interests or demographics can all be used to help create detailed profiles of customers and prospects for more highly targeted campaign planning.

Execute

Giving you the capability to create your own campaign lists or import mail house lists, you can execute campaigns more effectively.

Your team can drill down to specific activities including communications, opportunities, and responses, effectively managing and tracking the exact marketing messages received by a specific target, for every element of every marketing campaign.

You can create campaign templates and automate their roll out, enabling you to build up a picture of best practice going forward. Your marketing resources are put to best use, supported by detailed and relevant information, eliminating guesswork.

Measure

Providing you with meaningful campaign analysis and the ability to track the success of your campaigns with pin-point accuracy, you can generate accurate return on investment calculations.

With instant and easy access to the status of each campaign you can keep track of your ongoing return on investment, as it happens.

Make the most of sales opportunities

By providing your sales team with a single source of information you can enable them to achieve their targets more effectively and efficiently.

The integrated design of the Sage 200 Suite means that your sales team can identify sales opportunities from within your customer database, enabling them to make the most of cross- and up-selling opportunities. This, coupled with automated workflow and pipeline management capability, lets your sales team progress sales opportunities quickly and efficiently, while ensuring that data is effectively shared and can be accessed by anyone that needs it.

Spotting opportunities

In depth sales analysis ensures that your sales efforts are directed towards the deals that will be most profitable to you, and which you are most likely to win. Enabling better time management, you can also direct leads to the salespeople best qualified to assist each prospect based on their skills and knowledge, or territory. And you can give your sales team access to information about their pipeline and opportunities whether they are in the office or on the move, via mobile devices.

Supporting selling skills

However skilled your sales people are you have to ensure that they are talking to the right people at the right time about the right thing. With instant access to calendars, account information, sales reports, pipeline information, sales contacts and call lists you can free your sales people up to focus on their primary task - selling to customers.

By creating a structured process flow that everyone can follow through their workspace, your team can access all the information they need at a glance.

Simplicity and control

With powerful, on demand reporting you can be sure that you will always know what is going on, gaining valuable insights into the effectiveness of your territory management and the specific skills of individual sales people. By having a single view of your data you can ensure that you never lose sight of an opportunity, and you don't have to depend on individual salespeople to keep their own records. This also decreases the administrative overhead on your salespeople giving them, and you, a single shared view of the sales situation, leaving them free to focus all their efforts on selling.

Deliver excellent customer service

Getting a new customer is only the beginning of what will hopefully be a long and profitable relationship, but keeping customers in the long term means looking after their needs and enabling them to get what they want from you when they want it.

The Sage 200 Suite gives you the tools you need to provide high quality customer care and maintain satisfied customers. It helps you to make every customer interaction more informative, more effective, and more profitable.

Managing the process

The integrated nature of the Sage 200 Suite means that your customer service team has access to vital information, giving them access to financial and commercial data.

It's also possible to define business processes, track cases and solutions, so that your team can resolve customer issues effortlessly, and you can see what works, what doesn't, and create best practice.

You can also build in escalation procedures, create workflows that ensure no task is overlooked, and push information to the people that need it in your organisation. Automating and streamlining your customer service operations enables you to reduce resolution time, and increase customer satisfaction, leading to greater customer retention.

24/7 service

Enabling customer collaboration via a self-service web portal and an automated email management service, you can offer round the clock customer service, improving your productivity and giving your staff more opportunities to communicate more effectively with your customers.

This level of self service frees your people up to focus more of their time on maximising customer satisfaction and driving customer loyalty, letting you grow your business while also delivering best practice customer service.

Business Intelligence

In addition to report writing capabilities, the Sage 200 Suite also provides you with business intelligence capabilities you need to achieve real business agility.

Giving you complete control over how you interrogate your data, you gain increased visibility of your business through powerful analytic tools on your desktop. You can pinpoint exceptions and anomalies in your business, such as areas of unexpectedly high or low performance, as well as highlighting inefficient processes or opportunities for innovation, productivity and business growth.

You not only get a better, more complete view of your financial situation, you also get a clearer picture of your entire business from end to end, enabling you to model the implications of an investment, uncover and analyse previously unknown connections between different areas of your business, and identify ways to build greater competitive advantage into your organisation.

Driving management decisions

You can extract real intelligence from the data that accumulates in your business every day, allowing you to manipulate reports and information to give quick, dynamic reporting and analysis that can be changed in seconds.

Giving you access to metrics and KPIs that are not easily measured using more traditional reporting tools, you are able to strategically plan your business growth, identify key trends and patterns in your data and gain a better understanding of your business. Data is transformed into actionable information, making you more responsive, and supporting your ability to identify opportunities for increasing revenues and reducing costs.

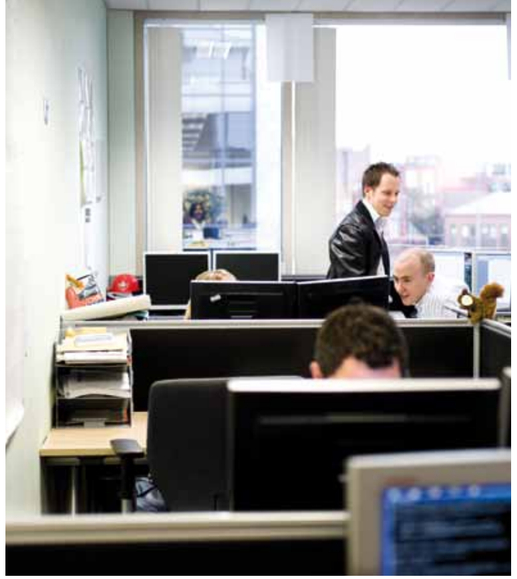
Professional, yet simple

Shipped with a set of predefined reports you can quickly get a better insight into your business. A report wizard makes it simple, quick, and easy to build and amend reports. Dynamically refreshed so that reports are up to date, you can also drill through to transactional data to give you a complete picture of what's going on.

Helping you to produce professional and attractive reports for presentations, you can add charts and graphs, automate report creation to create weekly monthly or daily report packs, and include nested reports that pull information from different parts of your business.

The Sage 200 Suite – a complete set of modules to meet all your business needs

The Sage 200 Platform provides everything you need to run core business processes, plus a range of additional modules that provide you with extra functionality should you need it, while having all the usability, flexibility, and technology benefits of the Sage 200 Suite.



Commercials

Sales and Purchase Order Processing enables you to integrate your financial and trading modules, putting you in complete control of your supply chain, managing every element, including quotations, price books, the delivery and receipt of goods, and sophisticated stock management

To find out more visit **www.sage.co.uk/sage200commercials**

Project Accounting

A highly configurable and flexible costing application that enables you to ensure profits are maximised. Whether you manage projects or operate in service based industries it can be configured to suit the needs of a wide range different industry types. In addition Web Timesheets and Expenses allows you to capture timesheet and expenses information from anywhere.

To find out more visit **www.sage.co.uk/sage200projectaccounting**

Manufacturing

Enables you to manage your entire supply chain from end to end, giving you the information needed to manage and control your business more effectively, whilst maintaining maximum productivity and increasing customer satisfaction and profitability.

Whether you are primarily a manufacturer or simply need some manufacturing capability, the Sage 200 Suite supports assembly, repackaging of bulk items, resource planning, scheduling work and materials.

To find out more visit **www.sage.co.uk/sage200manufacturing**

Bill of Materials

For businesses involved in light assembly, that don't require the full complexity of the manufacturing module , it breaks down the manufacturing operation into easy to access areas, including materials, labour, machines, operations and reporting.

To find out more visit **www.sage.co.uk/sage200billofmaterials**

Wholesale and Retail

A comprehensive, multi-store, retail and merchandising management system that streamlines processes between traders, suppliers and customers, helping your business to run at optimum profitability. Offering support for traceable items with batch and serial numbered items and improvements to warehouse to store stock transfers, it also offers integrated Point of Sale that provides quick, accurate and secure customer present transactions.

To find out more visit **www.sage.co.uk/sage200retail**

Construction

Manage construction processes easily and effectively, monitor contract costs and budgets, managing cash flow, minimising costs whilst maximising profit and allowing you to gain better management of your supplier, contractor and client relationships

Ideally suited to businesses with more complex contracting requirements, it supports a wide range of processes from receiving the initial enquiry to the final accounting.

To find out more visit **www.sage.co.uk/sage200construction**

Sage - partnering business for over a quarter of a century

Since it began with a conversation between four people in a pub over a quarter of a century ago, Sage has grown into a FTSE 100 listed company with nearly 15,000 employees and 5.7 million customers worldwide.

Growing with our customers

As we have grown so have our customers. Over a third of the FTSE 100 use Sage products to support their businesses, we are the third largest provider or ERP solutions worldwide, and in every postcode area in the UK there are companies of all types and sizes using a business solution provided by us.

All about business

We only provide business focused software solutions - it's where our expertise lies and 100% of our revenue comes from selling and supporting business solutions. We know how vital the smooth running of these solutions is to our customers, which is why we have developed local support networks in every operating region, allowing us to ensure we fully understand every customer's business requirements.

Working with our customers

To support you through the process of implementing your solution you have access to both our own team of experts and those of our highly experienced network of Business Partners. Our partners share our passion for delivering outstanding levels of service, and they provide specialist consultancy, impartial advice and expert counsel.

Sage Mid Market Division and our Business Partners work closely with customers, providing support face-to-face, online or over the phone, whenever and wherever you need them. With expertise that includes consultants, project coordinators, and systems architects we, along with our Business Partners, provide all the expertise necessary to ensure our solutions deliver the required benefits, from planning and implementation to training and ongoing support.

Putting our customers first

We live and breathe business every day, and our customers are the driving force behind everything we do. We regularly involve them in workshops and surveys to determine the future of our solutions.

Through our people, our business software, our services, and our partners, we are passionate about helping businesses of all sizes achieve their ambitions. Helping to manage the day-to-day practicalities of running a business, our solutions support growth and change, so that our customers can do business the way they want, now and in the future.

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