



# SalesLogix

## What's New in v7.2

### New, state-of-the-art Web Client delivers enhanced productivity and a lower total cost of ownership

Sage SalesLogix v7.2 ushers in a new foundation of Web and Mobile technology that increases productivity and lowers your total cost of ownership. The addition of the new Web Client and Mobile solutions means your business will benefit from unprecedented platform flexibility. You can select the access method or methods best suited for your sales team (Web Client, Windows Client, and/or Mobile). Regardless of which model you choose, you'll benefit from rich functionality and automation that helps people across the business improve productivity and sales.

### Reduce IT costs with the new Web Client

Executives, sales people, and everyone across your organisation will appreciate the enhancements to the user interface and other productivity tools available in Sage SalesLogix v7.2. But the new version will likely have an even bigger impact behind the scenes. The new Web Client dramatically reduces IT administration costs and resource requirements.

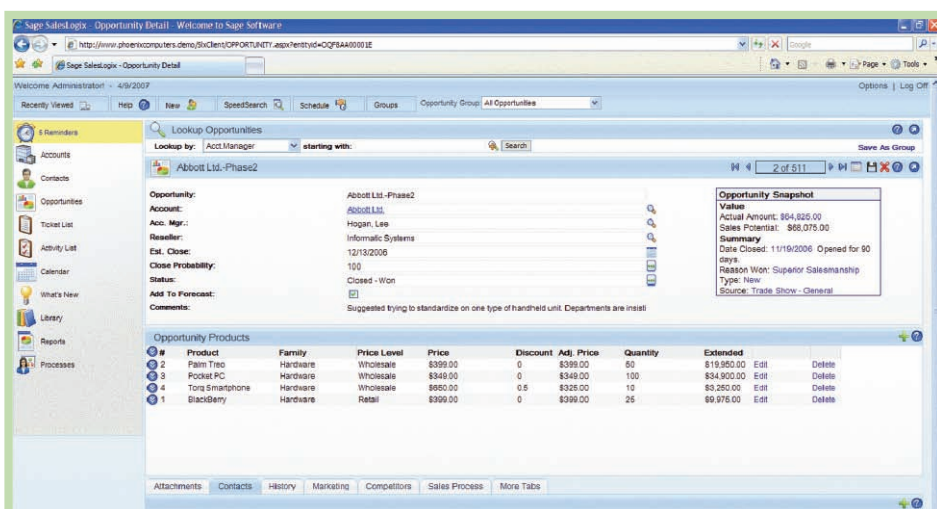
Deployment of the new Sage SalesLogix Web Client can be made to one or many servers with a single click. The solution is completely built on industry-standard technologies such as ASP.NET, AJAX, and Web services. As a result, you can easily integrate Sage SalesLogix v7.2 into your existing IT environment and set the stage for future growth and even greater collaboration.

### Roll out customisations faster than ever

With the new Web Client, advanced customisations are remarkably easy thanks to a new development environment that offers reusable code. Codeless tools and wizards enable rapid development of common customisations with little IT involvement, enabling a rapid turnaround in addressing sales team requests for new functionality. And the customisations you roll out today can be moved to future versions of Sage SalesLogix quickly, painlessly, and without huge migration efforts.

### Key Enhancements:

- New Web Client and expanded Mobile solutions enable true platform flexibility – with rich functionality and ease of use
- Enhanced user interface delivers a Windows-like experience on the Web
- Standards-based architecture easily integrates with your existing IT structure and applications
- One-click deployment to multiple servers reduces administration costs
- Codeless customisation tools enable rapid development of common customisations
- One development environment for Web and Mobile customisations
- Expanded Mobile solution now supports Windows Mobile for Smartphone devices



Sage SalesLogix provides organisations with the freedom of choice to select the access methods (Windows, Web, and/or Mobile) best suited for their teams, without sacrificing functionality, usability, or robust customisation capabilities.

## Robust New Web Platform

Sage SalesLogix v7.2 is built on a standards-based, scalable architecture to support your future growth and change. Other enhancements include:

- **Easy integration with your existing IT environment** – Because it's built with standards-based tools like ASP.NET, AJAX, and Web services, Sage SalesLogix v7.2 aligns and integrates with your existing IT environment. It also allows for easy connections to other applications for improved automation and information sharing.
- **Rapid development with reusable components** – Sage SalesLogix v7.2 introduces a layered n-tier architecture model that separates the business logic layer from the user interface layer. This modular approach allows for the re-use of previously built components, enabling rapid development and deployment.
- **Lower total cost of ownership** – The new standards-based architecture reduces IT administration costs in a number of ways. For example, beginning with this release of Sage SalesLogix, you can more rapidly upgrade any customisations you've made to the system.

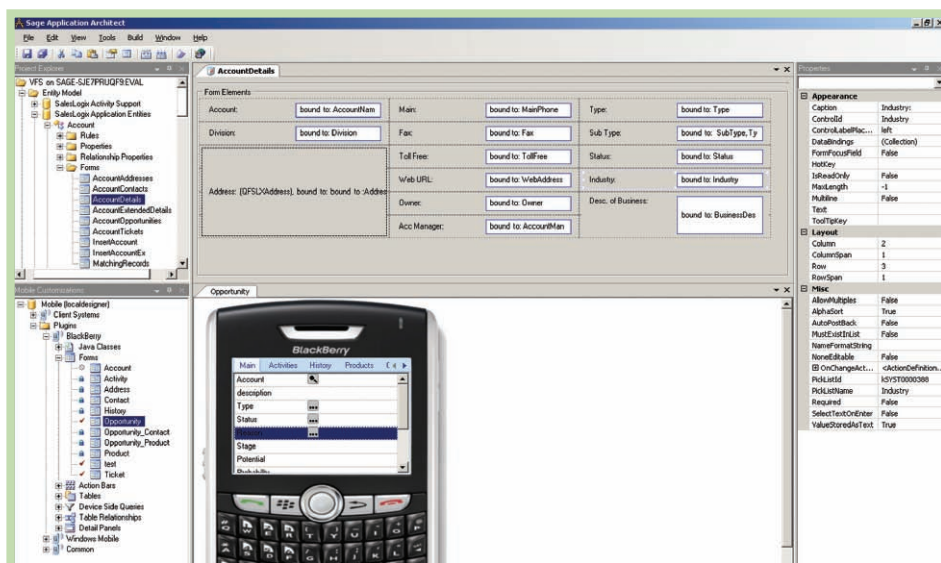
## Industry-Leading Web and Mobile Customisation and Development Environment

Sage SalesLogix v7.2 offers a true end-to-end development environment, extending robust customisation capabilities to the Web and mobile devices. By enabling your company and its individual users to adapt the system to mirror unique customer acquisition, retention, and development processes, Sage SalesLogix continues its market leadership in providing the highest user adoption ratings.

- **One development environment for Web and mobile customisations** – Web and mobile customisations are developed and managed within the same development environment – including standardised project tree views,

code editors, and output and properties windows. This integrated environment reduces the complexity of developing customisations for Web and mobile solutions.

- **Quickly create customisations with codeless capabilities** – Sage SalesLogix v7.2 has been designed specifically to accomplish most customisations using a codeless, wizard and template-based approach, enabling quick creation of customisations without requiring extensive Web and programming knowledge. Advanced customisations can still be accomplished using standard development tools such as Visual Studio.NET or the included code editor.
- **Web services-based for greater extensibility and integration** – Easily integrate with other applications in your environment or extend your Sage SalesLogix functionality through Web services.
- **Bundling and sharing customisations eliminates redundancy** – Once a customisation is created, it can easily be bundled and shared across client solutions. As a result, your organisation can slash development time by re-using customisations.
- **Rapidly customise with little IT involvement** – Business analysts can use codeless tools to quickly deliver common customisations, enabling a much faster turnaround in addressing sales team requirements for new functionality.
- **One-click deployments reduce administration costs** – Sage SalesLogix v7.2 can be instantly deployed to one or many servers with a single click. Deployments can be easily planned and managed for staged roll-outs.
- **Reusable code speeds development time** – The application model in Sage SalesLogix v7.2 separates the business logic layer from the User Interface (UI) layer. This modular nature enables the re-use of previously developed components for faster customisations.



Sage SalesLogix v7.2 delivers a single development environment for Web and Mobile, including codeless customisation tools for rapid development and deployment of a solution tailored to your business.

## Enhanced User Experience

Sage SalesLogix v7.2 further enhances the user interface that has been acclaimed throughout the product's history. New enhancements make information access and navigation easier than ever.

- **One-click access to information maximises productivity** – Get what you need and get it quickly. Sage SalesLogix v7.2 delivers an exceptionally enhanced and highly useful interface, enabling you to find the information you need to work more effectively.
- **Enjoy a Windows-like experience on the Web** – With the new Sage SalesLogix Web Client, the learning curve is minimal. You'll experience the same rich user experience you already enjoy with the Windows Client version, including:
  - Drag and drop tabs
  - Middle pane
  - Minimal screen refresh
  - Context-sensitive help
  - Intuitive navigation
- **High user adoption** – The continued emphasis on ease of use in the Sage SalesLogix v7.2 release helps ensure high user buy-in and usage across your company. Companies that implement the system can expect a rapid time to increased productivity due to the information access capabilities and tight integration with Microsoft® Office and other critical business applications.

## Expanded Mobility

Sage SalesLogix v7.2 greatly expands the capabilities of Sage SalesLogix for sales professionals and executives who are on the go. Available for purchase as an add-on option, the Mobile solution grants users full access to the system, enabling them to view, edit, and add contact and account details. They can also take notes, schedule meetings, complete activities, update opportunities, and review ticket information – all from a handheld device.

- **Expanded device coverage** – Sage SalesLogix Mobile now supports Microsoft® Windows Mobile for Smartphone devices.
- **Rapid synchronisation and anytime data access** – Mobile subscriptions enable users to take just the right amount of account and contact records with them. Plus they can easily search for and retrieve additional records by “subscribing” to them remotely.
- **Enhanced BlackBerry® experience** – Sage SalesLogix Mobile delivers charting capabilities on the BlackBerry, providing the ability to create and display customised charts. Also, Detail Panels provide quick, at-a-glance, access to key information.

- **Familiar look and feel enables immediate productivity** – Sage SalesLogix Mobile replicates familiar Sage SalesLogix functions on both Pocket PC and BlackBerry devices, so it's easy to get up and running quickly.
- **Convenient built-in features save time** – Features like handwriting recognition and one-click dialling or emailing from contact or activity records enable users to get the most from Sage SalesLogix while taking advantage of the convenience and productivity afforded by their handheld devices.
- **Flexible, fast, and secure updating** – Sage SalesLogix Mobile delivers one-click synchronisation using wireless, wired, or dial-up connections back to the Sage SalesLogix Host Database or Remote Client. Lightweight, incremental updates enable fast and secure updating of client configuration changes, database schema changes, and bi-directional information updates. In addition, information is ‘pushed’ to BlackBerry devices using a rules-based approach. This avoids the synchronisation of all information, delivering just the desired amount and type of information at the right time.
- **Low administration and customisation costs** – Sage SalesLogix Mobile offers centralised deployment, management, and updating of multiple BlackBerry and Windows Mobile-based devices. Flexible and extensible customisations are easily created through a simple drag-and-drop development environment. Sage SalesLogix Mobile uses native application development environments for the richest application experience for Windows Mobile (.Net) and BlackBerry (J2ME).



Sage SalesLogix Mobile delivers charting capabilities on the BlackBerry, providing the ability to create and display customised charts.

# About Sage SalesLogix

Sage SalesLogix is the leading customer relationship management application that enables small to mid-sized businesses to cultivate profitable customer relationships by increasing sales and marketing performance and maximising customer satisfaction and loyalty.

Designed to meet the distinct needs of small to mid-sized businesses, Sage SalesLogix delivers integrated Sales, Marketing, Customer Service, Support, and Mobile automation software that adapts to your unique customer acquisition, retention, and development processes.

Flexible and easy to use, Sage SalesLogix readily accommodates growth and changing business requirements. It delivers deep, rich customisation capabilities, high levels of end-user adoption, and low total cost of ownership across all deployment methods including Web, Windows, and mobile devices.

With more than 300,000 users at over 8,500 companies worldwide, Sage SalesLogix is the leading CRM solution for small to mid-sized businesses and divisions of larger enterprises, and is part of the Sage family of integrated business management software.

## About Sage

Headquartered in Newcastle upon Tyne, Sage (UK) Limited is a subsidiary of The Sage Group plc, a leading supplier of business management software and services to 5.4 million customers worldwide.

From start-ups to larger organisations, Sage makes it easier for companies to manage their business processes.

Formed in 1981, the Group was floated on the stock exchange in 1989 and now employs 13,000 people in its market leading companies worldwide.

Working with its community of UK accountants, business partners, developers, banks and retailers, Sage is exclusively focused on providing UK businesses in all sectors with specific, scalable software and services to help them manage their finances, their people, their customers, their suppliers, their core operations and to plan their future business success.

In the UK alone, Sage employs over 1600 people and provides software and services to over 700,000 small and medium-sized businesses.

These products range from accounts, payroll, forecasting and business intelligence to customer relationship management, e-business and help for start-ups. Services include Excel Support, HR Advice, Health and Safety Advice and training courses.

For more information, please visit **[www.sage.co.uk/saleslogix](http://www.sage.co.uk/saleslogix)**

Alternatively, contact your certified Sage SalesLogix Business Partner.

To find a Business Partner in your area call **0845 111 9988** or email **[crm@sage.com](mailto:crm@sage.com)**

To register for an online demonstration to see how Sage SalesLogix can help your business, go to: **[www.sagecrmsolutions.com/demo/sagesaleslogix](http://www.sagecrmsolutions.com/demo/sagesaleslogix)**

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