

# SageCRM | What's New

## SageCRM v7.0 drives user adoption and productivity

More than ever, businesses are focusing on making their processes more efficient and their staff more productive. SageCRM v7.0 delivers on these goals with a customizable, interactive dashboard; fresh, modern user interface; an Active Directory import that makes it faster to deploy new users; and other productivity-enhancing features.

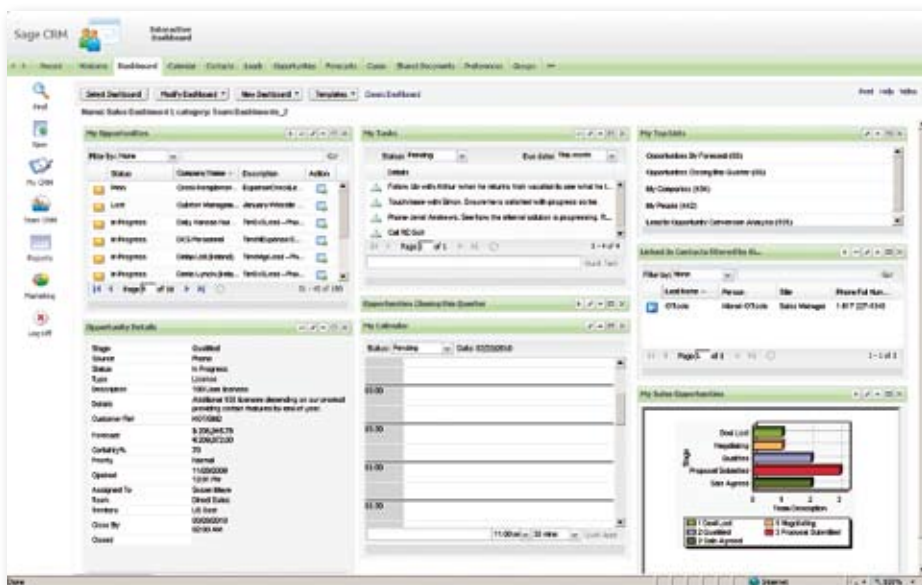
The result? SageCRM v7.0 is easier to use, deploy, and customize than ever—from the way you log on to what you see on your dashboard; from managing your activities to the look and feel you choose to display on your interface.

### Revolutionize how you manage information

The new interactive dashboard transforms how you manage your business and how your employees manage their day. The interactive dashboard delivers a rich and personalized user experience that boosts productivity and helps drive user adoption across the business.

Users can now manage all their activities from one place, including their calendar, tasks, and lists. It can also display web and RSS feeds that deliver relevant content such as news headlines and blogs. Plus, users can tap into social networking for instant knowledge about customers through integration with LinkedIn® and other social media sites. All this enables users to accomplish more by accessing the information they use every day without switching screens.

Using drag and drop functionality, users can quickly and easily personalize the layout and the information displayed on the interactive dashboard so it matches the way they work.



- ◆ Boost the productivity of your staff and your business with the SageCRM Interactive Dashboard.

### BENEFITS SNAPSHOT

**Delivers relevant information in one place to boost productivity** and help drive user adoption across the organization

Enables users to **view important content from Web and RSS feeds** for a more complete view of customers, accounts, and industry information

**Provides customized workspaces for teams and personalized workspaces for individuals**, delivering maximum flexibility and usability across the organization

Enables users to **get up and running quicker** through convenient deployment features

**Helps users log on easier**, lessening the burden on IT

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## Personalize the look and feel of your workspace

To further enhance the user experience, SageCRM v7.0 comes with a **new user interface (UI)**, delivering a fresh, modern look and feel. SageCRM comes with a choice of UIs, enabling the user to personalize SageCRM to their own preference. This added choice—coupled with the easy-to-use layout, tool tips, and clear navigation—helps drive user adoption across the organization for maximum ROI.



- ◆ Personalize the look and feel of your workspace.

## Get users up and running fast

SageCRM is now even faster to deploy with the new **Active Directory import** feature. This allows IT administrators to import a batch of users into SageCRM from a Windows® network so they can get users up and running quickly.

With the Active Directory import feature, SageCRM can connect to an Active Directory server that lists and controls network logons. Those users within the directory are filtered and imported easily into SageCRM and have security and profile rights automatically assigned to them—increasing IT productivity and reducing the administrative burden. User templates can be applied and passwords emailed quickly and efficiently to new users through SageCRM.

## About SageCRM

SageCRM is an easy-to-use, quick-to-deploy Customer Relationship Management solution comprising sales, marketing, and customer service automation. Award-winning SageCRM equips these teams with the tools they need to find new customers, close sales faster, and build lasting, more profitable relationships across all channels. Highly flexible, SageCRM comes with fully customizable business process automation so you can tailor it to suit your business needs. Thanks to its Sage ERP integration capabilities, the SageCRM front-office is powered by data from the back-office to give sales, marketing, customer service, and other front-office staff a true 360° view of customers across front- and back-office functions, differentiating it from many other CRM solutions in the market today. SageCRM is a fully web-based application and is available on-demand or on-premise for complete freedom of choice.

## About Sage Group plc

Sage is a leading supplier of business management software and services to 5.8 million customers worldwide. From small start-ups to larger organizations, we make it easier for companies to manage their business processes.