

Sage CRM 7.3



At a glance enhancements

Sage CRM 7.1 & Sage CRM 7.1 SP2

Sage CRM 7.2

Sage CRM 7.3

Top reasons to upgrade from previous versions

Sage CRM Interactive Dashboard offers key business metrics in one location for easy analysis.

Sage CRM Exchange Integration allows you to access your up-to-date communications within Sage CRM and easily manage your calendar, contacts and tasks, regardless of your location.

Cross-browser compatibility allows you to access Sage CRM across all modern internet browsers.

A range of campaign management features and enhancements helps you maximise the effectiveness of your marketing campaigns with full marketing campaign workflows and campaign analysis tools.

Swiftpage email marketing gives you the built-in email marketing tools you need to reach customers and prospects with the ability to create more effective email communications and monitor open rates and responses to your campaigns in real-time.

Sage CRM for Twitter enables you to view and manage your Twitter feed within Sage CRM.

Mail Merge and Document Attachment enhancements deliver an easy to use interface for selecting and uploading multiple files in a single transaction and allows users to create HTML templates from within Sage CRM.

Top reasons to upgrade from Sage CRM 7.1 to 7.2

Business Collaboration powered by Yammer enables teams to collaborate more effectively on important topics concerning opportunities, leads and support cases, providing greater visibility for all employees.

Sage CRM for Facebook helps you gain customer insight from Facebook, giving you a complete picture of customer and prospect interactions, without leaving Sage CRM.

Sage CRM Sales Lite for iPhone offers mobile sales teams real-time access to their CRM data to help them manage their business relationships wherever they are, even when out of coverage.

Sage CRM Sales Tracker for Windows 8 gives users access to their Sage CRM Company, Person and Opportunity records from their Windows 8 tablet device. What's more it enables customers to build a watch list of opportunities key to their pipeline and drill down to record details to get a full picture of the opportunity they are working with.

Smarter reporting is made easy with enhanced features built to enable faster, secure, customised reports, quickly populated with the latest CRM information. Rich new graphic charts and report cloning capabilities enable users to quickly create visual reports with interactive graphs, for at-a-glance business insight and informed decision-making.

Top reasons to upgrade from Sage CRM 7.2 to 7.3

Business accelerators for sales offer comprehensive sales-oriented data, built-in alerts, sales workflows, dashboards, new sales performance charts and KPIs enabling better insight for actionable decision making.

New reports and dashboards provide at-a-glance insight into business performance through KPIs, comparisons and emerging trends.

New sales workflows enable you to easily create business processes based on your unique company needs.

New preconfigured alerts and notifications help ensure management are getting real-time updates on their business KPIs as they happen.

A new email marketing integration with MailChimp enables you to easily send email marketing campaigns and track your results.

A new UI theme offers customers a fresh, contemporary look and feel with a new navigation delivering an enhanced user experience.

A new optimised mobile UI experience ensures you and your team can stay in touch with your key CRM information, from anywhere.

A range of **new enhancements to the Sage CRM for iPhone sales app** ensures you can access and update your important customer data, even when out of coverage.

A new sales app for Android* users delivers more choice for customers.