

ACCPAC fuels CRM growth with expanding development partner program

More than 50 ISV applications now available for ACCPAC CRM

Sydney, 14 May 2004 ACCPAC Australia Pacific Inc., a part of The Sage Group family of companies, has announced the availability in Australia of more than 50 add-on applications developed by independent software vendors (ISVs) for its ACCPAC CRM customer relationship management software. More than 70 ISVs have committed to providing enhancement solutions or customising ACCPAC CRM for specific industries since the ACCPAC CRM Development Partner Program was launched locally in October 2003.

"Software developers are teaming with us because they understand that combining ACCPAC CRM with their applications and, at the same time, gaining access to our large, global channel is a tremendous opportunity for them to substantially grow their businesses," said ACCPAC Senior Vice President, Australia Pacific, Daithi Holden. "The result is that both ACCPAC and our business partners are able to provide more robust solutions to more and more customers - the ultimate beneficiaries."

ACCPAC CRM ISV applications include tour management, service operations management, student tracking systems, apparel solutions, professional services time and billing management, customer reward solutions, property management solutions, voice-based sales force systems, performance management, and others.

ACCPAC has been extending the power and flexibility of ACCPAC CRM to serve broader markets through both internal development and cooperative development with ISVs in the ACCPAC CRM Development Partner Program. The ACCPAC CRM Development Partner Program is unique because it enables ISVs to work with not only the ACCPAC CRM application, but through it, the other ACCPAC end-to-end applications such as accounting, human resources, warehouse management, e-commerce, and point of sale as well as hundreds of modules from more than 400 ACCPAC Development Partners.

Through these combined solutions, ACCPAC and its development partners are able to optimise the degree of fit and the magnitude of success that clients can experience with their CRM system.

ACCPAC CRM Development Partners have the opportunity to significantly expand their business through the benefits of this program. Benefits include:

SDK and Documentation: ACCPAC provides a software development kit and comprehensive documentation.

Marketing: ACCPAC works with each partner closely to help define and support the value proposition for the customer and provide marketing opportunities to the ACCPAC reseller channel.

Technical Support: On-going support for partners helps their growth and continued success. Development and on-going technical support is available throughout the life of the partner relationship.

Training: Developer-specific training ensures that Development Partners understand the depth of ACCPAC CRM and the capabilities inherent in the full suite of ACCPAC end-to-end applications.

ISVs who have recently joined the ACCPAC CRM Development Partner Program include: Abridge, Access Accounting eSolutions & Services, Accounting Software Professionals, Advanced Applications Inc., APEX Business Solutions LLC, BAASS Business Solutions, Berlan Systems Inc., Caron Business Solutions, Compass Enterprise Solutions, e2e Business Management Solutions, Full Capacity, Harwood Consulting Inc., iCube Info International, iHello, Implanciel Inc., Inaplex Limited, Integrated Tech Inc., InTime Solutions Inc., Manufacturing Information Systems, Inc. (MISys), MBC Solutions, Net@Work, Online Computer Systems, Orchid Financial Systems, Paragon Consulting Group, Inc., Planet Earth Projects Inc., Poly-Asia (China) Co Ltd, Sidler Clarke Inc., Softkey Microsystems, STG Computer Systems Inc., Tactec Pty Ltd, Toucan Interactive, and Quality Directions.

Learn More

For more information on the ACCPAC CRM Development Partner Program, email crmdeveloper@accpac.com, visit www.accpac.com/beapartner, or call 1800 262 620 in Australia/ 0800 904 409 in New Zealand.

About ACCPAC and The Sage Group, plc

ACCPAC International, Inc., part of The Sage Group family of companies, provides small and mid-size businesses a broad range of end-to-end business management applications designed to enhance customers competitive advantage. Product lines include ACCPAC CRM, ACCPAC CRM SalesTeam, ACCPAC Advantage Series, ACCPAC Pro Series, ACCPAC HR Series, ACCPAC Business Analysis Suite, ACCPAC eTransact, ACCPAC Exchange, ACCPAC Warehouse Management System, ACCPAC ePOS, ACCPAC Insight, Simply Accounting, and ACCPAC Messenger Series. For more information about ACCPAC, ACCPACcrm.com and our other products, call 1800 262 620 (Australia)/0800 904 409 (New Zealand), or visit ACCPAC at www.accpac.com.au or www.accpaccrm.com.