

ACCPAC rolls major CRM upgrade into its hosted CRM offering at ACCPACcrm.com

Continues delivering on freedom of choice strategy with hosted and on-premises CRM; upgrade provides comprehensive Microsoft Outlook integration and more

ACCPAC Australia Pacific Inc., part of The Sage Group family of companies, today announced in Australia/New Zealand a major upgrade to its ACCPACcrm.com customer relationship management (CRM) online subscription service (www.accpaccrm.com). ACCPAC, first in the industry to provide customers with the freedom of choice to deploy their CRM solution either hosted or on-premises, offers the ACCPACcrm.com hosted option now with the major benefits of ACCPAC CRM on-premises version 5.6, including:

Comprehensive, single-click integration with Microsoft Outlook;

Faster and easier to use interface, and;

Additional reports and enhanced reporting flexibility.

Freedom of Choice

Unlike salesforce.com and other online-only services, the ACCPACcrm.com hosted CRM service allows businesses the freedom to move to on-premises deployment, at any time, and with all data and customisations fully intact. Businesses wary of larger initial upfront investments can start with an easily affordable subscription at ACCPACcrm.com, with the knowledge that any investments in their data, customisations and training are fully protected should they later need or want to move their solution on-premises.

Comprehensive Microsoft Outlook Integration

Users now have complete, two-way synchronisation with Outlook contacts, calendars and tasks, in addition to enhanced e-mail integration. This comprehensive integration also enables users to synchronise CRM data to pocket devices such as mobile phones and PDAs that synchronise with Outlook. In addition, users have the option to access their entire ACCPACcrm.com system from within the standard Microsoft Outlook interface.

Faster, Easier User Interface

The new version of ACCPACcrm.com includes a series of interface enhancements that add to the products user-friendly approach by making it even easier and faster to work with customer records, and to set up new tasks and appointments. This upgrade builds on the significant enhancements delivered in the previous version, improving overall usability with additional, faster navigation options to make information accessible with fewer clicks.

Improved Reporting Functionality, More Reports

ACCPACcrm.com now provides report creation in Adobe Acrobat PDF format, enabling greater control over output and near publishing quality reports in color, with more control over where the content appears. In addition, new summary reports with single-click accessibility have been added for quick access to critical information.

"ACCPAC remains focused on providing our customers freedom of choice with the most flexible and affordable CRM solution available, and the new enhancements at ACCPACcrm.com demonstrate that clearly," said ACCPAC Senior Vice President, Australia Pacific, Daithi Holden.

"ACCPACcrm.com provides the choice to move the software on-premises if needed, with complete data and customisation transfer; the choice to integrate with back office accounting; and now the choice to use a familiar business application like Outlook as an integrated component of their overall CRM solution."

ACCPACcrm.com continues to offer several other key differentiators from competing solutions, including:

Local service and support through an established, growing, worldwide channel of more than 800 ACCPAC CRM Solution Providers, Certified Consultants and Development Partners;

Bi-directional, seamless integration with back office accounting, and;

Affordable, competitive pricing.

According to Wendy Close, CRM Research Director at Gartner, Inc., by 2006, 50 percent of small and mid-size businesses (SMBs) using CRM applications will have done some integration of their CRM applications with back office applications such as order processing and accounting, or other front office applications like their web site; also by that time, 25 percent of SMBs investing in CRM software will choose a CRM application service provider to host and manage their CRM system.

"CRM application service providers are gaining in popularity as more evidence of success has become available," said Close. "The combination of relatively low start-up costs, few IT resources required for start-up or maintenance, rapid deployment of less than 50 days average, ease-of-use, and deep enough functionality to meet the needs of many SMBs as well as divisions of some large enterprises, has proved to be the right mix for many clients."

Pricing and Availability

ACCPACcrm.com is available through authorised ACCPAC Solution Providers in Australia and New Zealand starting at \$995 (USD) per year (\$17 per

named user per month) for a specially packaged 5 named users subscription of ACCPAC CRM SalesTeam. For a 30-day free trial, visit www.accpaccrm.com.

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.

The Sage Group, plc is a leading international supplier of accounting and business management software solutions and related products and services for small to medium-sized enterprises. Formed in 1981, Sage was floated on the London Stock Exchange in 1989 and the Group now employs over 7,500 people worldwide.

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