

Azzurri Communications Transitions to Sage To Sustain Future Growth

Sydney, 19 May 2011 – Sage, a leading global supplier of business management software solutions to 6.2 million small and medium sized enterprises (SMEs) worldwide, has announced that Azzurri Communications Pty Ltd, a leading provider of IP telephony, managed data services and converged networks, has commenced deployment of its integrated Sage ERP and CRM solution.

The decision by Azzurri Communications Pty Ltd to choose Sage to support the company's fast growing customer base follows an extensive tender evaluation process during which time the company decided to deploy Sage on premise.

Sage replaces Azzurri's previously deployed Microsoft Dynamics solution which was unable to scale with the growth of the business and would have required considerable customisation to handle the functionality required to handle a fast increasing customer base.

Jon Evans, Managing Director, Azzurri Communications, said, " Sage is highly scalable and will provide an integral role in supporting and providing operational efficiency gains across our sales, support, training and project management business groups. "

The combination of Sage ERP Accpac and Sage CRM will help Azzurri Communications to integrate front and back office business processes and workflow enhancing collaboration between departments and boosting customer service by providing employees from across the business with one complete and consistent view of the customer.

Integration of customer data with the company's new Sage business solution will allow service staff to access critical customer information and buying history usually held within the sales department, enabling the company to resolve customer issues and queries promptly.

Once fully deployed later this year, Sage will ensure that all customer information can be held in one repository enabling the company to easily update each customer interaction, critical for a company which operates a round the clock help desk.

Sage CRM also provides managers and colleagues with visibility on key customer information across the organisation. This removes over-reliance on individual members of staff for key customer information.

In addition, a key feature of the Sage solution are its analytical dashboards which provide easily accessible snapshots of business performance which in turn will help to better analyse, predict, and troubleshoot across the business.

Earlier this month, Azzurri Communications was ranked number 52 on the BRW 2011 Fast Starter List, the latest milestone in 2011 for an annual listing of the 100 fastest-growing small and medium-size businesses by annual revenue growth over three years in Australia.

&Idquo;One of the real advantages of the Sage system is that we'Il be able to keep latching on additional functionality and scale as our business requirements change. This flexibility is important to us. However, part of the success of this deployment to date is due to the efforts of Sage and its business partner, ERP Business Solutions, who have worked effectively to ensure a smooth transition. They are good vendors who really wanted to make this work and we have a really good project team. We look forward to the positive impact that this deployment will have on our business growth in the years ahead," says Evans.

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About Azzurri Communications

Azzurri Communications Pty Ltd offers Managed Network Services and consultancy for organisations running business critical applications across multiple sites. With round-the-clock proactive monitoring and management of over 7000 data circuits globally for clients such as STA Travel, Reed Employment Services, Law in Order, and BBC, we help organisations consolidate IT infrastructure and costs.

For more information, contact at info@azzu.com.au or call (02) 8272 4000.

About Sage Business Solutions

Sage Business Solutions is a leader in mid-market business software offering true freedom of choice with an end-to-end suite of world-class ERP and CRM solutions. Designed for businesses of all shapes and sizes, we don't believe in a one-size fits all kind of business solution. We can provide small, midsized and larger businesses with a comprehensive, integrated and complete solution that is uniquely tailored to their needs and requirements. Sage Business Solutions has offices and representatives in Sydney, Melbourne and Auckland, and more than 140 business partners throughout the Australia / New Zealand / Pacific Island region. For further information, visit: https://www.sagebusiness.com.au