

Mid-Level CRM Accounts for ACCPACs ANZ Growth Too

ACCPAC Pacific, part of The Sage Group family of companies, and once known only for its popular accounting software (ACCPAC Advantage), has now also made the mid-level CRM market its own. The company reported that during its first Quarter 2005 (ending December 31st 2004), sales of ACCPAC CRM in Australia and New Zealand were up 111 percent in terms of sites, and up 118 percent in terms of dollars, over the corresponding Quarter from last year.

Introduced to the local marketplace 18 months ago, ACCPAC CRM is a scalable web and wireless-enabled solution designed specifically for small-and-medium enterprises. Customers can choose to deploy ACCPAC CRM either as a hosted solution, or on-premises as an out of the box installation. Uniquely, ACCPAC offers customers the opportunity to switch between options without additional cost. The hosted version costs from A\$25 per user per month, and the on-premises solution from A\$800 per user per year.

87 percent of new sales over the last Quarter involved an integrated suite of ACCPAC CRM & ACCPAC Advantage financial management software. ACCPAC CRM is now installed in over 110 sites in Australia and New Zealand. CRM customers in the region include Best Western Hotel Chain, Sydney Olympic Park Authority, Real Estate Institute of NSW and New Zealand Milk.

ACCPAC attributes much of its success to its channel partners. In the last 18 months, it has signed up a strong team of CRM specialist integrators including: Aaromba Technologies, CRM Works and Synergy Information Systems.

In addition, more than 94 independent software vendors (ISVs) have committed to providing enhancement solutions or customising ACCPAC CRM for specific industries in Australia and New Zealand since the ACCPAC CRM Development Partner Program was launched locally in October 2003.

Daihi Holden, senior vice president, ACCPAC Pacific, said, "In Australia and New Zealand, ACCPAC CRM has spread like wildfire. Small and medium sized organisations are demanding software that helps them integrate their accounting, marketing, sales and services efforts in order to gain and retain customers cost-effectively, and ACCPAC is the only offering designed from the ground up for this market. Its also the only CRM solution that is available both in-premises and hosted, with the option of switching from one to the other.

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, and Simply Accounting. For more information about ACCPAC Pacific, ACCPACcrm.com and our other products, call 1300 ACCPAC (222 722) in Australia/ 0800 904 409 in New Zealand, or visit ACCPAC Pacific at www.accpac.com.au.

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 8,000 people worldwide.