sage

# DISCOVER

## TRUE BUSINESS FREEDOM

sage 200cloud

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## IT'S TIME TO WORK DIFFERENT

# ABOUT SAGE
# WE'VE GOT THE PERSONAL TOUCH

*All businesses are different and change over time. Recognising both these facts helps us shape our software to give you choices. So what makes us different from other software companies? We like to think it's the personal touch and the fact that we've got 30 years' worth of industry experience and customer trust.*

We're a FTSE 100 company with 5.7 million customers worldwide. Our headquarters are in the UK, where we first started, and **more than 800,000** of the UK and Ireland's businesses, including more than one third of the FTSE 100, choose Sage software.

We work with a country-wide channel network of over 1000 Partners and Developers, many of whom have been around for as long as we have. Our Partners and Developers are one of the many reasons customers choose Sage and we believe that we have one of the **strongest and widest** support networks in the industry.

We aim to support our customers with exceptional service, delivering a fantastic customer experience. We give you the confidence that we're taking care of your accounts and the knowledge there's always someone nearby who understands your business, so you can focus on the important things. Our extensive network of independent Developers create specific solutions and add-ons to help make our software work alongside your business' processes or industries.

So, if your business needs something that isn't exactly standard, our Developers are there to help. Together with our **network of Business Partners and Developers,** we have the innovation and expertise to design, build and integrate solutions with Sage software so it meets your specific needs and business objectives.

So, whatever your business needs, we've got it.

**Sage is a FTSE 100 company with over 30 years' experience in software. We deliver exceptional support via our 1000 strong Partner and Developer network.**

# *SAGE 200cloud*
# *A SOLUTION FOR YOUR GROWING BUSINESS*

*Sage 200cloud is a powerful business management solution that we continually update with the latest technology to bring you the freedom to work how and when you want. Designed to manage your finances, customers, and business insight with one solution — and propel your business to the next level.*

Manage your business on the move as the power of desktop meets the freedom of the cloud, providing real-time business insights and data integration whenever, wherever you are. It's ideal for companies with a turnover of £1 million to £50 million, or typically 10 to 200 employees, across all business sectors and delivers scope to grow.

*Sage 200cloud offers two levels to support your business - Standard and Professional.*

**Sage 200cloud Standard**

Standard is a straightforward accounting solution with the essential financial and stock capabilities to give you the insight and flexibility you need for future business growth.

**Sage 200cloud Professional**

Professional is a more detailed solution for those businesses with more complex processes that have specific requirements or to connect current systems. They may be in manufacturing or service industries, or have a requirement to more effectively manage customers. Giving you a customised solution for better insight and control.

# SAGE 200cloud
# OFFERS TWO SOLUTIONS TO SUPPORT YOUR BUSINESS

Sage 200cloud Standard

Sage 200cloud Professional
includes all features

A full range of services are also included with Sage 200cloud.

*The Sage Payments service is provided by Sage Payments (UK) Ltd which is authorised by the Financial Conduct Authority under the Electronic Money Regulations 2011 (Register Reference: 900180) for the issuing of electronic money. Not available in the Republic of Ireland.

***There are a huge range of choices available to allow businesses with specific needs to pick and choose the modules relevant to their business. Easy to install and adapt, Sage 200cloud offers the choice and flexibility to fit the needs of your business as it changes and grows.***

# *SAGE 200cloud*
# *DISCOVER TRUE BUSINESS FREEDOM*

*Choose upfront or monthly payments. Choose the modules you need to manage your business. Choose the options that are right for you.*

**Accurate, timely insight that helps you drive success**

Save time and support key decisions by getting straight to the business critical data you need — including sales, orders, invoices, productivity, budgets, profits, and much more in one single solution. Sage 200cloud presents facts and figures in a meaningful way. Get critical insights when and where you need them, as Excel Reporting and Business Intelligence provide powerful trend analysis and intuitive reporting.

**Work smartly and efficiently with greater control**

Offering more than just accounts, Sage 200cloud helps you build a joined up, efficient business — connecting all your departments — from sales to customer services, despatch to financials.

Give the right data to the right people, so they see what they need to without being distracted by too much information, and maintain control over sensitive data with different levels of admin rights.

**Software that fits your business**

Pay for what you use, not what you don't. Choose different modules depending on what your business needs — financials, commercials, project accounting, sales, marketing and service, Bill of Materials and manufacturing.

Add or remove modules and scale the number of users up or down to match the needs of your business. And choose the payment and deployment options which make sense to you. Plus our Business Partners and Developers can help you tailor the software to your individual business needs and integrate existing tools and applications.

### Access data any time, from anywhere

Sage 200cloud offers the option to access data when away from the office or out on the road. Users can access key information through an internet connection, enabling you to use a wide variety of mobile devices as well as standard PCs, laptops and tablets.

Sage 200cloud makes it easy to access critical information when you're out of the office visiting customers or suppliers, and makes home working straightforward.

### Connect your office and your data

Available alongside Sage 200cloud, Microsoft Office 365 works seamlessly with the tools you already know and use including Outlook and Excel. Office 365 is simple to use, enables anytime, anywhere access and provides quick and easy collaboration across your entire organisation.

Make decisions based on fact, work in the environment which is most productive for you, and no need for training on new tools.

### More advice, more insight, more success

At Sage, we believe that helping you achieve business success is about more than just great software. That's why when you invest in Sage 200cloud, you'll receive much more than software, you'll experience the support and insight that comes with Sage 200 Services. Sage 200 Services offers you more — more expertise, more guidance, more insight — to help you fulfil your business potential. Helping you make the most of your software and extend your business network.

Enjoy access to the Report Design Service, providing you with up to three customised reports each year and a library of how-to webinars on a range of topics including product hints and tips, business advice and current legislation.

### Get up and running quickly and easily

Our getting started homepage is designed for new users and includes one-click access to the help centre, so you'll quickly become familiar with the software and there's always help at hand. You'll find how-to videos, quick links to key functions and lots of useful information to help you use the software.

### Detailed reporting

Produce detailed reports by region, sales representative, industry type, customer rating account manager, partner and much more. Easily forecast and budget for customers, suppliers and projects.

# *FINANCIALS*
# *MANAGING YOUR FINANCIAL POSITION*

*Ensure you know the financial position of your company at any point in time. Analyse historical trends and data to give you the accurate information you need to make critical business decisions.*

**Accurate and up to the minute finances**

Be precise with your business finances. Track budgets, drill down into data and deal with all your VAT submissions.

**Interactive Dashboards**

Use Interactive Dashboards for sales, purchases, sales orders and financials, giving you an even greater view of the health of your business.

**Fast track your financials**

Cut out the tedious task of re-keying bank payments and connect Sage 200cloud with your bank account. Watch transactions flow seamlessly into Sage 200cloud and you simply confirm what you want to post or match — saving you hours of valuable time to focus on more important tasks.

**Flexible accounting periods**

Gain greater control over your accounting periods, with up to 20 accounting periods, which can be open, closed and re-opened as needed. You can also control the length of period and set up period structures in advance for future years.

**Flexible nominal code structure**

Enjoy the benefit of in depth analysis and reporting. Set up departments and cost centres as well as Profit and Loss, balance sheet and cash flow reporting with the option to group accounts for reporting purposes. Make adjustments to previous year journals and roll changes forward to ensure your accounts are accurate and up to date.

**Batch data upload**

Enter a batch of journals and place transactions on hold for authorisation before committing them to the Nominal Ledger.

**VAT flexibility**

Choose VAT inclusive or exclusive prices. Online VAT submissions are built in, ensuring you comply with Her Majesty's Revenue and Customs (HMRC) regulations.

**Automated statements**

Save time by setting up processes, allowing you to send statements directly to customers.

**Invoicing**

Get a view of all outstanding customer payments and invoices to help you maintain cashflow easily, with details of the day they are paid, frequency, number of payments made, number still to pay and much more.

# *MANAGING YOUR FINANCIAL POSITION*

### Detailed reporting

Produce detailed reports by region, sales representative, industry type, customer rating, account manager, partner and much more. Easily forecast and budget for customers, suppliers and projects.

### Manage your cash flow

Effectively manage your cash flow with Sage 200cloud. Make sure you're up to date with the latest company information at your fingertips.

### Bank reconciliation

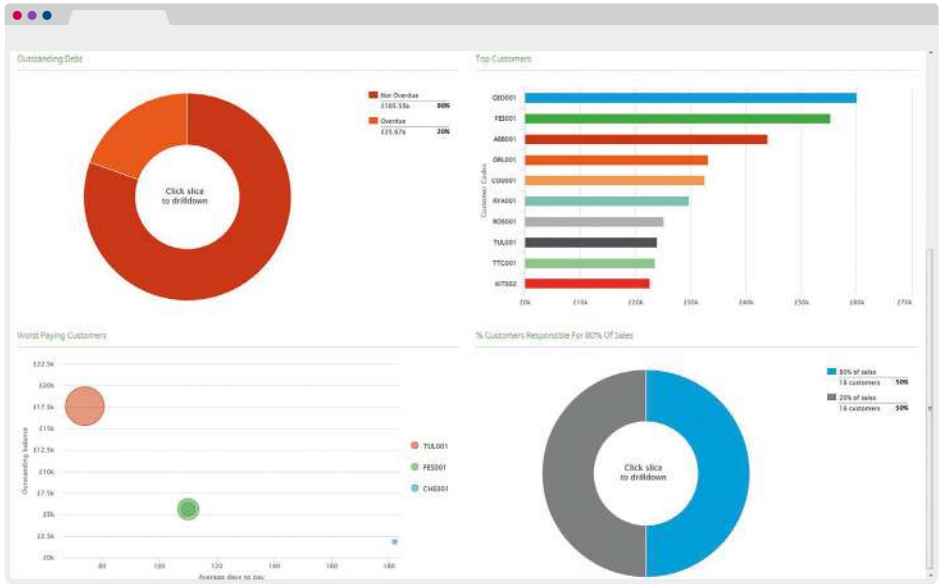
Save time and increase accuracy by reconciling bank statements alongside your banking software. Reconcile statements with payment and receipt details, record discrepancies, transactions and charges all in one place.

### See your balances

See at a glance the liquidity of your accounts using simple enquiries or workspaces, our easy to use data management tool.

### Advanced multi-currency options

Manage all your foreign currency trading with ease, including exchange rate changes and their impact on business finances across all ledgers and cash book. Move money from one bank account to another, and between currencies to maximise interest earned and minimise overdraft charges.




### Understand how changes impact your cash flow

Get an accurate view of your financial status based on actuals and budgets for up to five years. See your short-term and long-term cash position and quickly understand how unexpected delays and expenses will affect your cashflow.

### Fixed Assets

Our 'Fixed Assets' register allows you to effectively record assets and manage depreciation with either straight line or reducing balance methods. You can view this via a new workspace or choose from two reports for details and valuation.

# COMMERCIALS
# MANAGING YOUR SUPPLY CHAIN

*Sage 200cloud is designed to help you manage every element of your supply chain with a sophisticated stock management system that's linked to your financial data.*

Purchase Order Processing fully integrates with Stock Control, Purchase Ledger and Sales Order Processing, so you'll know that goods are available to your customer as soon as you receive them. You can respond quickly and efficiently to customer demands and be agile about products and pricing to maintain loyalty and satisfaction, whether you're in or out of the office.

**See the full story of an order**

Sage 200cloud supports complex supply and delivery models. Select different delivery addresses per order line; specify different delivery addresses to one supplier and see price negotiation data — invaluable information that helps orders run smoothly.

**Source goods worldwide**

Source goods worldwide, purchasing in up to 100 different currencies. View individual costs and overall order costs associated with importing goods on a purchase order.

**Make sure business doesn't stop without you**

Apply authorisation limits and alerts to keep orders moving while you're busy. Easily raise purchase requisitions, authorise and generate orders online, so your business is always on.

Easily reject unexpected or incorrect deliveries, highlighting any discrepancies with invoices and allow for costs that are already committed.

**Compile order lists based on Purchase Orders**

If you prefer to create your Purchase Orders manually Sage 200cloud can help you save time by compiling lists of what you should order, based on shortfall, and what you need for back-to-back orders. You can then decide who to buy from.

**Keep a running total**

It's easy to spot errors as you go, as our online solution calculates a running total when you're matching invoice line items to orders.

**Record dispute**

Flag up any invoices "under dispute" and they won't be updated to the Purchase Ledger until the dispute is resolved.

# COMMERCIALS
# MANAGING YOUR STOCK

*With Sage 200cloud you get a complete inventory and warehouse management solution to help you optimise stock levels, keep costs down and deliver what your customers want.*

### Easily control your stock

Quickly and easily access your stock record details, including supplier details, stock levels at each location and pricing information. Pinpoint where your products come from, where they are now, when they were sold and at what price.

Control stock items by serial or batch number, include criteria like 'sell-by' and 'use-by' dates, as well as specifying your own information for each item. Monitor stock movements and traceability.

Work with different quantities, for example buying tiles by the pallet, storing them by the box and selling by the square metre.

Set up unlimited categories for reporting purposes or to help you locate your products during the sales order entry process.

### Effectively manage your suppliers

Get the best deals from suppliers by recording details of price history, lead time, part reference and purchase history, for each stock item. Useful if you need to source an item from another stockist.

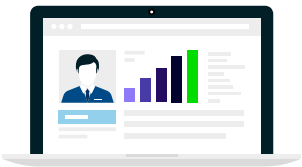
### Manage your business effectively across multiple locations

If your business works across more than one location, you can manage each location independently for things like replenishment, sales, reporting and stock takes. Realign stock levels quickly and accurately, and gain a complete view of the stock held in your business, and account for extra costs such as customs duties.

### Track your stock

Keep track of your stock by flagging up any inactive stock items. They can't be ordered, but stay on the system so you can review their full history, and improve efficiency and maintain budget control by keeping track of internal stock movements.

Count the most valuable items or particular products in stock and quickly find stock items by name or reference number when you're dealing directly with customers over the phone.



**40%**

**productivity increase**
from streamlining processes

### Improve efficiency, cut costs and improve customer service

Reduce time taken from order to shipment by choosing to ship direct to your customer from a supplier. Reduce order time for your most important customers by allocating stock to orders as soon as they are received. This gives you the freedom to prioritise your most important customers and keep them happy.

***"As our business has expanded, it has grown in complexity and Sage 200cloud has helped us streamline our business processes. We have a better springboard for going forward."***

**Steve Lorton**,
Commercial Director, Paultons Park

# COMMERCIALS
# MANAGING YOUR SALES ORDERS

*From raising a quotation or order to checking stock, delivering goods and raising invoices, Sage 200cloud gives you complete control of your entire sales order process.*

Fully customisable and accessible in the cloud via a browser, you can produce sales orders and purchase requisitions, access dashboards and reports and more, on the go — turning lost time into productive time. Meaning you don't have to be in the office to make an informed business decision. Ignite productivity and add value to your business with Sage 200cloud.

### Rapid order entry

For standard pricing and delivery addresses, enter your orders in just a few keystrokes and get the goods on their way.

### Flexible ordering options

If you need to record more information, switch to full order entry so you can change discounts and add non-stock items. With trade counter order entry, you can create an order, allocate and despatch stock and print an invoice all in one process.

### Manage discounts and margins

Give authorised staff the tools to negotiate on prices. See any changes to cost pricing and view the profit on any item or trace discounts over time.

### Match your stock to your customers' needs

Search for stock items to match your customers' needs during the sales order entry process. Tailor invoice layouts to individual customers.

### Work with stock and sales

Handle pricing and credit control efficiently with sales order processing linked to your stock price book and sales ledger. When orders are processed, all the relevant information is updated including stock records, customer balances, VAT return and management reports.

### Manage multiple currencies and exchange rates

When customers place orders in their own currency, you control the exchange rates and apply them at order entry or invoice stage, so you manage the risk of exchange rate fluctuations.

### Create new accounts and quotes easily

Use existing templates to quickly create sales orders and accounts for new customers. Create pro forma invoices and convert them to sales orders.

### Support simple or complex pricing

Easily apply discounts, promotions or price band schemes to multiple customers (even with multiple currencies). With unlimited price bands for each stock item, it's easy to understand and maintain prices by units of measure (e.g. bottle, case and crate) adapted to your business. Sage 200cloud can also validate your pricing schemes, making sure you maintain sensible margins.

### Maintain profit

Analyse products down to customer or supplier levels, viewing profitability month by month.

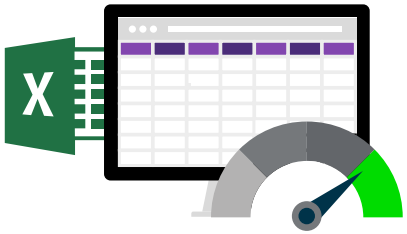
## EXCEL REPORTING

# BETTER REPORTING AND MORE DETAILED ANALYSIS

*We know how important it is to have the right tools and functions to hand, to make finding and interpreting information about your business easy. Sage 200cloud comes with reporting in the familiar format of Excel — fully customisable, it allows you to filter, format, and formulate reports within a single click.*

You can also add your own data to workbooks along with charts and formulas — workbooks can easily be uploaded in one click and you can run them time and time again with refreshed data. Sage 200cloud makes it as easy as possible to get updates on your business data and access deeper analysis where required. This intuitive tool is easy to use, meaning you get the information you need in a format you are familiar with.

A number of reports are provided out-of-the-box including nominal, customer, supplier and stock. If you require more in depth analysis on a particular business function, such as stock levels, we offer additional Excel reports and packs at an additional cost.



*Take these areas of the program into Excel where you can pivot and analyse in more detail.*

**Free Excel workbooks**

- Nominal accounts (balances and transactions)
- Customer accounts
- Supplier accounts
- Stock records
- Assets and liability reporting
- Revenue and cost reporting

**Optional reports available when you subscribe to Excel Reporting**

- Nominal Waiting Postings
- Nominal Held Journals
- Nominal Archived Transactions
- VAT Transactions
- Supplier Transactions
- Supplier Batched Transactions
- Supplier Suggested Payment
- Supplier Turnover by Period
- Supplier Archived Transactions
- Customer Transactions
- Customer Batched Transactions
- Customer Reversed Charge VAT Transactions
- Customer Turnover by Period
- Customer Archived Transactions
- Cashbook Transactions
- Stock Transactions

**Optional top ups**

Excel Report Packs that you can choose to add if required:

- **Stock Pack** - reports covering stock allocations, stock period values, stock cost history, movements and much more
- **Financial Data Layouts Pack** - includes trial balance, revenues, expenses, assets and liabilities

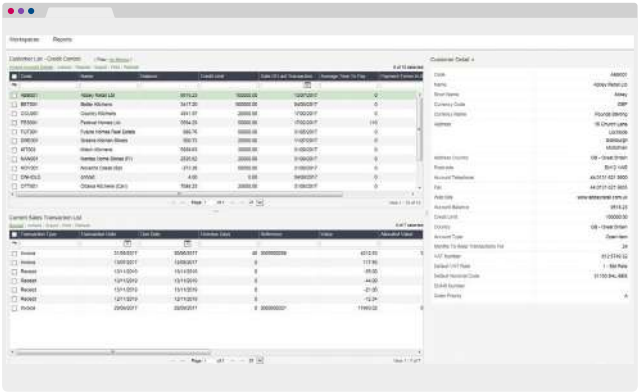
# WORKSPACES AND CONNECTED USER
# BETTER ACCESS TO YOUR DATA, ANYTIME

*Are poor business insights hindering the growth of your business?*

Improve data visibility and productivity with Workspaces and our Connected User, combining the power of the desktop with the freedom of the cloud. Configurable, role-based workspaces enable you to access, manage and share business insight wherever you are. It means you don't need to be in the office to make an informed decision.

**They're easy to customise**

- Add and remove data fields
- Quickly filter and sort information using advanced filters that can be saved and shared with other users
- Save time by automatically populating customer details within the form
- Print workspace data and related reports
- Customise the layout and content of the workspaces using the Workspace Designer, so it fits to the way you work
- Access data online from external sources alongside your Sage 200cloud data on one screen
- Integrate Sage 200cloud with any external data source via a workspace — for example Google Maps, websites or stock catalogues — so everything can be accessed on a single screen.



***"I can run off reports on daily sales and daily gross profit or management accounts, in about 15 seconds. In terms of sales, we can see what's up and what's down, analyse why, and take immediate pre-emptive action."***

**Richard Grethe**, Finance Director, Focus Pharmaceuticals Limited

# SAGE PAYMENT SOLUTIONS
# MANAGE YOUR BUSINESS PAYMENTS

*All businesses are different and change over time. Recognising both these facts helps us shape our software to give you choices. Choose upfront or monthly payments. Choose the modules you need to manage your business. Choose the options that are right for you.*

## Accept payments from customers:

**E-Invoicing with Sage Pay** is a safe and easy way for customers to pay you, using a range of simple, secure and reliable payment solutions. Accept payments over the phone and through invoices with all business critical features included as standard.

**Key Features:**

- Multiple payment methods
- 'Get Paid Faster' invoice payments
- 24/7 support
- Fraud prevention tools
- Fully integrated with your accounts software

**www.sagepay.co.uk/our-payment-solutions/get-paid-faster**

## Make payments to your suppliers:

**Sage Payments*** allows you to submit all your domestic and international payments with the click of a button. Benefit from more control over how you manage payments including complete control of your outgoings to help you monitor your cash flow.

**Key Features:**

- Manage and make supplier payments straight from your accounts software
- Confidence that your suppliers will be paid accurately, securely and on time
- Access anywhere - view payments information on your mobile or tablet device

**shop.sage.co.uk/sagepayments.aspx**

*The Sage Payments service is provided by Sage Payments (UK) Ltd which is authorised by the Financial Conduct Authority under the Electronic Money Regulations 2011 (Register Reference: 900180) for the issuing of electronic money. Not available in the Republic of Ireland.

Only available with
**Sage 200cloud Professional**

# *BUSINESS INTELLIGENCE*
# *GAIN GREATER CONTROL OVER YOUR BUSINESS*

*Plan strategically for growth and change with tools that help you identify key trends and patterns. Spot opportunities for innovation and identify improvements in productivity and growth in every area of your company.*

### Effectively analyse critical business information

Use powerful analytical tools to inform your decision-making and share business data widely across your organisation.

### Easily build your own reports

Change report fields in seconds to give you key information such as Profit and Loss by cost centre and department, sales by customer by month, stock valuation for the last three months, trend in overdue orders, stock movements by product group, and much more. Bring your business data to life using charts and graphs.

### Improved insight

Gain better visibility of your information with tools that allow you to drill down to additional information. The dashboards are also accessible online, so you can get remote access to any of your statistics.

### Effectively manage your customer relationships

Sales, Marketing and Service provides you with a complete view of your customer, enabling you to manage the lifecycle from first point of contact through to maintaining a valuable relationship.

### Benefit from greater Business Intelligence

Business Intelligence can help you to identify customer and product trends and understand any variations. You can measure performance against different benchmarks and analyse data and connections between different parts of your business.

- View key performance indicators
- Plan for business growth at minimal risk
- Highlight additional revenue opportunities
- Discover areas where you can improve productivity
- Respond to changing business conditions.

***" The business intelligence within Sage 200cloud provides valuable insight. With data flowing in from all parts of the business, including our vans, no part of the business sits in an information silo."***

**Gary Armstrong,**
Finance Director, Mash Direct

Only available with
**Sage 200cloud Professional**

# *PROJECT ACCOUNTING*
# *MANAGING YOUR PROJECTS*

*Sage 200cloud helps you control your costs and maximise your profits by understanding the detail of each and every project you manage.*

### Improve customer satisfaction

Create more accurate bills delivered by capturing and allocating project costs, overheads and revenues. And collect timesheets and expenses information online from anywhere, saving time and ensuring accurate payments.

By helping you understand the income and expenditure of each project, Sage 200cloud supports your decision making, giving you the information you need to improve profitability.

### Gain a single view of your projects

Make the most of your time, by tracking multiple projects based on time and materials, fixed price contracts or a combination of both. Share information with other areas of your business to save time and reduce administration costs.

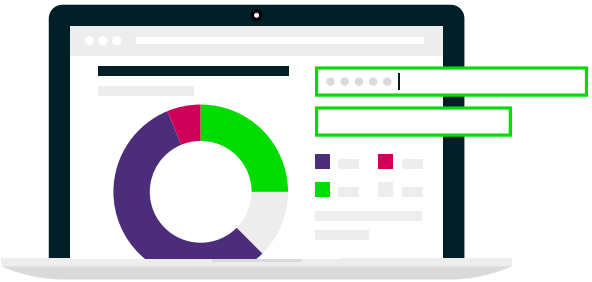
For example, convert sales orders and quotations into projects, while ordering and allocating stock for those projects. Or track time and resources and link the results to Sage Payroll.

Only available with
**Sage 200cloud Professional**

# *MANAGING PROJECTS WITH SAGE 200CLOUD*

### Work the way your business does

- Give Project Managers control by allowing them to raise and authorise Purchase Orders
- Set up project structures that suit the way your business works with unlimited parent and sub projects
- Name and configure fields to match your business needs
- Add an unlimited number of additional fields and define their function
- Get the right information to the right people with workspaces designed for different users
- Integrate project accounting with accounts, sales and purchase order processing, and Sage Payroll.



> ***Add an unlimited number of additional fields and define their function.***

### Effectively manage your resources

If your projects involve charging for people's time, Sage 200cloud can easily capture the information you need.

- Capture timesheet information and expenses via batch entry or remotely online
- Make sure timesheets and expenses are accurate before they are entered by creating authorisation processes
- Pay and work with contractors in the same way as suppliers if needed
- Analyse expenditure by employee or contractor, and by type of work and/or project
- Reduce errors and the need to re-key information by sharing employee and timesheet detail with payroll
- View, authorise and print timesheets and expenses online.

### Drive accurate and flexible billing

- Flexible billing schedules that can differ by project and by customer, showing when a customer should be invoiced and for how much
- Simple to use templates that simplify billing management
- Manual or automatic bill production to save time and effort
- A detailed breakdown of all project costs, so Project Managers can check for accuracy, reducing the risk of complaints and encouraging prompt payment.

### Work in Progress (WIP)

We understand that businesses who manage projects or charge on a time basis and need to be able to see the true profitability of a project such as design agencies or construction companies.

Work In Progress (WIP) allows you to post costs to the associated nominal codes and show costs as finalised alongside revenues posted to the P&L; providing you with more control over your project costs.

Only available with
**Sage 200cloud Professional**

# CUSTOMER SERVICE
# MANAGING YOUR CUSTOMERS

*Sage 200cloud offers a Services module, that can help you to manage your customer relationships, and offer the highest quality of service and support.*

**Because Sage 200cloud works together with your accounting and stock processes, you get an informed view of the customer, helping you deliver joined-up customer service throughout the whole of your business.**

### Build strong customer relationships

Maintain one view of information about your customers, including financial, commercial and communications information. Giving everyone in your business the same view of the customer, helping all of your teams provide consistent and effective customer service.

### Manage customer services

With a unified customer view, Sage 200cloud can help you quickly respond to customer enquiries and track communications.

If there's a question or issue that isn't followed up, the system can automatically notify a Customer Services Manager to make sure nothing gets lost between the cracks.

### Find the answers quickly

Within Sage 200cloud you can build a central knowledge bank containing answers to known issues or questions, so your customer services team can quickly find the information the customer needs.

### Monitor customer service performance

Sage 200cloud helps you measure customer service levels with detailed reports which can show call volumes, case resolution times, communications and follow up statistics.

You can show your customers how you are performing against service level agreements with easy to understand graphical and visual reports.

### An informed view of the customer

Sage 200cloud brings together financial and commercial information together with customers' data, so everyone in your business gets a complete picture of the service you offer.

For example, a customer services team can view contacts, leads, opportunities or cases all in the same place; giving them accurate and up-to-date information to help them provide consistent and excellent customer service.

### Insight-driven sales management

Business accelerators for sales deliver powerful insight to optimise sales performance including:

- Management dashboards that display a range of KPIs, charts, reports and leaderboards for better insight and trend analysis
- Preconfigured alerts and notifications help ensure management are getting realtime updates on their business KPIs as they happen
- Sales workflows that can be optimised to suit your unique business needs. These include workflows for shorter sales cycles as well as longer sales processes and cross-selling.

# SALES AND MARKETING
# MANAGING YOUR PIPELINE AND OPTIMISING MARKETING

*No matter how, when or where your customers, partners and prospects interact with your business, Sage 200cloud helps you manage these important relationships easily and intuitively.*

**Sage 200cloud gives your sales and marketing teams access to complete customer information so they can do their job effectively. It provides up to date performance and pipeline data to help you to accurately identify and target new customers, and better take care of those you already have.**

Sage 200cloud provides powerful tools for marketing teams to plan, execute and audit highly targeted marketing campaigns. With a clear understanding of your customers' needs, you can improve lead quality and drive higher conversion rates.

### Optimise your marketing activity

With Sage 200cloud you can get the right message to the right people at the right time, and plan, execute and measure targeted campaigns.

- Manage all your customer details including transaction history, multiple contact details and phone numbers
- Track the success of your campaigns with pin-point accuracy, and generate accurate return on investment information
- Use customer insights to help you retain customers, cross sell and up-sell by making the most of the powerful, flexible customer and prospect profiling tools.

### Anytime, anywhere access

Sage 200cloud can help you get easy access to business information however you want, whether you're in the office, at home, or simply on the go.

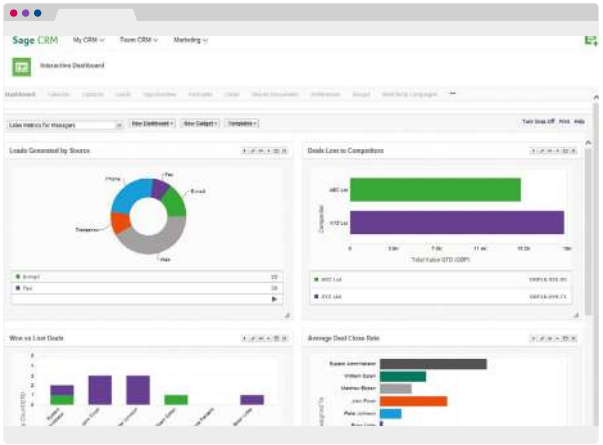
### New mobile app for sales

New mobile apps provide access to important information for sales representatives out on the road — even when out of coverage. Access customer data, tasks and appointments, customise the app to your own preferences and push information back into Sage 200cloud when you're back online.

### Mailchimp and Swiftpage integration

You can integrate with MailChimp — one of the top email marketing solutions for SMEs on the market — in addition to Swiftpage.

Only available with
**Sage 200cloud Professional**




***Sage 200cloud gives people across the whole of your business access to accurate, timely information, improving collaboration and understanding.***

Only available with
**Sage 200cloud Professional**

# *MANUFACTURING*
# *MANAGING YOUR MANUFACTURING AND PRODUCTION PROCESSES*

*Sage 200cloud Bill of Materials (BOM) and Manufacturing modules offer the flexibility to choose what's right for your business, whether you have light or more complex manufacturing requirements.*

**Bill of Materials is ideal for businesses involved in light manufacturing assembly, it can help break down complex processes and can split your business up into distinct areas with the ability to report by area. Manufacturing enables you to track supply chain activities in detail from end to end. It helps you monitor events on the shop floor to ensure it runs efficiently, maintaining maximum productivity and increasing customer satisfaction and profitability. Deliver products on time and on budget, while managing cash flow throughout the entire manufacturing and delivery process.**

### Improve business efficiency

Sage 200cloud helps you save time and resources, with tools to standardise and streamline production scheduling, so you can coordinate your distribution channels.

Improving how you control your production processes will also help you deliver more products on time — a key target for anyone in the manufacturing industry. It also supports assembly, repackaging of bulk items, resource planning, and scheduling work and materials.

### Reduce costs and delivery times

Sage 200cloud helps you improve productivity by monitoring production processes and tracking components through the whole manufacturing cycle. Reduce lead times and errors by automating processes.

The built in market leading scheduling solution helps you assess potential production issues and produce flexible schedules, that make sure you get the job done as efficiently as possible. Accurate resource planning helps you identify potential areas for savings and reduces the cost of production. Standardise and streamline production schedules to work more efficiently.

### Share manufacturing data across your organisation

Sage 200cloud gives people across the whole of your business access to accurate, timely information. So people in the project and accounting departments know exactly what those on the shop floor are doing and vice-versa, improving collaboration and understanding.

### Keep up to date with the latest regulatory requirements

Monitor quality standards in line with regulations such as ISO and trace serial numbers and batches back to suppliers and key components.

*"Sage 200cloud Manufacturing gives us a window to a lot more information. It enables us to collect shop-floor information by product and by warehouse, perform more detailed costing analysis and optimise resources."*

**David Walsh,** Finance Director, Sign + Digital

# SAGE 200 SERVICES
# UNLEASH POTENTIAL AND GROW BIG

*Offering your business more advice, more insight, more success.*

**At Sage, we believe that helping you achieve business success is about more than just great software. It's about giving you the insight and advice that you need, before you even know you need it, and provides you with a network of connections that will support your business today and for the future.**

## Sage 200 Services Standard

Sage 200 Services Standard, comes included with your software and gives you a whole host of benefits including:

- Access to a number of out of the box reports including a selection of financial and nominal reports
- Our Report Design Service provides you with up to three customised reports each year; each one is individually tailored to your business' needs
- Access to a library of how-to webinars on a range of topics including product hints and tips, business advice and current legislation
- Access to the Sage 200cloud Ideas Hub, giving you the opportunity to shape the future of the software by contributing to the wish list.

## Sage 200 Services Extra

Get more with Sage 200 Services Extra.

Sign up to Sage 200 Services Extra and receive all of the benefits of Sage 200 Services, plus:

- Two free Sage 200 Connected Users to access key information on the go, keeping you and your business mobile
- Access to Excel Reporting Add-on means you can take data from Sage 200cloud and filter, format and formulate within the familiar environment of Excel.

## Want additional options?

If you have Sage 200 Services Standard or Extra, you can also get a range of additional benefits that you can add to your membership, including:

- Telephone advice services: Access our professional and fully qualified advice line team for HR, Employment Law and Health & Safety advice, when you need it
- Additional reports: Get additional or more complex reports to the three included in your membership
- Additional how-to webinars: Choose to view additional tutorials that are relevant to your business.

# SAGE 200 SERVICES

**More insight**

## *Out of the box reports, report design service and library.*

**A number of out of the box reports are available as standard, including financial and nominal reports. In addition, you can also get up to three customised reports per year. You'll get exclusive access to the Sage Report Design Team who will develop reports that are specific to your business requirements. The reports will give you a greater level of detail on things like stock levels, pricing and receipts, as well as your most profitable customers and highest performing suppliers.**

We'll tailor your three reports to fit the specific needs of your business, giving you the chance to get more from your software and ultimately help you understand and run your business more efficiently. You'll also have access to the Report Library, where a whole bank of ready made reports are available to help get more valuable insight for your business.

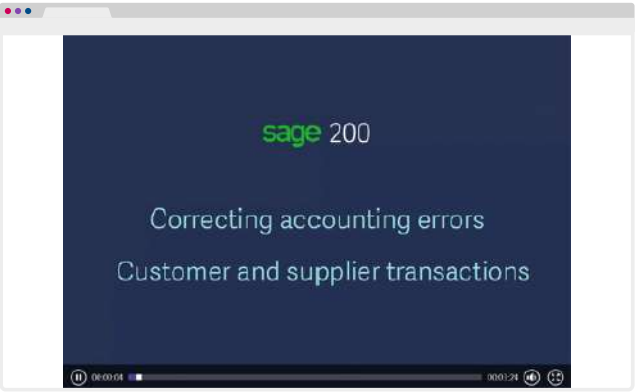
**NB:** Report Design requests are subject to T&C of the service.

**More expertise**

## *Sage how-to video webinars.*

**As part of the Sage Business Community, you'll get access to expert webinars. These will help you save time, show you how to make the most of your software and help you work more efficiently to really make a difference to your business.**

Our Sage experts will show you how to maximise the use of your software, walking you through this step by step and showing you helpful tools you may not have used before. They'll give you online hints and tips to help you tackle tasks quickly and easily, so you're confident about applying them to your business.




The product webinars are based on the questions we're most often asked, such as:

- How do I quickly do a nominal consolidation?
- How do I archive my sales orders?
- What's the best way to import and process a year end?

We also have a range of videos giving you general advice about relevant business topics and current legislation changes, such as SEPA, VAT or auto enrolment.

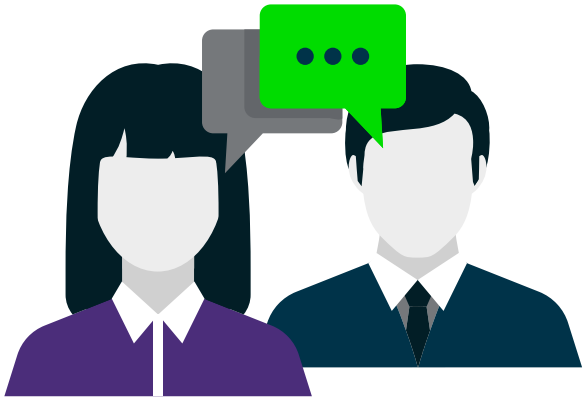
Visit **www.sage.co.uk/communities** to see available webinars.

# SAGE 200 SERVICES

## More involvement

**Access the Sage 200cloud Ideas Hub — allowing you to request and vote on product ideas.**

*Sage 200 Services gives you the opportunity to shape the future of the software by providing you with access to the Sage 200cloud Ideas Hub. Here, you can vote on product enhancements and improvements that would really benefit your business.*



The Sage 200cloud Ideas Hub provides you with full visibility of this wish list so you can easily see which feature enhancements are ranked highest and which are lower priorities, as well as view the status of each idea.

## More connected

**Be part of the Sage Business Community.**

*Sage 200 Services opens up access to the Sage Business Community, an online area where you can connect and network with like-minded businesses, including potential customers and suppliers. A place where you can ask questions and offer your own expertise too.*

It also brings a range of relevant business information to you, to save you time looking for it. Whether you're looking for hints, tips and videos to help you make the most of your software; or open to more general business advice, this is the place to find it. It's packed with useful links, articles, guides, forums, videos and downloads.

Visit **www.sage.co.uk/communities** to join the discussion and see what articles are available specifically to help your business.

## More advice

**Get online business advice on the latest HR and Health & Safety legislation.**

*Sage 200 Services gives you an easy way to stay up-to-date with the latest HR and Health & Safety legislation. Support your business with advice as well as tools and templates to help keep your employees happy and productive.*

With a comprehensive, easy-to-use website, that translates the law into plain English and gives you examples of best practice, you can get up-to-date advice whenever you need it.

There's practical help too — with hundreds of guides, templates, forms and policies instantly available to help drive positive change in your business.

Everything is online and continuously updated. We provide help and practical advice across all areas of HR and Health & Safety including advice on recruitment, disciplinary procedures, employment contracts, risk assessment policies, workstation set up and a range of other subjects.

# OVERVIEW SAGE 200cloud

| Module | Description | Sage 200cloud Professional (customisable) | Sage 200cloud Standard (out-of-the-box) |
|---|---|---|---|
| **Financials** | The essential financials package to manage your cashflow with the 4 key ledgers and invoicing | ✓ | ✓ |
| **Commercials** | Stock, POP and SOP, price lists, price book and managing your supply chain | ✓ | ✓ |
| **Workspaces and Connected User** | For data mining and reporting in the office or on the go. Use simple dashboards and customisable views to find the information you need, specific to your role | ✓ | ✓ |
| **Excel Reporting** | Better reporting and more detailed analysis, accessible online | ✓ | ✓ |
| **Sage Payments*** | Manage and make supplier payments straight from your software | ✓ | ✓ |
| **E-Invoicing with Sage Pay** | Integrated invoice payments that work seamlessly from within your software | ✓ | ✓ |
| **Sales, Marketing and Service Modules** | For customer management marketing automation, pipeline management and marketing campaigns | ✓ | |
| **Project Accounting** | For managing projects and customer/supplier relationships. View profitability and easily view costs budgets at a glance | ✓ | |
| **Web Timesheets and Expenses (access online)** | Enter, print and authorise timesheets and expenses online. Links with Sage Payroll | ✓ | |
| **Bill of Materials** | For simple manufacturing processes | ✓ | |
| **Manufacturing** | For complex manufacturing processes – Full Manufacturing Resource Planning solution | ✓ | |
| **Business Intelligence** | Powerful trend analysis and intuitive reporting. Simple to create your own reports and dashboards | ✓ | |
| **Integrated add ons** | There are a range of integrated add ons available from our network of trusted developers | ✓ | |
| **Sage 200 Services** | A whole host of benefits, giving you access to advice and insight to help grow your business | ✓ | ✓ |
| **Sage 200 Services Extra** | With two free connected users and access to a full range of Excel reports | ✓ | ✓ |

*The Sage Payments service is provided by Sage Payments (UK) Ltd which is authorised by the Financial Conduct Authority under the Electronic Money Regulations 2011 (Register Reference: 900180) for the issuing of electronic money. Not available in the Republic of Ireland.

sage

***RUN DIFFERENT.***
***GROW DIFFERENT.***
***WORK DIFFERENT.***

To find out more go to:
**sage.co.uk/sage200cloud**
or contact your Business Partner

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