



Sage CRM Solutions Competitive Replacement Program

Goals

- Generate leads for Sage SalesLogix and SageCRM
- Create referencable accounts for sales and partners to use as proof points
- Create additional competitor-switch case studies for use in marketing and sales efforts
- Displace competitors position in marketplace

Offer Details

- 60% off MSRP of Sage SalesLogix and SageCRM for switching from a competing software product*
- Proof of payment for prior competitive product* must be provided
 - Prospect only eligible for promotional pricing on “license for license” basis
 - For example, if proof of purchase shows they have five licenses but they need ten, special pricing applies only to the five licenses.
- Discounted maintenance for 2 years (15% vs 20%)
- 10% rebate to partner to apply to data conversion services for customer
- Customer must agree to participate in the minimum level reference program following a 90-day successful implementation
- Campaign duration: January 4, 2010 through March 31, 2010
 - Sage reserves right to extend or cancel program at their discretion
- Eligible partners: All Sage CRM Business Partners certified on the current versions of SageCRM and Sage SalesLogix
 - Leads will only be distributed to active partners
 - Orders /inquiries will be rejected for any non-certified partner
- Promotion cannot be combined with any other Sage promotion
- *Eligible competitors
 - Salesforce.com
 - Microsoft CRM
 - SugarCRM
 - Goldmine
 - Maximizer
 - Seibel
 - Pivotal
 - Onyx

Target Audience

- Any organization using a competitive product

Promotion

- Banners on Sage CRM Solutions home page
- E-mail promotions to existing prospects and rented lists
- PPC/online search campaigns
- Banners, collateral, content provided to business partners to market on Web sites

Deliverables

- Program data sheet
- Banner for Web site home page
- Pay-per-click competitor ad copy changes
- Landing page
 - Short-term
 - Case studies
 - Data sheet
 - Offer details
 - Demo/free trial
 - Differences between Sage SalesLogix and competitors (succinct, charts)
 - Longer-term
 - Videos of people: why they switched and what the benefits are
 - Podcasts: why they switched and what the benefits are
 - Simple, dynamic interactive video comparison of products
- E-mail campaign
 - Existing prospect list
 - Competitive paid lists (if we can get good ones)

Sage
8800 N. Gainey Center Dr., Suite 200
Scottsdale, AZ 85258
www.sagecrmsolutions.com | 800-854-3415

© 2009 Sage Software, Inc. All rights reserved. Sage, the Sage logos, and the Sage product and service names mentioned herein are registered trademarks or trademarks of Sage Software, Inc., or its affiliated entities. All other trademarks are the property of their respective owners.

