Sage Mid-Market ERP & CRM Solutions

Partner Recognition and Business Update Webcast

Joe Langner, EVP Mid-Market Solutions
Sales Executive Team

Wednesday, January 30, 2013

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Today's Agenda

- Welcome and Executive Update
- Partner Recognition
  - Top Partners and Sales
  - Partner Spotlights
- Sage ERP X3 Update
- Product and Cross-Sell Update
- Marketing Update
- Business Update
  - Subscription Update
  - Sage Summit
  - Academy and Firm of the Future Schedule
  - Q2 Promotions
- Q&A

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Executive Update

Joe Langner, EVP Mid-Market Solutions

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Our Vision

*"To be recognized as the most valuable supporter of small and medium sized companies by creating greater freedom for **them** to succeed."*
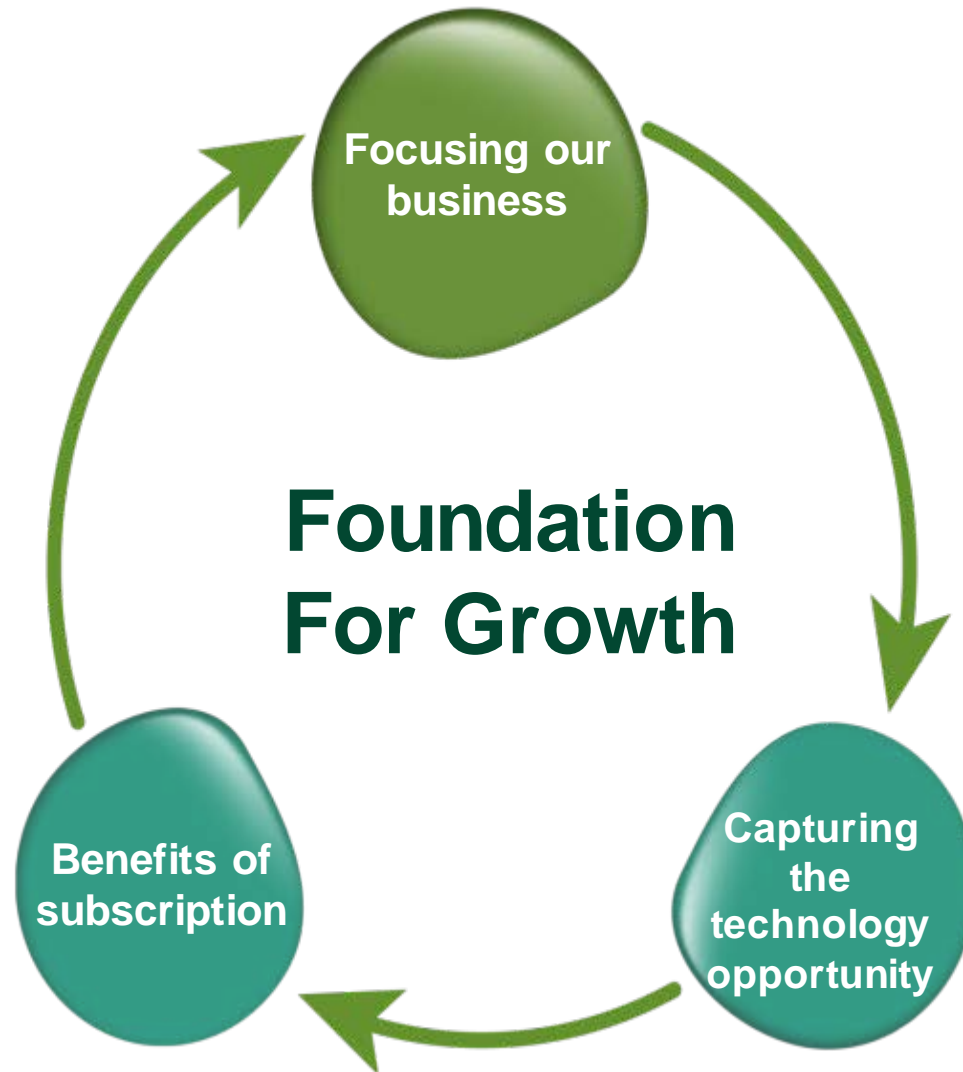
As Companies:
Segmentation
(Sage Advisor)

As People:
CEO/Presidents
Functional Leaders
Everyday Users

As Partners:
Channel Partners
Opinion Leaders
ISVs

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One Global Strategy

Focusing our business

Foundation For Growth

Capturing the technology opportunity

Benefits of subscription

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Product Journey

Product intelligence and advice with a high degree of mobility *Anywhere, Anytime*

Differentiate on experience

- Sage ERP X3 – Syracuse UX capabilities and Emerald functionality
- Connected services – Customer Self-Service Sites. Payments, Mobility, Depreciation, Payroll and CRM
- Mobility as a strong differentiator
- Sage Advisor
- Business Care 2.0

Surge to the Cloud

- Sage ERP X3 – financial features
- Sage ERP X3 – cloud
- Sage ERP X3 – ISVs for key segments
- Sage ERP X3 – Sage CRM
- SPS – Canada, b-paper & ACH
- Sage 100/300 ERP – cloud
- Sage Fixed Assets – integration with Sage ERP X3

Connected services, mobile apps, social integration gain scale. : *Expanding the addressable market and leveraging the cloud*

Lay the foundation

- Sage ERP X3
- SPS in Sage 100, 300 and 500 ERP
- Sage CRM integration w/Sage 100 ERP
- Mobile Sales w/payments
- Mobile Service w/payments
- Visual improvements to Sage 100, Sage 300 and Sage 500 ERPs
- Sage Fixed Assets 2013

Product simplicity and ease of use, highest level of quality, improved cross-product integrations, cloud/hybrid development projects

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Q1 FY13 Results

- Strong first quarter performance
- Investment in Sage ERP X3 is paying off
- Portfolio management is making a difference to drive focus and simplicity
- On track with our mobile solutions, connected services and subscription initiatives
- Significant progress with customer scoring will enable cross sell opportunities
- Overall revenue growth across the entire MMBS portfolio
- Double digit growth in New Customer Acquisition
- Solid growth in core products
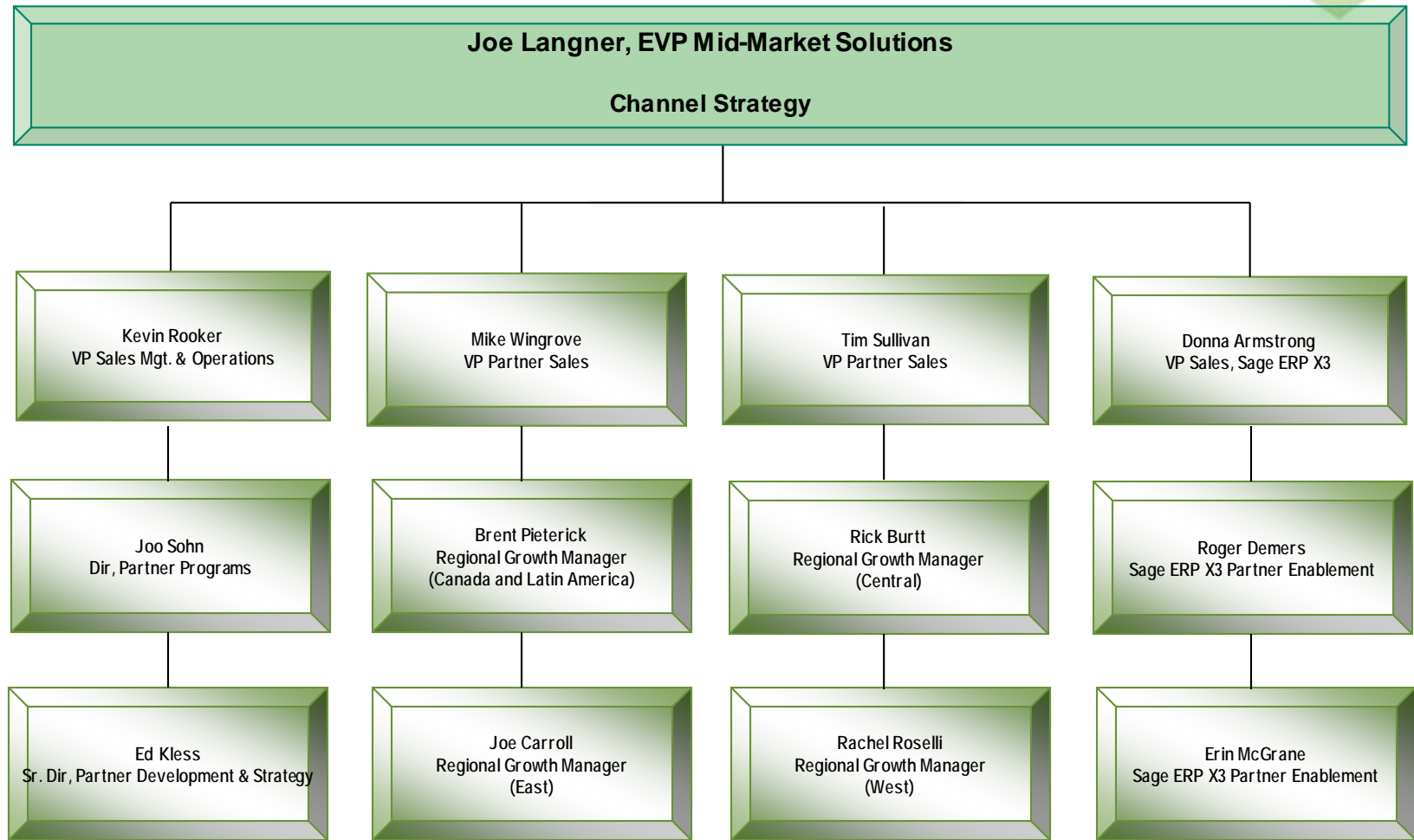- Value product revenue goals in line with our business plan

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December 2013 Highlights

Product	Year over Year Result
Sage ERP X3	Overall product line growth of 49%
Sage 100 ERP	New License Growth of 54%
Sage 100 ERP	Business Care Growth of 14%
Sage 300 ERP	New License Growth of 52%
Sage 300 Construction and Real Estate	New License Growth of 15%
Sage 100 Contractor	New License Growth of 33%

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Thank You and Farewell to Tom Miller

- Effective March 31, 2013, Tom will retire from Sage

- We will miss his passion, enthusiasm and dedication to our partners and our business

- The partner channel will continue to be a vital part of our overall strategy for growth

- We will continue to innovate and build on our existing partner programs with our channel team reporting into our capable and seasoned leadership team

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Transition Plan

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                        Joe Langner, EVP Mid-Market Solutions

                                Channel Strategy
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Kevin Rooker VP Sales Mgt. & Operations	Mike Wingrove VP Partner Sales	Tim Sullivan VP Partner Sales	Donna Armstrong VP Sales, Sage ERP X3
Joo Sohn Dir, Partner Programs	Brent Pieterick Regional Growth Manager (Canada and Latin America)	Rick Burtt Regional Growth Manager (Central)	Roger Demers Sage ERP X3 Partner Enablement
Ed Kless Sr. Dir, Partner Development & Strategy	Joe Carroll Regional Growth Manager (East)	Rachel Roselli Regional Growth Manager (West)	Erin McGrane Sage ERP X3 Partner Enablement

Thank You Tom!

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Partner Recognition

Sophie Léguillette, VP Marketing and Installed Base Sales
Tim Sullivan, VP Partner Sales

Q1 Top Deals- Off Plan Customers

Off Plan Customers			
Sage 100 N-2		**Sage 500 N-2**	
Mindtech	Rosalie Weeks	**Nims & Associates**	Jonelle Crow
Sage	Geno Adair	Sage	Michelle Joo
Gul Tex	$13,000	Turbine Air Systems	$33,000
Vrakas/Blum Consulting	Susan Dunn	**Sage 100 N-3**	
Sage	Michelle Joo	**IIG**	Alec Baghdasaryan
CDA Intercorp	$11,000	Sage	Richard Zervakos
ACI Consulting	Doug Luchansky	E. Roko Distributors	$28,000
Sage	Richard Zervakos	**Software Solutions of Arkansas**	Barbi Stogsdill
Ecology Control Industries	$10,000	Sage	Michelle Joo
Sage 300 N-2		S&G Distributing	$13,000
GWA	Mark Nanni	**Network Solutions**	Bill White
Sage	Sunny Mangat	Sage	Geno Adair
Magindustries Corp.	$16,000	Man Engine Components	$11,000

Q1 Top Customer Wins – Sage 100

	New License		Installed Base
Klear Systems	Frank Ahn, Sam Khoury	**Accounting Systems, Inc.**	Tiffany Hall
Sage	Tom Wilson	Sage	George Manglaris
Leftbank Art Company	$46,000	Mesa Labratories	$20,000
BKD Technologies	Robin Reeder	**Infomedika**	Felix Medina
Sage	Gary Maher	**Sage**	Peter Grajczyk
Arning Companies	$44,000	Pavia Health Center	$20,000
SWK Technologies, Inc.	Steve Birdwell		
Sage	Bob Monaco		
Lanai Resorts, LLC	$32,000		

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Q1 Top Customer Wins – Sage 300

New License		Installed Base	
Axis Global Partners	Manny Buigas	**AXIS Integrated Solutions**	Holly McGuire
Sage	Bill Hammer	Sage	George Manglaris
Trading & Distribution Limited	$82,000	Pruitt tool & Supply Co., Inc.	$48,000
Britec Computer Systems, Ltd.	Jeff Campbell	**Acclink**	Chris Beasley
Sage	Craig Elander	Sage	Gary Maher
Chinook Scaffold Systems	$59,000	Champion Opco, LLC	$33,000
Net@Work	Lesley Slepian	**Axis Global Partners**	Manny Buigas
Sage	Rachel Roselli	Sage	Bill Hammer
Technology Resource Center of America	$30,000	BS&T Food Group	$31,000

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Q1 Top Customer Wins – Sage 500

New License		Installed Base	
ISM	Stuart Blumenthal, Robert Fierros	**Walpole & Co., LLP**	Tom Wahlquist, Justin Roberts
Sage	Suzanne Standish	Sage	Robert Larsh
Dillon Precision Products	$55,000	Proliance Surgeons, Inc.	$28,000
Net@Work	Alex Solomon, Seth Ellertson	**Emerald TC**	Cherry Williamson
Sage	Rachel Roselli	Sage	Susie Johnson
Alex and Ani, inc.	$41,000	Janus International Corporation	$24,000
ERP Visions	John Gabrys		
Sage	George Manglaris		
Keith Spicer Ltd.	$36,000		

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Q1 Top Customer Wins – Sage CRM

New License		Installed Base	
Ascend Business Solutions	Reg Cracknell	**Net@Work**	Seth Ellertson
Sage	Derrick Lildhar	Sage	Rachel Roselli
Integrated Environments Ltd.	$20,000	Bernard Hodes Group	$52,000
Britec Computer Systems, Ltd.	Jeff Campbell	**Azamba, Inc.**	Peter Wolf
Sage	Craig Elander	Sage	Chrystina Aros-Portillo
Chinook Scaffold Systems	$18,000	Life Alert Emergency Response	$36,000
BKD Technologies	Robin Reeder	**Oates & Company, LLC**	John Shepperson
Sage	Gary Maher	Sage	Gary Maher
Arning Companies	$15,000	US Floors, LLC	$20,000

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Q1 Sales Recognition- New License

Top Sage ERP Partners

1. Blytheco, LLC
2. Net@Work
3. Axis Global Partners
4. DSD Business Systems
5. ISM

Top Sage CRM Partners

1. Ascend Business Solutions
2. Britec Computer Solutions Ltd.
3. BKD Technologies
4. FCA Technologies, LLC
5. Klear Systems

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Q1 Sales Recognition- Installed Base

Top Sage ERP Partners
1. Blytheco, LLC
2. Net@Work
3. ADSS Global
4. Equation Technologies
5. Emerald TC

Top Sage CRM Partners
1. Net@Work
2. Azamba
3. Oates & Company
4. Accounting Tech Resources
5. Enbu Consulting

Partner Spotlight

Tom Wahlquist, Walpole and Co.
Kerry Mann, Mantralogix

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Partner Spotlight - Walpole & Co.

- **Customer:** Agri-Valley Irrigation, Inc.

- **Sales Team:** Walpole & Co: Tom Wahlquist, Elena Bello

- **Sage:** Rob Larsh

- **Products:** Sage 100 ERP Advanced 31 users, JobOps

- **Sales Process and Timeline:** 2 months. Met with the customer, performed an in depth discovery, delivered a solid demonstration of Sage 100 ERP & JobOps and they purchased the software and our fixed fee implementation.

- **Competition:** None.

- **How we won:** The President sent the executed documents with a note saying, *"Your attention to detail, thoroughness and follow through during the sales process has been impressive and I expect will be as good or better during our implementation (no pressure)."*

- **What we learned:** Demonstrate intent to make the customers' business more successful.

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Partner Spotlight - Mantralogix

- **Customer:** Belmont Meats- Beef processor of ground beef and portion cuts for majority of fast food chains in Canada

- **Sales Team:** Mantralogix: Kerry Mann – Assisted with deep vertical knowledge of Food Processing Industry. No resources from SE team

- **Sage:** Brendan Dorney

- **Product:** Sage ERP X3

- **Competition:** Nav Just for Food, SAP, GP and Syspro. Shortlisted against SAP

- **How we won**
  - Strong positioning of ERP X3 with Food references included with RFP Response
  - Listened to the selection team and worked with the new Private Equity owners of the company well during sales process (company grew from 90 Million to 120 Million in sales in 18 months, plans for similar growth for next 48 months)
  - Read requirement for local implementation
  - Successfully addressed the belief they would require catch weight (Industry understanding of portioning)

- **What we learned:** Realized that Equity owner was looking for a local partner with strong food vertical expertise. Addressed their concerns about complex supply chain requirements & food industry compliance issues.

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Sage ERP X3 Update

Donna Armstrong, VP Sales

Q1 Results and FY13 Outlook

- New License Revenue – 68% ahead of plan
- New Units – 62% ahead of plan
- Significant YOY growth
- The road ahead is steep!

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Congratulations – Top Q1 Sage ERP X3

Sage ERP X3
License Sales Revenue

Sage ERP X3
Customer Adds

- SWK Technologies
- NexTec Group
- Tangerine Software

- SWK Technologies
- RKL eSolutions
- The Answer Company

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Get Involved with Strategic Growth

- Sage ERP X3 Partner Program
  - West Region – Roger Demers roger.demers@sage.com
  - Central/East – Erin McGrane erin.mcgrane@sage.com
- Referral Partner Program - receive 10% of the **net** selling price in your account and tier credit of same amount
  - Program documents located on the Sage Partner Marketing Resource Center under the Partner Programs tab

What's Coming

- New Sage ERP X3 Partner Portal layout coming Feb 4
  - Updated competitive information
  - New case studies
  - Industry demos and scripts
  - Analyst recommendations

- Sage ERP X3 Global Convention (Berlin) April 8 - 11

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Value of Attending

What's New:

- BPs & Sage during 3.5 days
- More conferences, break-outs and hands-on sessions
- Customers are invited
- 2 One-Day Villages – 1 for Partners, 1 for Customers

Be part of the move to an innovative future

GET TRAINED

MEET PEERS

NETWORK

MEET EXECS

SHARE WITH CUSTOMERS the power of Sage ERP X3 Ecosystem

LEARN

Registration Fees

○ First participant: 2100€ ($2,794)
○ Second participant: 1650€ ($2,195)

Package price invoiced at registration.

Full pass, includes 4 nights accommodation from April 8th to 11th, 2013 and breakfast at the Berlin, Berlin hotel, access to all presentations, lunches and evening events.

Does not include travel and additional personal expenses

Partner attendees

Contact:

- gsc.sageerpx3@sage.com
- http://www.sageerpx3.com/convention
- donna.armstrong@sage.com

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Sage ERP X3 Sales Contest

Win a Free Registration to the Sage ERP X3 Global Convention in Berlin, Germany!

- **Top Sales Contest Details**
    - ✓ The Sage ERP X3 partner with the highest **Sage ERP X3 new license revenue** will win one free registration to the Sage ERP X3 Global Convention.
    - ✓ The Sage ERP X3 partner with the highest **Sage ERP X3 new customer units** will win one free registration to the Sage ERP X3 Global Convention.

- All Sage ERP X3 New License sales for the months of January and February will apply

Product & Cross-Sell Update

Doug LaBahn
SVP Product Management & Marketing

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Product Investments

Sage 100 ERP

Improvements
- ✓ Sage CRM – already in 2013 v
- ✓ Sage Payments –in 2013 v
- ○ Sage Mobility – beta in March
- ○ Sage CRM – in Sage ERP 2014 – more on integration

Partner Cross-sell Rates
- ▪ Sage CRM: L13% M 8%   S 21%
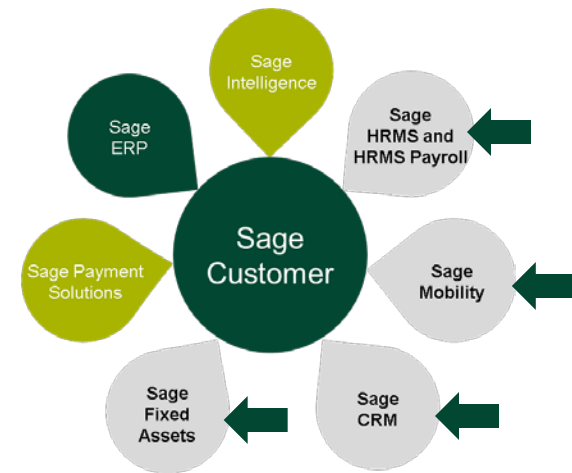- ▪ Sage SPS: L12% M 20% S 24%
- ▪ Sage SI: L 9%   M 10% S 16%

Sage 300 ERP

Improvements
- ✓ Sage CRM – in 2013 Feb PU
- ✓ Sage Intelligence improvements (2013 Feb PU)
- ○ Sage Mobility – beta in March
- ○ More UX enhancements in 2014v

Partner Cross-sell Rates
- ▪ Sage CRM: L 6%   M 11% S 24%
- ▪ Sage SPS: L 4%   M 7%   S 14%
- ▪ Sage SI: L 6%   M 15% S 25%

Sage ERP X3

Improvements
- ✓ Sage ERP X3 v.6.5
- ○ Sage Fixed Assets (v.6.5)
- ○ Sage Inventory Advisor (v.6.5)
- ○ eCommerce (v.6.5)
- ○ Sage HRMS (v.7.0)
- ○ Mobility toolkit (v. 7.0)
- ○ Sage ERP X3 v. 7.0
- ○ And much more…

New Benchmarking Report for Business Partners

For Sage Fixed Assets

Business Partner Name	Opty Classification	% Of High Product Score Optys Sold	Overall Rank	Group Rank		Products Included (on plan only)
	Group B = 30-47	56.8%	#1	Group B - #1		Sage 100 ERP
	Group B = 30-47	56.7%	#2	Group B - #2		Sage 300 ERP
	Group B = 30-47	56.3%	#3	Group B - #3		Sage 500 ERP
	Group B = 30-47	54.5%	#4	Group B - #4		Sage ERP X3
	Group B = 30-47	43.2%	#5	Group B - #5		
Zeta Partner	Group A = 48+	42.2%	#6	Group A - #1		
	Group B = 30-47	41.2%	#7	Group B - #6		
	Group B = 30-47	40.6%	#8	Group B - #7		
	Group B = 30-47	38.2%	#9	Group B - #8		
	Group B = 30-47	36.4%	#10	Group B - #9		
	Group C = 20-29	36.4%	#11	Group C - #1		
	Group B = 30-47	35.7%	#12	Group B - #10		
	Group A = 48+	33.3%	#13	Group A - #2		
	Group B = 30-47	33.3%	#14	Group B - #11		
	Group A = 48+	31.4%	#15	Group A - #3		
	Group C = 20-29	30.4%	#16	Group C - #2		
	Group B = 30-47	30.3%	#17	Group B - #12		
	Group B = 30-47	29.7%	#18	Group B - #13		
Gamma Partner	Group A = 48+	29.6%	#19	Group A - #4		

↳ **# SOLD customers w/High Value SFA product scores**
 # total High Value customers

Timing of New Connected Services

| Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep |

Sage Inventory Advisor

Beta Sales Start · Launch Start · Full Launch

Sage Mobile Sales

Beta Sales Start · Launch Start · Full Launch

Sage Mobile Service

Beta Sales Start · Launch Start · Full Launch

Sage Account Billing & Payment

Beta Sales Start · Launch Start · Full Launch

Sage Inventory Advisor
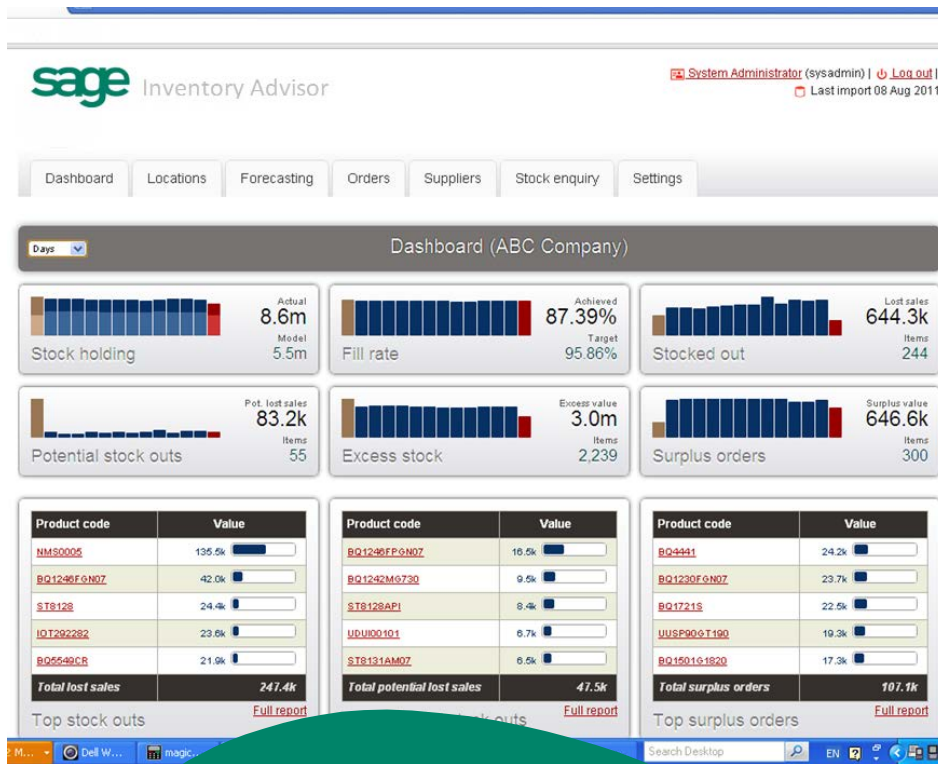
Provides inventory forecasting with the accuracy and ease-of-understanding that customers are looking for.
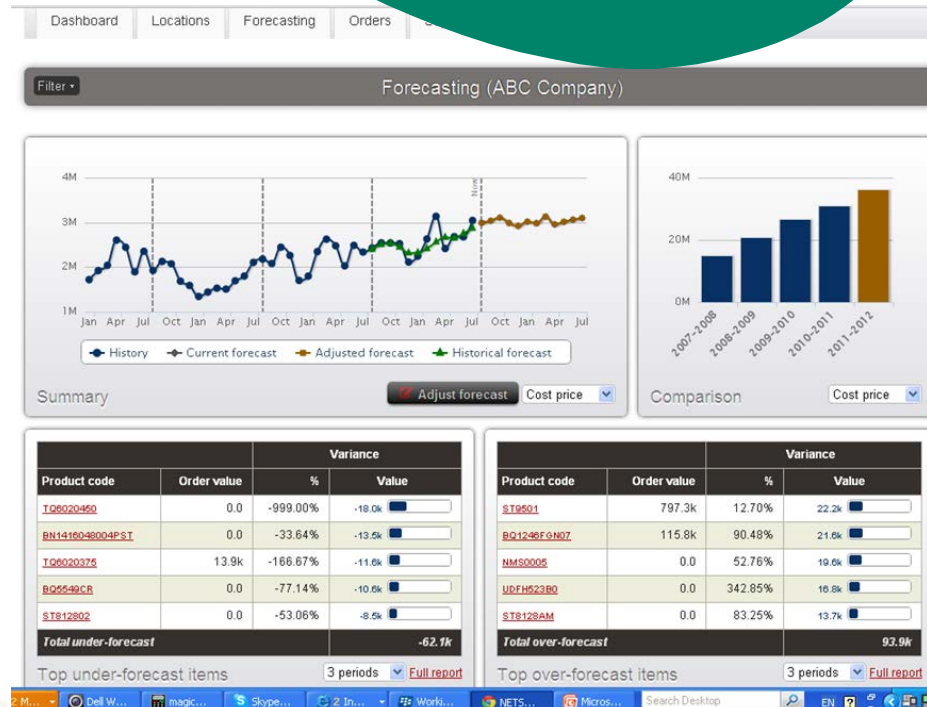
Exposes excess stock and stock out problems so that management can easily and quickly act to improve.

Sage Mobile Sales

With 2 taps, see your customers' purchase history and items in stock.

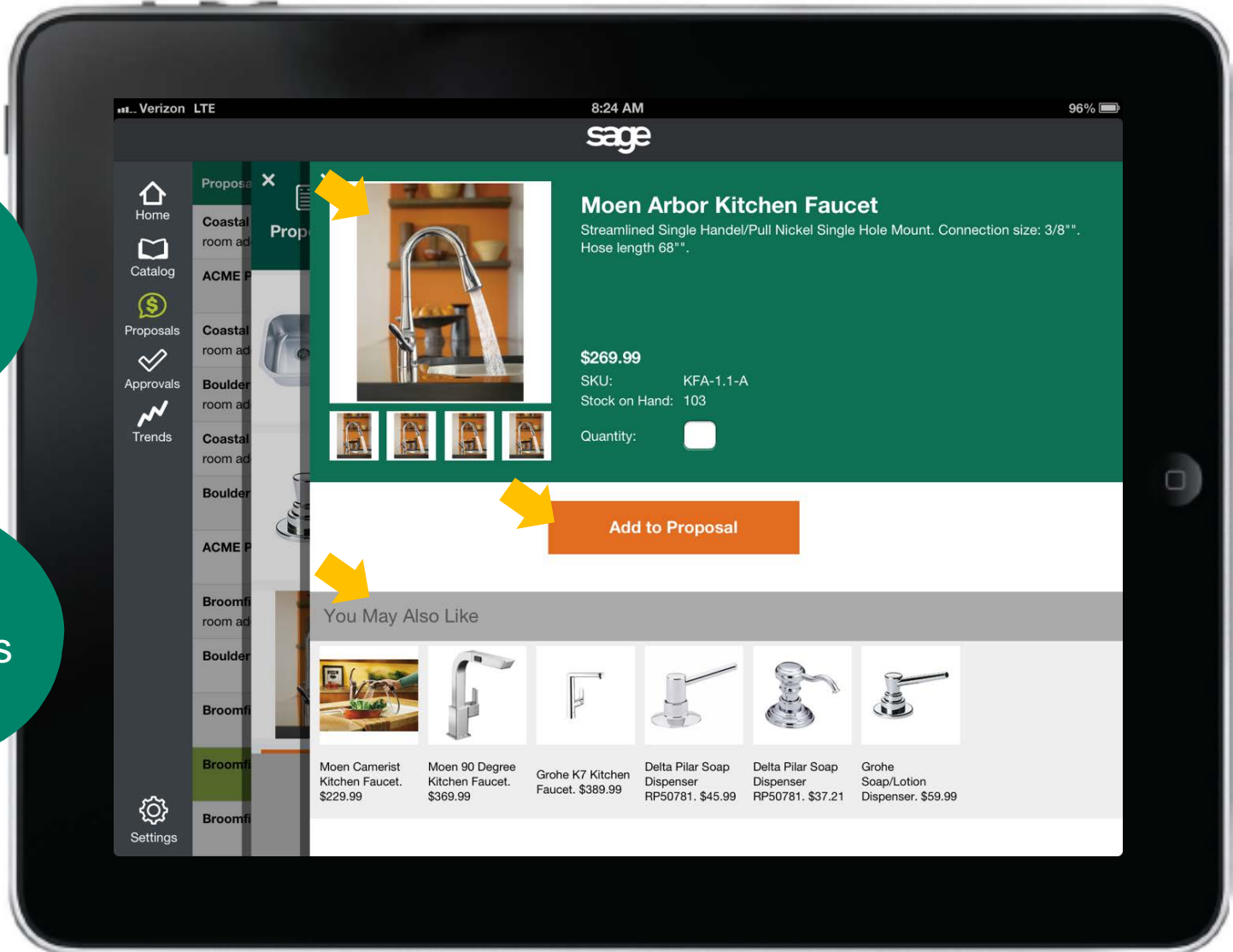Then, tap to complete the order and accept payment.

Or, tap on any item to see substitute or accessory products.
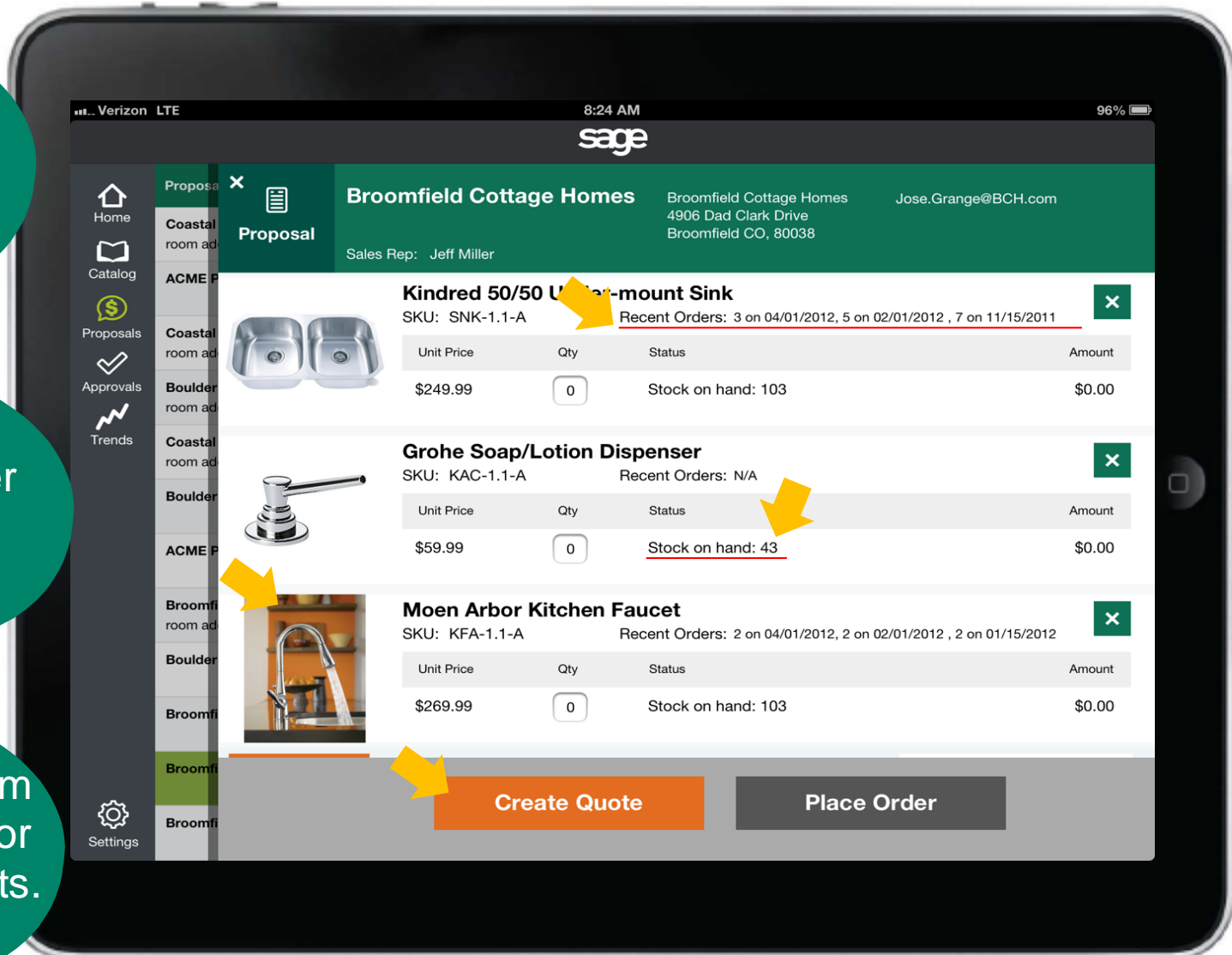
Sage Mobile Sales

Tap to zoom in on an item.

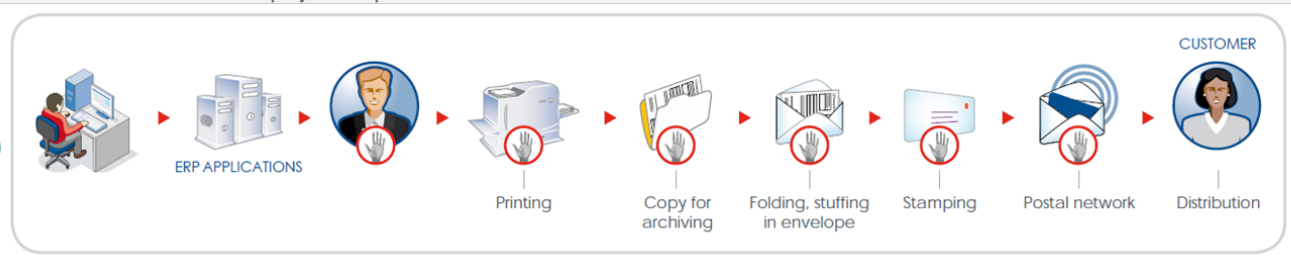Or, tap to add substitute or accessory products to the order.

Sage Account Billing & Payment

Auto-invoicing

Easy click-to-pay with credit card and ACH options.

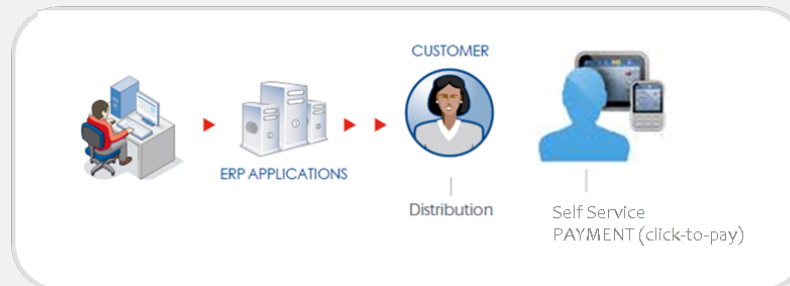**Automatic past-due communications**

Benefits of Auto Invoicing

1 IN 10 businesses wait **two weeks** or more before invoicing their customers.

By not issuing invoices promptly businesses are **increasing the risk of late payment**, as the customer is not going to pay unless they have received an invoice. The sooner the customer is aware of the amount owed and the due date, the sooner they can set the payment process in motion.

ERP APPLICATIONS — Printing — Copy for archiving — Folding, stuffing in envelope — Stamping — Postal network — Distribution — CUSTOMER

Manual Invoicing
vs.
Auto Invoicing

ERP APPLICATIONS — Distribution — CUSTOMER — Self Service PAYMENT (click-to-pay)

Timing of New Connected Services

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep

Sage Inventory Advisor

Beta Sales Start — Launch Start — Full Launch

Sage Mobile Sales

Beta Sales Start — Launch Start — Full Launch

Sage Mobile Service

Beta Sales Start — Launch Start — Full Launch

Sage Account Billing & Payment

Beta Sales Start — Launch Start — Full Launch

Marketing Update

Sophie Léguillette, VP Marketing and Installed Base Sales

Marketing NCA - Update

- ERP Advisor newsletter
  - New monthly newsletter - nurture program
- Sage ERP X3 product videos
  - Overview and how it works
- Webcast Series
  - Do's & Don'ts of ERP Implementation (Jan 31)
  - IT Checklist for ERP Vendor Evaluation (Feb 8)
- Sage ERP X3 Live Event w/ Ultra Consultants
  - Discrete Man. & Make-to Stock (Jan 25)
- Sage ERP X3 live demo series
- Fixed Assets: recent tax changes webinar

2013 Tax Law Changes and Fixed Assets

Register for the webcast
February 5, 2013, at 1 p.m. ET

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Marketing IB - Update

Things you should know

- Sage Business Care – Has its own play list (Sage ERP Solution YouTube Channel)

- Sage ERP PFW /PRO - retirement notification sent 1/17

- New Release campaigns – cont'd for Sage 100, Sage 500 and Sage ERP X3

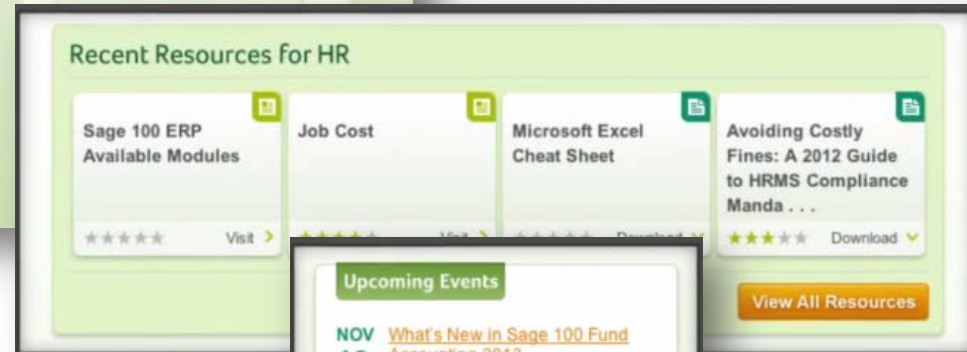- Sage Promotions - User promo, Sage Payments, Subscription Pricing (N-3+)

In the works

- Symposium Landing (post) page and program

- Migration DM; Personalized 1:1 CEO/Owners (VLG)- Feb/March

- Migration- Sage ERP PFW /Pro Newsletter- Feb

- Off-Plan DM - March

- MySage Promotion - Feb

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MySage – Update

New Video

MySageOnline.com

Recent Resources for HR

| Sage 100 ERP Available Modules | Job Cost | Microsoft Excel Cheat Sheet | Avoiding Costly Fines: A 2012 Guide to HRMS Compliance Manda . . . |

★★★★★ Visit

View All Resources

Upcoming Events

NOV 16 What's New in Sage 100 Fund Accounting 2013

NOV 28 Managing Nonprofit Financials With Sage 100 Fund Accounting . . .

NOV 30 What's New in Sage 100 Fund Accounting 2013

View All Upcoming Events

"…make the most of your Sage solution you and your company use daily…"

Members: 3700+
Up 9% since Sept.

Sage Symposium
Customer Series

- ➢ Sage Road Ahead
- ➢ Product Roadmaps
- ➢ Connected Services
- ➢ Extended Solutions

City	Partners	Customers
Houston attended	27	99
Atlanta attended	38	51
Irvine registered	19	70
LA registered	14	40

Upcoming Locations

- SF – March
- Seattle – March
- Minneapolis – April
- Chicago – April
- Boston – May
- Philadelphia – May

February
Feb 12—Irvine, CA
Hilton Irvine/Orange County Airport

Feb 13—Los Angeles, CA
Doubletree Los Angeles West

#SageERPevents

NEW! Sage Customer Symposium Landing Page
http://na.sage.com/sage-na/company/events/tradeshowsandconferences/symposium

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Business Updates

Kevin Rooker, VP Sales Management & Operations
Tom Miller, VP Channel Management

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Subscription Update

- Continued momentum with 15 to 25 new subscription units added per month

- Over 80 unique partners have added one or more new subscription customers

- 30% of all subscription orders from Off Plan Customers
  - New N-3 Subscription Promotion: 30% discount off the monthly subscription price for the first two years

- Great way to build a monthly annuity over time and secure consulting services for your business

Subscription Update

Top Subscription Producers

3 Units	4 Units	5 units	7 Units
Accounting Systems Consulting Group	Asyma Systems Ltd.	BAASS Business Solutions	DSD Business systems
ADSS Global		Bennett Porter & Associates	
In Management		SGS Technology Group	
Net@Work			
Plus Computer Solutions			

For any questions regarding subscription, please contact your Regional Sales Manager or contact me directly at **kevin.rooker@sage.com**

Subscription Update

Sage Subscription now available for the following Sage solutions

Sage 100 ERP	Sage 300 ERP	Sage 500 ERP
Sage ERP X3	Sage HRMS	Sage 100 Contractor
Sage SalesLogix	Sage CRM	Sage Fixed Assets
Sage 100 Fund Acctg.	Sage 50 Fundraising	

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Subscription Update

New Subscription Opportunity (Target March 2013*)

- Selling add-on subscription solutions to existing customers who already own a Sage ERP solution

- Tens of thousands of customers to sell these subscription solutions to

- All available with monthly subscription pricing

- Low risk, high value solutions that will expand the reach of the Sage solution within each customer

- Will enhance our ability to keep customers on plan

- Will create opportunity for partners to generate monthly revenue stream and additional services

Sage Inventory Advisor	Sage Intelligence	Sage Alerts
Sage Sales Tax	Sage Mobile Sales	Sage Mobile Service
Sage Account Billing & Payment	Sage CRM, Sage Fixed Assets	Sage HRMS, Sage HRMS Payroll

* Some solutions may not be available by March 2013

The Retirement of Sage Pro ERP & Sage PFW ERP

- Sage has announced the product retirement of Sage Pro ERP and Sage PFW ERP effective January 17, 2013.

- Announcement mailed to all Sage Pro ERP and Sage PFW ERP customers on that date.

- Sage Pro ERP and Sage PFW ERP will be supported until

  ## March 31, 2014

- The Sage Investment Protection Offer (a trade-in program providing value for Sage Pro or Sage PFW licenses) has been established to help customers protect the investment they have already made into Sage ERP solutions.

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Sage Investment Protection Offer
Perpetual License

Perpetual License		Jan 2013 – Sept 2013	Oct 2013 - Sept 2014
On-Plan Customers	Sage PFW ERP Sage Pro ERP	No License Fees for migrations to Sage 100 ERP or Sage 300 ERP.	$2,000 per user Trade-in Credit for migrations to Sage 100 ERP or Sage 300 ERP
		$2,000 per user Trade-in Credit for migrations to Sage ERP X3	
	Sage 500 ERP	$2,000 per user Trade-in Credit	
	Sage BusinessWorks Sage BusinessVision	$1,500 per user Trade-In Credit	$1,000 per user Trade-In Credit
Off-Plan Customers	Sage PFW ERP Sage Pro ERP Sage BusinessWorks Sage BusinessVision	$750 per user Trade-In Credit	$500 per user Trade-In Credit
	Sage 500 ERP	$1,000 per user Trade-In Credit	

Sage Summit 2013

- July 21 – 26 (Sunday – Friday)
  - Partner full week | Sunday – Friday
  - Partner short week | Sunday – Tuesday
  - Customer Days | Tuesday – Friday
- Gaylord National - Washington D.C. area
- Registration opens – April 9th
- Sage Summit: Prep for Success – Partner webcast offered in March
  - Attend to obtain special $200 discount for your customers
  - Hear about new customer engagement tools for Sage Summit
  - Invitations via email in February

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Sage Academies and Firm of the Future Symposium Schedule

Sage Sales Academy

- New 3 day format!
- Coming to a city near you
- Presented by: LDK Consulting

Location	Date
Novotel Hotel Montreal, QC	Feb. 5-7
Marlborough Courtyard Marlborough, MA	Mar. 12-14
Chicago Marriott Suites O'Hare Rosemont, IL	Mar. 19-21
TBD Irvine, CA	Apr. 23-25

Sage Consulting Academy

- Presented by Ed Kless

Location	Date
Hilton DFW Lakes Executive Conference Center Grapevine, TX	Apr. 15-18 Jul. 15-18

Sage Marketing Academy

- Presented by Leading Results

Location	Date
Hilton DFW Lakes Executive Conference Center Grapevine, TX	Feb. 25-28

Firm of the Future

- Presented by Ed Kless
- Coming to a city near you

Location	Date
Hilton DFW Lakes Executive Conference Center Dallas, TX	Feb. 12-13
TBD Toronto, ON	May 21-22
TBD Irvine, CA	Aug. 20-21

Register: www.sageu.com

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Q2 Sales and Tier Promotions

Sales Promotions	Promotion Details	Expiration Dates
Intelligence Reporting	Customers can purchase the Sage Intelligence Reporting Module Bundle for $2,000	March 31, 2013
Financing Offer	0% financing on 2-3 year Sage ERP, CRM, and Sage HRMS software purchases	June 30, 2013
In the Family Offer	**Option 1:** Customers on the Sage solutions listed, who migrate to Sage 100, 300, 500 ERP, or Sage ERP X3 receive a 20% In the Family discount • Sage DacEasy, Sage 50 Accounting, Sage 100 ERP, Sage 300 ERP **Option 2:** Customers on the Sage solutions listed, who purchase Sage HRMS, Sage HRMS Payroll, or Sage Employee Self Service will receive a 20% In the Family discount. • Sage 100, 300, 500 ERP, Sage ERP X3	June 30, 2013
Sage Trade-in Offer	Sage BusinessWorks Accounting, Sage BusinessVision Accounting, Sage 500 ERP, Sage PFW ERP, and Sage Pro ERP customers will receive trade-in credit toward their new Sage ERP license purchase.	Trade-in value diminishes over time
Off-Plan Customers *Updated: Earn New License tier credit and New License margin*	Customers who are off plan outside N-2 who get back on plan will be treated as New License, and the sale will count toward the partner's New License and Total Product thresholds.	March 31, 2013
Off-Plan Customers ⭐**New: Subscription Offer**	30% discount off the monthly subscription price for the first two years. Offer only applies to the first 24 monthly payments.	March 31, 2013
Installed Base Customers	For every three full-use users purchased (module-based and user-based), existing customers will receive an additional user at no additional product cost. Promotion applies to Sage 100, 300, 500 ERP, Sage CRM.	June 30, 2013
Sage Payment Solutions	When customers with an existing credit card processor contract enroll and transact with Sage Payment Solutions, they receive a free Sage ERP Payment Processing module and a credit toward the option of your choice: **Option 1:** Up to $300 credit toward the cancellation of their current payments contract with another merchant services provider. **Option 2:** $300 toward their Sage Payment Solutions merchant fees.	March 31, 2013

Q2 Sales and Tier Promotions

Tier Promotions	Promotion Details	Expiration Dates
Sage Payment Solutions	$500 New License and Total Product tier credit applied to ERP Mid-Market tier threshold for ERP customer who signs up for Sage Payment Solutions.	March 31, 2013
Sage Budgeting and Planning	Sales of Sage Budgeting and Planning to existing ERP customers will count toward New License tier. 120 day rule removed.	June 30, 2013
Sage 50 Quantum Accounting	Sales of Sage 50 Quantum Accounting (who are new customers to Sage) will be applied toward the "core" ERP Mid-Market New License and Total Product thresholds.	March 31, 2013
Cross-Sell	Sales of complementary products such as Sage HRMS and Sage Fixed Assets will count toward the Sage ERP tier thresholds with no cap.	March 31, 2013

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Q&A