

Q. What was announced on May 12?

A. Stephen Kelly, CEO of Sage, and Marc Benioff, chairman and CEO of Salesforce, co-hosted an exclusive event—where they gave details of their strategic partnership and laid out the opportunity to bring smart business technology to hundreds of millions of users across the world. Stephen Kelly announced Sage Life, developed on the Salesforce1 platform, as a first step to reimagine the future of small businesses.

Q. What is Sage Life?

A. Sage Life is a unique cloud business solution that is socially-powered with a mobile control center that defines a new area of social business and real-time accounting. Sage Life completely changes the way businesses operate—unleashing entrepreneurs to work how, where, and when they want. It gives them real-time information on any device—from smart watch to smart phone. They can see every position in real time and action information with colleagues, partners, and suppliers—just like they do their friends and followers. Critical business information is delivered in a newsfeed for instant decisions, so that they can move at the speed of thought.

Q. What business challenges does it solve?

A. Sage Life eliminates the drudgery of spreadsheet reports—being in the office over the weekend and being a slave to the keyboard. Instead, running your business is super-efficient using mobile, social, and smart technology to fill in dead time during weekdays and freeing up time for delivering outstanding service, winning customers, growing your business, and keeping your staff happy and motivated. With Sage Life, you no longer need to work weekends just to “keep up.”

Q. How is Sage Life different?

A. Sage Life is a unique, socially-powered, mobile control center that defines a new area of social business and real-time accounting. It's not an ERP, it's a cloud business solution—allowing businesses to reconcile their back office and front office to create one collaborative, social, and vibrant office. It enables entrepreneurs to run their business from their smart phones. This requires rethinking accounting processes like data entry and batch processing. For instance, batch processes are reimaged as real-time data feeds with bulletproof validation, reconciliation, monitoring, and exception processes to ensure accuracy and proper controls. This enables business owners, managers, and accountants to see their real-time results on their smart phones, smart watches, and mobile devices.

Q. How is Sage Life different from other products on the market?

A. Sage Life is a unique socially-powered mobile control center that is designed to change the way businesses are run and managed. The Sage Life smart technology defines a new era of social business, which puts success at the top of the agenda for everyone in the company. A business with Sage Life is a modern collaborative real-time network, rather than a bureaucratic hierarchy full of meetings, check-ins, and status reports. There is currently no solution on the market with this ability to unleash entrepreneurs to run their businesses the way they want and think.

Q. Who is Sage Life for?

A. Sage Life customers are energized small and medium businesses with collaborative, open, social, thriving workplaces. They move with fluidity and pace—leaving their competition in their wake. These businesses are setting the pace—openly collaborating and embracing social ways of working. There are millions of companies for Sage Life with a high concentration in creative, knowledge, high-growth industries.

Q. Which countries/markets will it be available in?

A. Sage Life is a global product. It will be become available in the U.S. this summer. Then, there will be a phased rollout to other countries, starting with the U.K.

Q. What will be the price of Sage Life?

A. We will communicate pricing options when Sage Life becomes available.

Q. How can I learn more about Sage Life?

A. The announcement on May 12 was the first step in sharing the product vision. We have been working closely with customers of non-Sage accounting products to co-develop Sage Life and are refining the features and customer value proposition with their input. As the demos and additional details become available, we will be openly sharing the progress of Sage Life in the Sage Life community on Sage City.

Q. What is the role of Sage business partners for Sage Life?

A. Sage Life is being developed with daily and weekly meetings with small and medium businesses to ensure we gain immediate feedback on each sprint of development. As we introduce Sage Life into the market, Sage will sell Sage Life directly to customers and ensure their success by working with them to continue rapid innovation. For partners who offer consulting or accounting services, there is an incredible opportunity starting this summer. For partners seeking to sell Sage Life, we will build on our long tradition of working with partners and extend distribution later on.

Q. Will there be incentives for business partners to migrate Sage customers to Sage Life?

A. The focus for Sage Life is to attract new customers to Sage. Existing Sage products are very important to the continued success of our customers, and we are continuing to develop new releases to serve our customers for life. Although existing customers may ask about Sage Life, Sage Life is targeting new to Sage customers, and there is no plan or incentives to migrate existing Sage customers to Sage Life at this time.

Q. Will Sage Life be open for ISVs to develop solutions for Sage Life customers?

A. Yes, ISVs will be able to connect to Sage Life through APIs and may choose to build on the Salesforce1 platform. We are building new partnerships with existing Sage ISVs and the large number of Salesforce ISVs to provide Sage Life customers many choices to personalize Sage Life for their businesses. Customers will be able to find these solutions in a Sage app store for Sage Life.

Q. How does building Sage Life on the Salesforce1 platform change the Sage relationships with Microsoft (Azure) and Amazon (AWS)?

A. We are partnering with the leading platform and technology companies to bring smart technology and imaginative solutions to millions of businesses. In a market with over 70 million potential businesses to serve, multiple technology partnerships are helping us build an expanding community of customers, partners, and service providers. For

instance, we already run Sage One on Amazon AWS and Sage 300 Online on Microsoft Azure—the best platforms for these solutions. For Sage Life, we are using the Salesforce1 platform, which enables the rapid development of the Sage Life mobile, social, and collaborative features. We will continue to choose the best technology platforms for our products.

Q. Given the launch of Sage Life, will Sage continue its other investments in Sage cloud platforms?

A. Yes. Sage Life unleashes the power of mobile and social to put entrepreneurs in control of their business and lives. The Salesforce1 platform is the logical choice for Sage Life, since it enables the development and deployment of next-generation cloud applications, using rock-solid APIs and frameworks in support of mobile, social, and collaborative features. In a market with over 70 million potential businesses to serve, multiple technology approaches will enable us to move at the speed of now to build an expanding community of customers, partners, and service providers.

Q. Does the Sage Life launch impact the future of Sage 300 Online?

A. No. Sage 300 Online is a feature-rich solution based on 20 years of development investment and experience. Sage 300 ERP is surrounded by a thriving community of customers, partners, third party service providers, and accountants. Sage 300 Online also provides customers with a nondisruptive move to the cloud, if they wish to. The Sage 300 ERP communities and feature richness are attractive to very large numbers of our current and potential Sage customers and we will continue to invest in the product.

Q. Does the Sage Life launch impact the future of Sage CRM?

A. No. Sage CRM remains the best integrated CRM solution for our other accounting and ERP solutions. We are committed to customers and partners for life—and to our Sage CRM and Sage CRM Cloud solutions. The market for CRM solutions is large and expanding, and our growing Sage CRM community of partners, customers, and third party solutions is very attractive to current and potential Sage customers.

Q. What are the plans for the Salesforce.com partnership on Sage CRM?

A. For customers of Sage Life, the benefits of having their back office and front office on the same platform are substantial and easily understood by customers. For these reasons, the preferred CRM solution for Sage Life customers will be Salesforce CRM cloud.

Q. Does Sage Life change your plans for Sage ERP X3?

A. No. Sage Life and Sage ERP X3 are for different types of customers. Sage ERP X3 has a large functional scope with global management and compliance. It offers flexible configuration and scalability.

Q. Does Sage Life change your plans for Sage One?

A. No. Sage Life and Sage One are for different types of customers. Sage One is very easy to use for sole traders, self-employed, entrepreneurs, and small owner-led businesses. Sage Life is for companies large enough to have managers of employee teams. In a market with over 70 million potential businesses to serve, Sage One and Sage Life have lots of opportunity to attract and win new customers.

Q. How does Sage Life fit in with the Sage overall product strategy moving forward?

A. We are reimagining the business of doing business for all of our customers and Sage Life sits at the heart of this. We are bringing the next-generation technology the modern business needs to transform itself and leave the competition far behind. Sage Life is an addition to our product portfolio and doesn't replace any existing product.

Q. Does Sage have other plans to adopt the Salesforce1 platform for its other products?

A. We have no other products to announce at this time.

Q. With the Sage Life launch, will Sage focus on online exclusively?

A. No, we believe in choices for customers. Some small and medium businesses will want on-premises solutions in the coming years, and Sage wants to provide great service and solutions to our on-premises customers. For our very large installed base of on-premises customers, Sage will continue to provide the best solutions and deliver regular improvements to these products.

Q. What future plans does Sage have for Sage Life?

A. Sage Life is a step change for Sage in our mission to energize the success of businesses. We want them to reinvent the possibilities and reimagine the business of doing business. It is a truly global product that will push the boundaries of modern business and transform how companies run in the future.

Q. When will Sage Life be available for Canada? Given that Sage Life is a global product.

A. There will be a phased roll-out to other countries starting with the U.S, then the U.K. The date for Canada has not yet been established.

Q. I am interested in consulting on Sage Life. How do I get started?

A. We will be sharing this information after we complete several more weeks of co-development with customers and as we get closer to Sage Summit. We are also listening to accountants and partners on how to make Sage Life as successful as possible.

Q. If I, or a customer or prospect, have questions about Sage Life, whom we do contact?

A. The announcement on May 12 was the first step in sharing the product vision. As the demos and additional details become available, we will be openly sharing the progress of Sage Life in the Sage Life community on Sage City.