



Sage **200** Suite  
sage



Connect<sup>with</sup>  
Sage **200** Suite

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## About the Sage 200 Suite

The Sage 200 Suite brings together financial management, customer relationship management and business intelligence software all in one solution so you can share data easily throughout your business.

It's ideal for companies with a turnover of between £1 million - £50 million or typically 20 - 200 employees. And because it's designed to fit your business, it has room to grow.

Many companies end up with a range of different software applications in different areas of their business, all designed to meet a specific need. With Sage 200, we've designed a suite that covers all those needs. This means everyone shares one view of your business.

Businesses with specific needs can choose to add modules to cover in-depth project accounting, commercials, construction, manufacturing and wholesale and retail.

Thousands of UK organisations have already chosen Sage 200 for its reliability and performance. Easy to install, adapt and upgrade, it will continue to meet your business needs as they grow and change.

## About us

Sage is a FTSE 100 listed company with nearly 15,000 employees and 5.7 million customers worldwide.

More than 23,000 of the largest UK businesses, including more than one third of the FTSE 100 choose Sage mid-market software to support their businesses. Our products are designed to manage a whole array of business processes.

## Expert advice and support, tailored to your needs

We work with a network of Business Partners to offer our customers exceptional levels of support. And through our experienced Sage Developer community, we can tailor your software specifically for your business and adapt it to work in line with other third-party systems.

Our Business and Developer partners help us offer specific expertise to meet the huge range of business needs required by our customers. Because they're based all over the UK, we can put you in touch with the partner most able to meet your needs, wherever you are and whatever you do.





## Connect your data

Sage 200 has everything you'd expect from software designed to help you manage your business finances and operations. The real beauty of Sage 200 is the way it brings financial data together with information from other areas of your business, like sales or service for example, so that you can analyse, compare and make decisions based on accurate data.

It also helps you save time by getting right to the business critical data you need; from sales, to orders and invoices in every area of your business.

We provide out-of-the-box reports and templates based on the information most businesses are likely to need. That means you can start to see the benefits of using Sage 200 straight away.

You can also tailor these reports and documents to your exact needs, so everyone has a clearer view of your business performance, whatever department they work in.

- Support decision making by sharing vital financial and commercial information with every area of your business.
- Get the right data to the right people so they see what they need to see, without being distracted by too much information.
- Respond to customers anytime, anywhere with access to information you need in the office or on the move via mobile devices.
- Save time and simplify regular tasks by automating things like direct debits, prepayments and accruals.
- Spot opportunities to increase revenue and reduce costs by using personalised dashboards to present data that's meaningful to you or your department.
- Control all your bank, investment and cash accounts.
- Handle multi-currency processing.
- Connect all areas of your business by linking to your Sage Payroll system.
- Manage customers, improve service and encourage sales by using customer data intelligently.

## Analyse your business

Do you have to look in several different places to collate the information you need to make business decisions?

Or have to spend hours preparing and compiling reports that reflect what's going on day-to-day, week-to-week, or year-to-year?

You can use Sage 200 to prepare reports on any aspect of your business that you record. And you can also save time and effort by automating the kind of reports you refer to frequently. So, for example if your sales team wants to know which products are selling well in which region and compare that month on month, you only need to set that up once and then run the same report each time.

## A customer's view

Using Sage 200  
to produce their reports saves  
a specialist holiday company at  
least 1 hour per day.



## Connect your teams

When your financial team can see what your sales team have been up to and sales can see what customer service are doing, your business benefits from better communication and understanding. Help your people make informed decisions in every area of your business by making it easy to share data.

Make the best use of your marketing budget by connecting to the right customers at the right time. The Customer Relationship Management (CRM) module draws data from all areas of your business including finances, orders and previous purchase history to help you plan and target effective marketing.

**More than two thirds (68%)  
of mid-market businesses suffer  
from poor communication**

**IT Hound survey**

You can also easily manage and track email campaigns with the E-marketing tool. There are over 90 templates to get you started quickly and tools to help you track the sales and profitability of each campaign.

- React and respond to trends and opportunities by giving people access to business data in a format that's easy to understand.
- Support decision making in every area of your business by sharing financial and commercial information.
- Manage all your customer and supplier details including transaction history, multiple contacts and phone numbers.
- Get the right messages to the right people at the right time with tools to help plan, deliver and measure targeted marketing campaigns.
- Make the most of your marketing resource by using information about orders, purchase history and demographics to build up a picture of your customers.
- Create email campaigns quickly with out-of-the-box templates.
- Track sales and profitability with marketing analysis tools.

## Work the way your business does

The Business Intelligence tool helps you understand the power and benefits of having all your business data available at your fingertips. It shapes your data into a form that's meaningful to you.

We've created a series of templates based on the kind of things most businesses commonly use. You can apply these to your data and see, for example, your top selling or least profitable products. This kind of analysis is available instantly, when you need it.

It means you can get started using Sage 200 to shape your business decisions right from the word go. But you can also manipulate these

reports, moulding them to your business needs. Helping you gain a real understanding of your business without interfering with your core data.

It's about using data to shape your business success – however unique its needs.

## As individual as the people in your business

Make it easy for everyone in your organisation to get the information they need by bringing it all together in one screen or workspace.

Sage 200 workspaces allow you to connect with your wider business community by bringing all information for Sage products and third party applications together in one place. For example financial or customer information drawn in from Sage 200, or from other sources like Excel, Google or a credit checking agency.

- Get a better insight into your business with reports and analysis ready to go.
- Quickly and easily build or amend standard reports to reflect the information that's important to your business.
- Bring business data to life by adding charts, graphs and visuals to reports and presentations.

## Connect to a network of support

We work with around 160 Business Partners who provide support face-to-face, online or over the phone, wherever and whenever it's needed. With such a wide network of experts available, there should be one somewhere near you.

Our Business Partners can offer advice and support on everything from getting you set up, through to training and on-going development of your software. For example, your Business Partner can help you tailor the business intelligence dashboards, workspace screens and reports that Sage 200 produces so they exactly fit the needs of your company and people.

These are people with a lot of business experience who provide impartial advice and specialist skills including consultancy, project management and systems architects. Many have worked with Sage for years so they understand who we are and what we offer.

Our partners can also help you adapt your software, so it's designed to meet your individual business needs and you can get on with running your business your way.

They know our software inside out too. To become a Sage Business Partner, they have to go through an accreditation process to prove their skills and product knowledge.


And they can put you in touch with more than 900 software developers who offer a range of third party tools designed to work with Sage software.

## A customer's view

One of our customers with a manufacturing business brings technical drawings into their workspaces, so they can see what object they are referring to whilst checking on sales, stock levels and availability of components all on one screen.







“We now have a powerful, flexible system that will stand the test of time. We used to collect and then duplicate spiralling volumes of data, which was very inefficient and time-consuming. Single data entry has removed a whole layer of effort.”

Jane Kent, ASE Corporate  
Eyecare Ltd

## Connect your systems

When your financial team understand how your customer services work; when your warehouse team know what your delivery team are doing - it all helps build a joined up, efficient business.

Whether your focus is on customer service, sales or productivity, Sage 200 can help different departments in your business share information and work together.

Say, for example, you notice that month on month you're getting an increasing number of returns of a particular product. You track those numbers over time, and drill down into the data to find out why. Trace the process from manufacture, through to packaging, warehouse and delivery – even down to which employees are on shift.

That's only possible because of how Sage 200 links all your business information systems together. It comes complete with Financial, Business Intelligence and Customer Relationship Management software, but you can also add on modules to help with commercials, construction, manufacturing, distribution, wholesale and retail and project accounting.



## Sage 200 modules

### Commercials

Link your supply chain to the rest of your Sage 200 system with tools to manage quotations, price-books, delivery and receipt of goods. As well as keeping costs to a minimum with sophisticated stock control.

### Project Accounting and web timesheets and expenses

Control your costs and maximise your profits by linking in your project finances. You can also collect timesheet and expenses information online from anywhere, saving you time and ensuring accurate payments.

### Manufacturing

Stay productive and profitable by keeping track of your supply chain from beginning to end. This module supports assembly, bill of materials, resource planning, scheduling of work and materials and planning.

### Bill of Materials

Ideal for businesses that need to manage light assembly, but don't need all the complexity of the manufacturing module, this option helps you manage materials, labour, machines, operations and reporting.

### Wholesale and Retail

Streamline your processes by connecting your buying, finance, distribution and customer operations to your Sage 200 system. With tools to trace items from warehouse to store and provide quick, accurate and secure transactions through integrated Point of Sale.

### Construction

Manage construction processes easily and effectively, by keeping a close eye on contract costs and budgets and managing you suppliers, contractors and clients.





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