

# Sage CRM Cloud 2015 R1

## What's new



### Reach and engage with your customers with Sage CRM Cloud 2015 R1

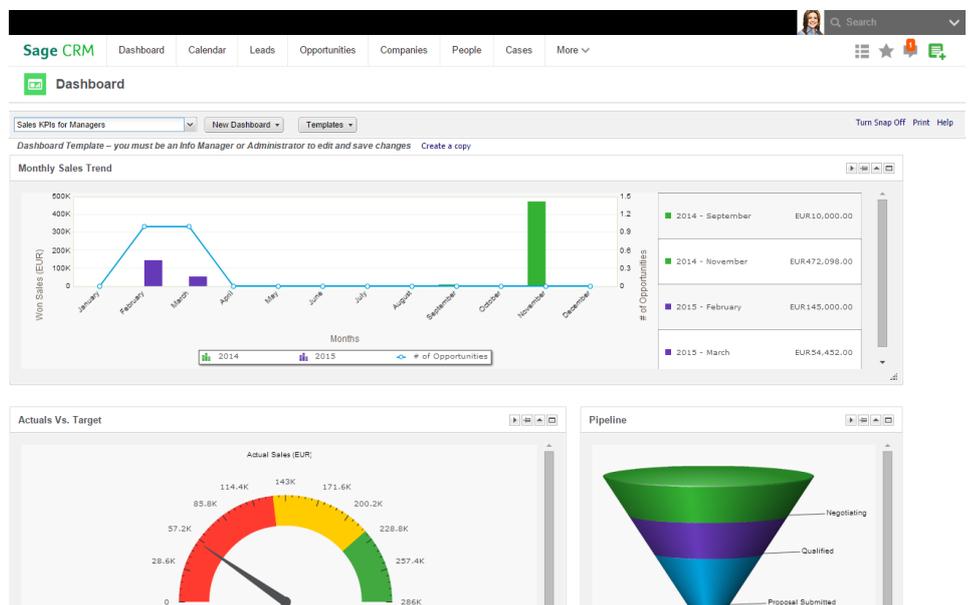
The Sage CRM Cloud 2015 R1 update includes a brand new MailChimp email marketing integration and great new enhancements to our mobile CRM offering including two new sales apps for iPhone and Android devices. What's more, the new Business Accelerators have been designed to help your business accelerate sales performance and drive sales productivity using Sage CRM.

- A ready-to-use Sales KPI for Managers dashboard will display important KPIs including the team leader board and monthly sales trends.
- An optimized mobile experience ensures you and your team can perform key CRM tasks on a wider range of devices than ever before.
- A range of updates to the Sage CRM for iPhone mobile app and an all new Android version ensure that you can access and update your important customer data, even when out of coverage.
- A new Sage CRM for Android mobile app delivers more choice for customers.

#### Sage CRM 2015 R1 at a glance

- A new email marketing integration with MailChimp so you can easily send email marketing campaigns and track results.
- New reports and charts enabling you to quickly create visual reports, for at-a-glance visibility and informed decision-making.

The new Sales KPI for Managers dashboard displays important KPIs for at-a-glance assessments and informed decision-making.



Easily send targeted emails to your customers and gain valuable insight into the results, such as how many people opened the email campaign and see exactly what they clicked on. Using the new Mailchimp integration, you will be able to quickly and easily create new, targeted email campaigns by selecting from saved templates in Mailchimp and the list you want to send it to. Responses to your email campaigns can be analyzed in real-time, allowing you to continuously make improvements and enjoy a greater return on investment. Best of all, MailChimp is free for email lists of up to 2,000 making it the ideal email marketing tool for small and medium sized companies.

### Business Accelerators

Business Accelerators offer a range of new functionality to help drive productivity right across your sales team by helping them to close sales faster, with the insight they need. Additionally, they enable management to make critical sales performance assessments and decisions rapidly.

A new Sales KPI for Managers dashboard displays key performance indicators to help you identify and measure your sales activities. Information displayed includes:

- **Monthly sales trends** compares the value of sales won this year with the value of sales won last year.
- **Actual versus target sales** shows the opportunity revenue that's been won as a percentage of forecasted sales.

- **At risk customers** who have not been contacted in over 90 days.
- The **team leader board** displays the number of opportunities that each sales rep has won.

Using the new Quick Quotes and Orders feature, you can now send an email containing PDF quote information directly from the Quote or Order summary screen with just one click. You will now also have the option to generate the fully merged Quote or Order in PDF format.

### An enhanced mobile CRM experience

Our mobile Sage CRM solution has been updated to include one optimized mobile experience for all modern devices. It

enables you to access your key CRM data anywhere, anytime on any mobile device.

We're also adding new features and a new look and feel to our Sage CRM for iPhone app. Using the Sage CRM sales app customers can access their important customer data, even when out of coverage. No matter where their location, sales professionals will always have quick and reliable mobile access to their Sage CRM data, tasks and appointments.

A new Sage CRM for Android sales app offers more mobile choice for our customers.