

Sage 300 ERP

Vertical Industries



Media and Hospitality

Whether your business is in the media or hospitality industry, Sage 300 ERP (formerly Sage ERP Accpac) provides the freedom of choice to build a solution that is just right for you.

Sage 300 ERP for Hotels and Hospitality

Sage 300 ERP includes a fully integrated customer loyalty and marketing solution that can interact with point-of-sale, reservation, and property management solutions for the hotel and hospitality industries.

Sage CRM, part of Sage 300 ERP, has event management tools to help coordinate all of your corporate events, from sales to task management and budget analysis. In addition, with Sage CRM you get a comprehensive customer relationship management (CRM) solution. Sage CRM makes it easier for everyone inside your company to work together and share critical information. Sales, marketing, and customer service teams gain the tools they need to find new customers, close sales more quickly, and build lasting, more profitable relationships.

Sage 300 ERP for Media

Media houses and publishers need a solution that gives complete visibility across the organization and integrates existing operational systems for advertising and circulation management with a complete view of the marketing and sales pipelines. Sage 300 ERP provides all this and the business intelligence tools you need to make more informed, strategic decisions and give you a competitive edge in this ultracompetitive industry.

BENEFITS

- Manage your entire loyalty program with web self-service and inquiry handling for better customer service.
- Deliver marketing material by email, fax, or SMS and track click-through rates.
- Integrate your direct mail and email marketing material, landing pages, and websites.
- Build and focus on guest satisfaction and retention through loyalty schemes that directly profile each guest, including their preferences, demographics, and personal interests.
- Access the web-based Sage CRM software from anywhere at any time on virtually any device.
- Ensure consistent delivery of high-quality service through integrated call centers across all units and a central database for communications.
- Increase retention rates and automatically contact all nonvisitors or regulars who meet certain criteria.

The screenshot displays the Sage CRM 'Interactive Dashboard' for a user named 'Copy of CEO / Manager Dashboard'. The interface includes a navigation menu on the left with options like 'Find', 'New', 'My CRM', 'Team CRM', 'Reports', 'Marketing', and 'Log Off'. The main dashboard area contains several widgets: 'Companies by Type' with a table listing companies like 'A&W Serv...' and 'Abyssinian...'; 'Company Cases' with a bar chart showing values for '3G Homes' and 'A Midland & S...'; 'Opportunities by Sales...' with a bar chart showing values for 'System Admini...' and 'William Dolan'; and 'Company Contacts' with a table listing names like 'Allen Zack All...' and 'Anderson Yauken...'. A 'Quick View Items' section at the bottom left shows 'Opportunity' and 'Marketing' icons. A 'Sage CRM Ecosystem' section at the bottom right promotes the 'Sage CRM Community' website.

- Sage CRM helps you communicate, collaborate, and compete.



“It is easy to use and has all of the functionality our properties need. And thanks to its multiple language overlays and multicurrency features, it works in every country in which we operate.”

David Beeby
Director of Financial Systems
FRHI

Small Investment. Big Return. Peace of Mind.

Discover the Sage 300 ERP technology difference! Get one unified solution on which to build your business—enabling more efficient processing, more productive people, and the ability to gain real insight into your business. Sage 300 ERP ensures your business is built on a solid foundation, providing superior architecture that gives you the power you need today with the flexibility to adapt tomorrow. Reap the rewards of a global reach solution with the breadth of functionality to support multitenancy and multinational organizations with the local touch needed for your business. Your newfound freedom of choice is supported by a collaborative ecosystem, ensuring success for the life of your business. And of course, with over 30 years of supporting businesses just like yours, Sage technology is proven, reliable, and experienced.

Collaborate

Sage CRM delivers a powerful, centralized solution to manage all marketing, profiling, and sales activities, as well as call center contacts and reporting. With Sage CRM, media businesses can:

- Boost revenue across publications by understanding spending patterns.
- Deliver improved loyalty to reduce customer losses and drive recurring revenues.
- Define target demographics in order to increase circulation.
- Execute electronic and direct mail campaigns and track them with an integrated e-marketing solution.
- Conduct marketing campaign planning and budgeting to measure every dollar spent.
- Set goals for new subscribers, revenue targets, and market share.
- Integrate across all publications to better profile and cross-sell publications and data.
- Leverage Computer Telephony Integration (CTI) so call center agents can handle and escalate calls quickly and efficiently.
- Increase the productivity of mobile sales forces.
- Analyze costs per order, costs per campaign, and retention rates.

Communicate with E-marketing

The key to dynamic permission-based e-marketing and a “must-have” to help you cost-effectively stay in touch with customers, prospects, and partners is a fully integrated e-marketing solution. Many e-marketing products allow you to automate the delivery of e-marketing and trace all the click-throughs and hits to your website. This allows more personalized and targeted marketing to be driven as designated. True real-time, automated marketing has arrived!

Your business must maintain constant communication with your stakeholders in order to survive. The secret is to know what to send to whom and when. An e-marketing tool that automatically updates your customers’ and prospects’ preferences and then delivers them personalized content offers the biggest benefits.

If you are currently e-marketing and do not run an integrated solution that understands “bounce” and “spam” management, e-profiling, and landing page management, you need this product to help you understand your customer before your competition does! The five biggest benefits of direct marketing include:

- Lower costs—no printing and mailing fees.
- Higher response rates for email campaigns.
- Rapid responses—Gartner suggests email responses to be 14 times faster than direct mail.
- Campaigns can be created in a matter of days, not weeks—making communication more frequent while behavior and interests are continually surveyed and updated.

