
About us and how we started



About us

Our vision is to be recognised as the most valuable supporter of small and medium sized companies by creating greater freedom for them to succeed. We provide small and medium sized organisations with a range of easy-to-use business management software and services - from accounting and payroll, to enterprise resource planning, customer relationship management and payments. Our customers receive continuous advice and support through our global network of local experts to help them solve their business problems, giving them the confidence to achieve their business ambitions.

How we started

Like many of our customers, we began as a start-up business. Our founder David Goldman wanted to automate the print estimating and basic accounting process in his own business. He worked with a team of Newcastle University students to develop software to manage this more efficiently.

David realised that other companies could also benefit from this and formed Sage in 1981 to begin selling the software.

As desktop PCs became widespread, so the Sage range grew and our business went from strength to strength.

We floated on the London Stock Exchange in 1989 and in 1999 we entered the FTSE 100 where we still remain.

We understand our customers' needs and the challenges they face. Like them, Sage has innovation and entrepreneurial spirit at heart. Today we have millions of customers and circa 14,000 employees across 24 countries, including UK and Ireland, mainland Europe, North America, South Africa, Australia, Asia and Brazil.
