

Sage news bulletin

January 2015

Happy New Year and welcome to the latest edition of our newsletter. This issue updates on key activities from September 2014 to January 2015.

In particular, we're highlighting exciting product launches with Accountants in the UK and North America, and the launch of Sage Drive in the UK and Spain, which gives cloud, mobile and remote collaboration capability to existing desktop users. We also include some customer testimonials from the Sage One and Sage ERP X3 teams, which highlight our commitment to supporting customers through the development of our services and solutions.

Results and Announcements

Stephen Kelly joins Sage

Stephen Kelly joined Sage on 5 November 2014, succeeding Guy Berruyer as our new CEO. Interesting to see Stephen is the most social CEO out of the FTSE 100 (read [here](#))

Follow Stephen [@SKellyCEO](#)

FY14 Results and Annual Report & Accounts

On 3 December 2014, we announced our 2014 financial results which reaffirmed we are on track to meet our 2015 financial targets. We also published our Annual Report and Accounts on the same day. We'd encourage you to look at the online content [here](#)

Sage One

Sage One global roll-out continues ...

Sage One is now available in 13 countries, with the most recent launches including Brazil, Malaysia, Poland and Switzerland.

... as does the roll-out of the Sage One app

Our Sage One app is now available in North America allowing SMEs to work on the go. Read more [here](#)

The app is already available in the UK, and student entrepreneur Chikumo Fiseko gave some great feedback, "I love the Sage One mobile app and it's making me want to cry with happiness!"

We love that Customers value the integration embedded in Sage One ...

Nectar Business 'Entrepreneur of the Year' [Joe Fogel \(Vaipak Group\)](#) switched to Sage One saying: "the main reason for moving to Sage One was the seamless integration between the two cloud-based systems meaning we can access them from multiple office/warehouse locations and also the ease of use and ease of teaching new employees how to use it."

... and that support remains a key differentiator in the Sage One marketplace

[Vanessa Johnson \(Urban Metalworks\)](#) said "Most of all I feel Sage One has given me support when I needed it – from the first days of setting up my business and needing a friendly person at the end of the phone with advice, to invitations to various conferences and advice sessions that help you build

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your confidence and grow your business.”

Award-winning British designer [Lorna Syson](#) said: “I chose Sage Pay because of the service I had received at Sage One. I knew that if I was moving into an area such as online selling which I knew little about, the Customer Support Team would talk me through it.”

Core product modernisation

The launch of Sage Drive in the UK and Spain offers the benefits of cloud, mobility and collaboration to our on-premise customers

December 2014 saw a key milestone in Sage’s core product modernisation strategy with the launch of Sage Drive and mobile apps for Sage 50 Accounts in the UK. Read more about the UK launch [here](#)

Sage Drive was also launched in Spain in December 2014, and will be rolled-out in other markets in 2015.

Sage ERP X3

Sage Mid-Market Europe industry analyst event

Held in September 2014, the event focused on the business plan for 2015-2017, with a particular focus on Sage ERP X3 version 7. Read the blog from PAC [here](#)

Success with Sage ERP X3 Version 7

We closed around 100 deals for Sage ERP X3 version 7 between June and September 2014. This represents good traction given version 7 was only launched in May 2014 and the typical lead-time for completing ERP deals in this segment.

Supported by great customer testimonials for Sage ERP X3

Avon Rubber explains how Sage ERP X3 helps to bring the different elements of their global business together, across 8 manufacturing and distribution locations around the world. [Watch the video](#)

Richard Prosser, IT Director of Warwick Chemicals, the world's leading manufacturer of bleach activators for the laundry detergent market, explains why they chose Sage ERP X3 to support their move into new markets, including the US and Asia. [Watch the Video](#)

Cloud control

In a blog post, Jayne Archbold, Chairman of the Sage ERP X3 Governance Board, explains that whilst cloud is revolutionary, it is important to give customers the freedom and choice to make the right decision for their business. “We have to be flexible – not dogmatic.” Read the full blog [here](#)

Accountants

We have launched innovative new solutions for accountants in North America and the UK

Sage View: our new multi-client, multi-product cloud KPI reporting tool

In North America we have launched Sage View, a cloud-based solution designed for accountants to easily monitor client performance and financial

health. [Accounting Web](#) said we “stole the limelight at Solutions 14” and that it “has stolen a march on its big online rivals.”

Changing the way accountants in the UK work with their clients online

We have launched a new online final accounts software solution, Sage Final Accounts Online, which is the first of its kind in the UK. It allows accountants to access, edit and file final accounts for small businesses to HM Revenue & Customs and Companies House from multiple devices remotely.

The product was made available to existing Sage customers on 15 December 2014 before going on general sale in March 2015. Read more about Sage Final Accounts Online [here](#)

Leadership changes

Santiago Solanas appointed Chief Marketing Officer and joins the Executive Committee

Santiago has recently been appointed as Group CMO, after seven years with Sage. He has been CEO of Sage Spain for the past four years. He joined Sage in 2007 as Managing Director of the SSB division in Spain, after a career of over 20 years in the IT and software industry, including brand, sales and marketing management roles at Oracle, Microsoft and IBM.

Nick Longden appointed General Manager of Sage One UK

Nick joins from Xero, where he held the position of UK Sales Director. See the Sage One blog [here](#)

Jayne Archbold appointed CEO of Mid-Market Europe

In October 2014 we announced Jayne Archbold’s appointment as CEO for Mid-Market Europe and Chairman of the Sage ERP X3 Governance Board. Find out more about Jayne and her new role [here](#)

What’s next?

- **Q1 trading statement on 28 January 2015.** We will host an analyst and investor conference call in the morning and dial-in details will be on the press release.
- Stephen Kelly is attending the **Goldman Sachs Technology and Internet Conference in San Francisco, 10 - 12 February 2015.** Please contact the IR team if you would like a meeting.

For more details on our financial calendar please view [here](#)

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