

**27 August 2014**

## **Sage transforms 50 Accounts for the cloud**

### ***Major milestone on Sage's cloud journey with launch of new Sage Drive, two mobile business apps and subscription pricing***

Newcastle, August 2014: Leading business software and services provider Sage UK and Ireland is launching the next generation of its redesigned, market leading Sage 50 Accounts this month. The changes are set to transform the way hundreds of thousands of small businesses and accountants work together to manage their finance and accounting needs, and their customer and supplier information.

The biggest changes ever made to the flagship software see it combining desktop, mobile, and online functionality to offer the deepest and broadest accounting capabilities on the market for small and medium sized businesses. Its modernised user interface and subscription pricing now makes it even more accessible for businesses.

Supported by Sage's unrivalled customer service in the UK and Ireland, the new Sage 50 Accounts gives users the benefits of using the cloud through the new Sage Drive module and two mobile business management apps. Sage Drive is a brand new service that brings the power of the cloud to the desktop, making Sage 50 Accounts data available securely in the cloud. This means businesses can access and share their core data quickly and securely within their business, and with accountants and other partners whenever and wherever they want.

Peter Manning of O'Shea Manning & Co Accountants, commented: "The opportunity to work with data in the cloud and on the desktop has been something clients have been asking for, and this is a real innovation that I think will work well for a lot of clients. Businesses are becoming more diverse and not everyone works a 9-5 day. Being able to access your accounts from different places at different times of the day is becoming more and more important."

The product of extensive customer research and feedback, the new release addresses the changing needs of accountants and business owners. This will see the introduction of subscription pricing and a brand new user interface which makes 50 Accounts more intuitive to use and easier to get up and running. Based on in-depth customer feedback and analysis, the new one click navigation provides instant access to any ledger and helps to reduce the time it takes to navigate to tasks by 44%\*.

The new apps for iOS and Android put mobility and tablet access at the heart of Sage 50 Accounts. Using Sage Drive, these provide users with on-the-move access to business data and the insight and an alternative way to stay in control of finances, any time, any place.

Dustin Grande, partner at Sawford Bullard accountancy in Northampton added: "The new Sage 50 will definitely be in our practice when it's available. It's something we can promote to our clients and obtain more business from."

Lee Perkins, Managing Director, Start-up and Small Business for Sage UK and Ireland, said: "Today is a watershed moment for businesses and accountants moving to the cloud. Sage 50 Accounts is one of the most trusted finance management packages in the UK, and today Sage has made it even better with new capabilities users will love. The redesign is all about providing the best of both worlds – with a great application to run in the office, linked to the cloud, so that businesses can work online with their employees, accountant, and other partners.

“For firms who have not considered online solutions before this presents a fantastic opportunity to foster new, more collaborative, and more flexible ways of working within their business and with partners.”

“Working closely with our customers and accounting partners every new feature has been designed to make life easier for both accountants and small business users, giving them even greater insight, control and confidence. This will transform the day-to-day operation of thousands of firms across the UK.”

For small companies with just a handful of employees up to larger established businesses, the new Sage 50 Accounts, available later this August, has been re-engineered with scalability at its core. The volume of transactions the software can process without impacting performance has increased to 1.5 million and the number of concurrent users who can work on the same data has scaled to 20.

The new Sage 50 Accounts, also includes:

- Introduction of Back-up Manager – data is backed up automatically, without the requirement of all users to log off the system
- Sage 50 Accounts Tracker app - for on demand insight such as top level sales, purchases and bank position. It also provides a convenient search for customer and supplier contact details
- Sage 50 Accounts Mobile Sales app - everything a sales rep needs for quicker sales and better customer relationships, providing the ability to create quotes, orders and invoices in the field
- Additional specialist product modules include Sage CIS and Foreign Trader\*\*
- The new subscription pricing means that customers have more choice in how they pay for the software. Users can buy the market leading software as a perpetual one off license fee or on subscription from as little as £25 per month. Driven by customers, the move to subscription offers greater product flexibility meaning customers only buy what they use, ensures customers are always automatically upgraded to the latest compliant version of the software, and removes any upfront software costs.

ENDS

Notes to editor

\*2,471 people participated in a scenario-based click test. Average time taken to find tasks decreased from 28.1 seconds to 15.7 seconds – a reduction of 44%.

\*\* The Sage CIS module allows businesses to keep up-to-date and compliant with the Construction Industry Scheme and the Sage Foreign Trader module helps businesses that trade with customers and suppliers in multiple currencies account for exchange rate fluctuations and remain legislatively compliant.

### **About The Sage Group plc**

We provide small and medium sized organisations with a range of easy-to-use, secure and efficient 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. Formed in 1981, Sage was floated on the London Stock Exchange in 1989 and entered the FTSE 100 in 1999. Sage has over 6 million customers and more than 12,700 employees in 24 countries covering the UK & Ireland,

mainland Europe, North America, South Africa, Australia, Asia and Brazil. For further information please visit [www.sage.com](http://www.sage.com)

**Enquiries**

For further information, please contact:

Marlin PR

0207 932 5580

[sage@marlinpr.com](mailto:sage@marlinpr.com)