

# The Sage Group news bulletin

## September 2014

Welcome to our first Investor Relations news bulletin from The Sage Group. Our aim is to share with you news from across the business and update you on progress against our strategic initiatives. This issue updates on key activities over the course of the summer - we hope you find it interesting and informative.

### Results and Announcements

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#### Appointment of Stephen Kelly as Group Chief Executive Officer

We announced on 6 August 2014 that Stephen Kelly will succeed Guy Berruyer as Group Chief Executive Officer with effect from 5 November 2014.

Read the full announcement [here](#)

#### Announcement of Interim Management Statement ("IMS")

Our IMS announcement was released on 23 July 2014.

Read the full announcement [here](#)

#### Acquisition of German payroll business from Exact

On 21 July 2014, we announced the acquisition of Exact Software Deutschland GmbH ("Exact Lohn"), the German payroll business of Exact Software for €16.25m in cash. The acquisition transforms Sage's payroll business in Germany and establishes Sage as one of the two leading players in this segment in Germany.

Read the full announcement [here](#)

### Start-up and Small Businesses

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#### Sage One qualifies as Google Premium Partner

In July we announced [Sage One has qualified as a Google Apps Premier Technology Partner](#) as part of Google's global partner programme.

Joining the partner programme demonstrates Sage One's position as a leading player in cloud accounting and payroll and strengthens Sage One's international reach. We launched with the following customer stories which highlight the breadth and international reach of Sage One:

- [Lorna Syson – Sage One and Sage Pay UK](#)
- [Paul Donno, 1 Accounts – Sage One Accountant Edition UK](#)
- [Anne Davené et Marie Michaud - Graine de Mode – Sage One France](#)
- [Jason Savage Photography – Sage One U.S.](#)

#### Sage One launched in South Africa

In August 2014, Sage South Africa announced the launch of Sage One in the South African market, including Sage One Accounting, Sage One Payroll and Sage One Accounting mobile app. Ivan Epstein, Sage CEO of AAMEA commented on the launch saying "Sage Pastel Accounting, Sage Pastel Payroll & HR and Sage VIP have enjoyed strong traction in the South African SME market with their cloud-based business solutions. As the next step in Sage South Africa's continued investment in the cloud, we are now consolidating these offerings under the Sage One brand name."

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Small and Medium Businesses  
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Sage One is now available in 11 countries including the UK, Ireland, the U.S, Canada, Spain, France, Germany, Portugal, Switzerland and most recently in Malaysia and South Africa.

### **Sage Germany partners with ETL to combine tax consulting and accounting**

In Germany we have partnered with ETL, Germany's largest tax consultancy, to develop felix1.de and Sage One, which integrate tax consulting, accounting, controlling, billing and online banking into a single portfolio. "felix1.de is the new, modern way of tax consulting," says Marc Müller, board member of the ETL group and felix1.de tax consultancy. "Online, but nevertheless personal and safe."

Read the full announcement attached (note, translated from German).

### **Launch of Sage One mobile app in the UK**

We recently launched the Sage One mobile app on iPhone, which is free to all existing Sage One customers. As you can see at the bottom of this [link](#) customer feedback has been very positive.

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

We have launched the next generation of Sage 50, with the launch of our redesigned, market leading Sage 50 Accounts in the UK and Ireland in August 2014. The new solution addresses the changing needs of accountants and business owners and represents a major milestone on Sage's cloud journey. The biggest changes see it combining desktop, mobile and online functionality with a refreshed user interface. It is available on subscription pricing, which makes it even more accessible for businesses. This new solution has been launched in the UKI initially and will be rolled out across other geographies.

Read the full announcement [here](#)

## **Small and Medium Sized Businesses**

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### **Sage 300**

In July 2014, we announced the general availability of Sage 300 Online in North America. This launch represents further progress in offering small to medium sized businesses a clear migration path to the cloud. In addition to Sage 300 Online in North America, Sage now offers cloud versions of our leading SMB products in major markets with Sage 200 Online in UKI, Sage Murano Online in Spain and Sage 100 Online in France. Sage Office Online is launching later this year in Germany.

Find out more [here](#)

## **Mid-Market Businesses**

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### **Sage ERP X3 version 7**

May 2014 saw the launch of [Sage ERP X3 version 7](#) which was first showcased at the Sage ERP X3 Global Convention in Lisbon. Watch this [video](#) to hear what industry analysts have to say including Brian Sommer, CEO of Vital Analysis who said "Sage has got an ERP solution that is very competitive" and Ray Boggs, VP SMB Research at IDC, who said "version 7 has something that really is transforming as a platform."

Sage ERP X3 version 7 has usability and mobility at its core and on 5 August 2014 we announced Sage ERP X3 version 7's expansion into the cloud.

Read the full announcement [here](#).

Following a successful early adopter programme and launch at Sage North America, Sage Mid-Market Europe [announced in July 2014 the availability of Sage Enterprise Intelligence in Europe](#). Sage Enterprise Intelligence is delivered as a web enabled solution that is accessible through a web client and most mobile devices. This intuitive BI solution integrates with Sage ERP X3.

We continue to roll out Sage ERP X3 version 7 around the world, most recently in Nigeria, where Sage ERP X3 version 7 is helping businesses in this market [power their growth into the future](#).

Warwick Chemicals, a leading speciality chemical manufacturer providing bleach activation systems, selected Sage ERP X3 to streamline its core business processes to accelerate business growth.

Richard Prosser, IT Manager at Warwick Chemicals commented that: "Sage ERP X3 provides realistic business intelligence quickly. The flexible nature of the solution really appealed to us, as our supply chain demand can change rapidly. We also needed a solution that was quick to implement and easy to use, all qualities that Sage ERP X3 offers."

## Payments

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### **Sage and Moneris partner to simplify and streamline the payments workflow for Canadian businesses**

We have partnered with Moneris Solutions Corporation, Canada's largest credit and debit card processor, to help Canadian businesses streamline their payment processes. Sage and Moneris will deliver an integrated payment solution that will seamlessly connect Sage accounting and enterprise resource planning applications, such as Sage 50 Accounting (Canadian Edition) and Sage 300 ERP, to payment processing technology from Moneris.

Read the full announcement [here](#)

## Building Business Confidence

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### **Sage Summit**

This year's Sage Summit took place from 28 – 31 July 2014. Over 5,000 Sage customers and business partners joined to discuss issues that face small and mid-sized businesses and how we can help businesses grow and thrive.

Guests and presenters took to social media creating a buzz of conversation surrounding the event with over 25,000 messages using #SageSummit reaching over 12.7 million people. Speakers included Biz Stone, co-founder of Twitter speaking about start-ups, Robert Gibbs and Karl Rove debating business policy and a panel including Jessica Alba, Magic Johnson and Carey Smith giving their views on running a successful business.

Jessica Alba tweeted her 7.5 million followers saying "I had a great time with #magicjohnson #jcareysmith & @forbes #tomdavis @Sage\_Summit #SageSummit." Our customers agreed saying "it was the best business event I was ever at" and "I've attended #SageSummit for 10 years and this was by far the best year."



The Sage keynote was delivered by Pascal Houillon (President and CEO, Sage North America) and Himanshu Palsule (CTO and Head of Strategy, Sage North America) and focused on strategy and innovation. Pascal reviewed [Sage's progress in North America against our technology strategy](#) and how Sage offers customers choice and flexibility through purposeful innovation. As part of this, Pascal highlighted how we are building on three trends to deliver our next generation of solutions:

- Extending customers' presence in the cloud, including building on their existing investment;
- Helping customers to benefit from the convergence of mobility and data; and
- Maintaining mission critical considerations as the foundation of all the products we build.

Himanshu picked up on these themes with live demos of some of our new cloud and mobile solutions. Mobile applications shown included Sage Mobile Sales, Sage Mobile Service and integration with Sage Mobile Payments, all of which are commercially available.

## What's next?

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9 October 2014  
3 December 2014

Sage Business Index published  
2014 Year-end results announced

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

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