Helping Your Business Leverage the Cloud

Our millions of customers have told us "one-size-fits-all" does not work when it comes to selecting software, services, and solutions for running their business. You want flexibility and candidly, choice. Flexibility in how you purchase and use a solution and choice in how you deploy it - locally, globally, or virtually in the "cloud".
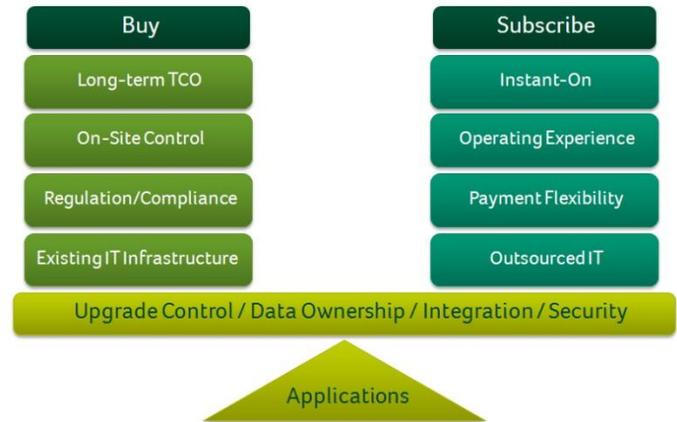
You want low cost, high value solutions that align with your IT strategy and capabilities. And most importantly because data security is paramount, you demand to work with a vendor you know and trust.

Are we hearing you correctly?

If so, Sage is here to help support your business with two additional categories of products and services to allow you to take advantage of the web while providing you with choice, convenience and peace of mind.

Flexibility & Choice

Buy	Subscribe
Long-term TCO	Instant-On
On-Site Control	Operating Experience
Regulation/Compliance	Payment Flexibility
Existing IT Infrastructure	Outsourced IT

Upgrade Control / Data Ownership / Integration / Security

Applications

- **Sage Connected Services**
- **Sage Online Business Solutions**

This white paper will provide insight to how Sage's Web Strategy will help you take advantage of the Cloud to help your business improve efficiency and save money.

Sage Connected Services

Connected Services are online, web- or mobile-based services, integrated with a Sage product and designed to solve specific problems for the business you're in. In some instances, they are provided at no charge, in others, they can be purchased on a subscription basis or included with a Sage Business Care Plan.

Connected services extend your reach beyond the "four walls" of your business and into the cloud, allowing your Sage product to collaborate with Sage Connected Services. You'll get to maximize the choice you've made in selecting Sage, bringing additional value to your business without having to replace your existing solution. And since we only provide the best solutions that integrate with your Sage software, we'll take the guesswork out of finding high quality services. We'll help you bring efficiency into your day-to-day operations so you can focus on what matters most—running your business.

> "..[Sage's] cloud offerings will give customers more opportunities to gain value from their Sage investment."[1]
>
> — *Nucleus Research Inc.*

In **Appendix A** we've provided a complete list of Sage connected services as of June 2011.

Discovering and Purchasing Connected Services

Today, Connected Services are largely available through Sage in-product marketplaces and on Sage product websites. While the existing marketplaces are convenient, they do not provide a consistent experience for businesses using multiple Sage products. To provide you with a much improved experience in selecting services, a project is underway to develop a standard in-product Sage Marketplace. This new marketplace will provide a common user interface with tight integration to Sage's back-end systems, making it faster and easier to take advantage of these valuable services.

Sage Online Business Solutions

In addition to Connected Services, we're also focused on offering solutions that are web-based, whether SaaS (Software as a Service), hosted, or a combination thereof – allowing for entire sets of applications to be deployed in the Cloud. We refer to these as Sage Online Business Solutions.

We recognize there is a growing segment of small businesses with the desire to move their core business management needs online, and we're committed to serving this growing need. Our first introduction into this area is Sage Billing Boss, an online invoicing tool. The Sage UK region recently launched SageOne – a SaaS offering targeting entrepreneurs. In the next 12 months you can expect to see Sage announce additional multi-tenant SaaS offerings in North America specifically designed to meet the needs of the entry-level (micro-business) market.

For those of you who are more "mid market," we understand that you may have some different boundaries than our small business customers. The majority of you tell us that you are very content with using our products on-premise while some prefer that Sage host solutions on their behalf. Our online business strategy accommodates both options. These interoperable solutions can be "interchangeably" deployed either in your offices or hosted in the cloud.

So, our SaaS competitors often bring up "multi-tenancy" as an advantage over Sage. Our belief is "tenancy" is a vendor economics issue and largely a non-issue for customers. A Saugatuck 2010 study found only 8% of businesses considered multi-tenancy to be a factor when selecting a SaaS provider.[2] With that said, multi-tenancy is an important factor when delivering SaaS solutions to entry level businesses given the importance of scale at low cost. For that reason, all of our solutions targeting this segment will be multi-tenant.

> **"Sage has been inching toward the Cloud for a few years now, but it looks like the pace is about to accelerate."[3]**
>
> *— Marshall Lager, Third Idea Consulting*

Regardless, we hear you! Our current, hosted mid market products will be multi-instance but single-tenant from a database perspective, allowing you and our partners to easily configure and customize our solutions to fit your business' needs. Given the transactional volume in small businesses, we have elected to build multi-tenant applications for the entry-level market going forward.
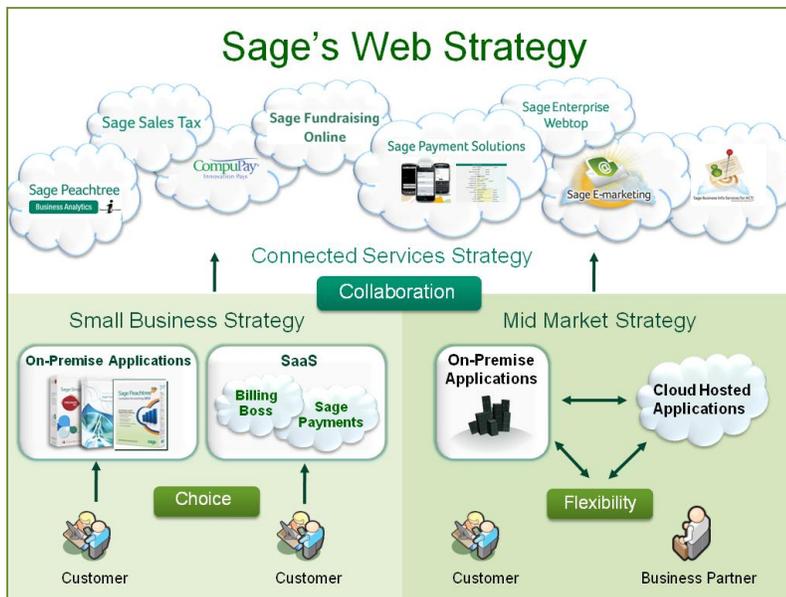
Our journey with Sage Online Business Solutions is just starting. We already have some very strong initial successes with many more planned ahead. We are keeping a keen eye on technology and business model evolution and, as always, remain committed to making the necessary changes as your needs evolve. We feel

confident our current strategy is being well accepted by our customers and partners, as evidenced by the recent successes our Online Business Solutions are enjoying.

Listed below are Sage Online Business Solutions that have been released or planned for the immediate future.

Online Business Solution	Business Need/Market	Availability
Sage SalesLogix Cloud	CRM	Now available
SageCRM.com	Mid Market business (CRM)	Now available
Sage ERP Accpac Online	Mid Market business (ERP)	Now available
Sage ERP MAS 90 Online	Mid Market business (ERP)	Available 2011
Sage Online Nonprofit Suite	Nonprofit	Available 2012*
Sage Intergy on Demand	Healthcare	Now available
Sage Payment Solutions	Payments	Now available

*project scope in process

Putting it All Together

In summary, Sage's Connected Service and Online Business Solution strategy is about providing you with choice and will introduce you to new, more efficient ways of doing business!

Appendix A: Sage Connected Services Listing

Listed below are Sage connected services that are currently available or are planned for release. For more information about a particular service, click the hyperlink found in the service name. Services are categorized as follows.

- Employer Services: learning management service, performance management service, recruiting service
- Financial Services: payments service, credit checking service, billing service
- Operations Services: payroll service, direct deposit service, tax service, compliance service
- Sales and Marketing Services: E-marketing service, business information, business intelligence services
- Vertical Services: Healthcare patient and physician services, construction project management services, fundraising and grant management services

Have a suggestion for a service not currently available? We'd love to get your input. Please email your recommendations to us at SageStrategyTeam@sage.com.

Sage Connected Service	Business Need/Market	Availability
Employer Services		
CyberRecruiter for Sage Abra	Employer Solutions	Coming Soon
Sage Abra Benefits Messenger	Employer Solutions	Now available
Sage Retirement Services	Employer Solutions	Coming Soon
Financial Services		
Sage Exchange for Sage ERP Accpac	Mid Market business (ERP)	Now available
Sage Payment Solutions for Sage ERP MAS 90 and 200	Mid Market business (ERP)	Now available
Sage Payment Solutions for Sage ERP MAS 500	Mid Market business (ERP)	Now available
Sage Exchange for Sage ERP X3	Mid Market business (ERP)	Now available
Sage Exchange for Sage Pro ERP	Mid Market business (ERP)	Now available
Sage Exchange for Sage PFW ERP	Mid Market business (ERP)	Coming Soon
Sage Payment Solutions for Sage Fundraising 50	Nonprofit	Now available
Sage Payment Solutions for Sage Millennium	Nonprofit	Now available
Sage Payment Solutions for Sage Peachtree	Small Business	Now available
Sage Payment Solutions for Sage Simply Accounting	Small Business	Now available
Sage Exchange for Sage BusinessVision	Small Business	Now available
Sage Exchange for Sage BusinessWorks	Small Business	Available 2012
Sage Exchange for Sage DacEasy	Small Business	Now available
Sage Exchange for Sage Timeslips	Small Business	Now available
Operations Services		
Payroll tax eFiling for Sage Master Builder	Construction/Real Estate	Now available
Payroll tax eFiling for Sage Timberline Office and Enterprise	Construction/Real Estate	Now available
CompuPay	Employer Solutions	Now Available
Payroll tax eFiling for Sage Abra HRMS powered by Aatrix	Employer Solutions	Available 2011
Sage Payroll Paycards	Employer Solutions	Now available
Payroll tax eFiling for Sage ERP MAS 90 and 200, powered by Aatrix	Mid Market business (ERP)	Now available
Payroll tax eFiling for Sage ERP Accpac powered by Aatrix	Mid Market business (ERP)	Available 2012
Sage Enterprise Webtop for Sage ERP X3	Mid Market business (ERP)	Now available
Business credit monitoring services, powered by Experian	Mid Market business (ERP)	Now available
Sales Tax for Sage ERP Accpac	Mid Market business (ERP)	Available 2011
Sales Tax for Sage ERP MAS 90 and 200	Mid Market business (ERP)	Now available
Sales Tax for Sage ERP MAS 500	Mid Market business (ERP)	Now available

Sage Connected Service	Business Need/Market	Availability
Sales Tax for Sage ERP X3	Mid Market business (ERP)	Coming soon
Aatrix eFile for Sage Fund Accounting	Nonprofit	Now available
Sage Peachtree Select Payroll	Small Business	Now available
Sage Peachtree Managed Payroll powered by CompuPay	Small Business	Now available
Sage Peachtree Online Backup	Small Business	Now available
Sage Peachtree Direct Deposit	Small Business	Now available
Sage Simply Accounting Direct Payment	Small Business	Now available
Sage Simply Accounting Direct Deposit	Small Business	Now available
Sage Billing Boss	Small Business	Now Available
Sage Timeslips eCenter and Mobile Application	Small Business	Coming soon
Sage Timeslips Electronic Bill Delivery	Small Business	Now available
Payroll Tax eFiling for Sage BusinessWorks	Small Business	Now available
Sales & Marketing Services		
Sage Cloud Report Services	Construction/Real Estate	Available 2012
Sage Mobile for ACT!	Small Business	Now available
Sage ACT! Connect	Small Business	Available 2011
Sage Business Information Services for ACT!	Small Business	Now available
Sage E-marketing for ACT!	Small Business	Now available
Sage E-marketing for SalesLogix	Mid Market business (CRM)	Now available
Sage E-marketing for Sage CRM	Mid Market business (CRM)	Now available
Sage SalesLogix Advanced Analytics[4]	Mid Market business (CRM)	Coming Soon
Sage E-marketing for Peachtree	Small Business	Available 2011
Vertical Services		
Sage Cloud Project Services	Construction/Real Estate	Available 2012
Sage Grant Management	Nonprofit	Now available
Sage Fundraising Online	Nonprofit	Now available
Sage Patient portal	Sage Healthcare Division	Now available
Sage Physician Portal	Sage Healthcare Division	Available 2011
Sage Transaction Services	Sage Healthcare Division	Now available

Dates provided as of June 2011 and are subject to change.

[1] Source: Nucleus Research http://nucleusresearch.com/research/notes-and-reports/sage-update/

[2] Source: Saugatuck Technology July 2010 Software-as-a-Service: Managing Key Concerns and Considerations

[3] Source: Third Idea Consulting http://www.3rd-idea.com/2011/02/sage-moves-forward-with-cloud-services-new-ceo/

[4] Requires a Sage SalesLogix Cloud subscription, additional purchase required.