BP EMAILS - Client Brief

Sage 200 Extra – Flexible business-wide on-premise software

* Audience Sage 200 Extra BP prospects
* March theme Integrated ERP/CRM
* Content Four ways integrated CRM/BMS solutions improve customer experience

1. S200 CRM Connect BP Email

BP logo Sage Strategic Partner logo

Creative – Use “Heart” imagery – not already used in Sage campaign

Sage 200 Extra Call us on (Telephone number)

Sage 200 Extra is a comprehensive ERP system giving you a single view of your customers. And with integrated Sales, Marketing and Service modules you’ll now have the tools to provide an outstanding customer experience at every touchpoint.

Customer experience is the new battlefield – companies expecting to compete mostly on the basis of customer experience (36% in 2011 – 89% in 2016) – download our white paper today to find out how integrated ERP and CRM will enable you to put customer experience at the heart of your business.

Link to White Paper (hosted by partners?)

Add area for BPs to add their information

* Audience Sage 200 Extra BP prospects
* March theme Time management
* Content Top tips for effective time management

2. S200 Extra Time Management BP Email

BP Logo Sage Strategic Partner Logo

Creative – Use same imagery – not already used in Sage campaign

Sage 200 Extra Call us on (Telephone number)

Effective time management is the backbone of business

Flexible working offers great benefits to both your business and employees. However it might raise concerns about time management, stock control and efficiency of staff.

Sage 200 Extra presents facts and figures in a meaningful way. Because it offers more than just accounts, it will help you to build a joined up, efficient business by connecting all of your different business functions. It allows users to access data anytime, anywhere, saving you time and help to drive business success.

CTA: Download the ten top tips for effective time management guide today

Link to White Paper (hosted by partners?)

Add area for BPs to add their information

SAGE 200 EXTRA ONLINE

* Audience Sage 200 Extra Online BP prospects
* February theme Mobile
* Content 8 signs it’s time to go mobile

3. S200 Extra Online Mobile BP Email

BP Logo Sage Strategic Partner Logo

Creative – Use same imagery – not already used in Sage campaign

Sage 200 Extra Online Call us on (Telephone number)

Could mobile working transform your business?

94% of business personnel believe mobile devices make them more efficient

89% said they use mobile devices for work\* \*CDW

By choosing a cloud solution like Sage 200 Extra Online you can guarantee to have access to business critical information, anytime, anywhere. You and your employees can gain timely insight into your data, from a wide range of devices.

CTA: Read our mobile accounting guide: 8 signs it’s time to go mobile

Link to White Paper (hosted by partners?)

Add area for BPs to add their information

* Audience Sage 200 Extra Online BP prospects
* March theme Innovation in Business
* Content Top tips for effective time management

4. Sage 200 Extra Online Innovation BP Email

Business agility with cloud ERP

Business agility tops the business technology agenda. Change management, market responsiveness and knowledge sharing are essential to today’s businesses. Sage 200 Extra Online is a cloud-based business management solution (the next generation of ERP) for growing businesses, that’s more than just accounts software. Sage 200 Extra Online delivers a greater depth of functionality for more complex businesses and you can pay monthly. With Sage 200 Extra Online gives you the tools to become an agile business.

CTA: Read our infographic: 10 ways the cloud can improve your business.

[LINK: <http://www.sage.co.uk/business-advice/growing-and-running/ten-ways-cloud-computing-improves-business-infographic>]

Link to White Paper (hosted by partners?)

Add area for BPs to add their information