Sage 100
Not only a new Experience

Strategic Product Vision 2026

Today's Speakers

Leadership

David Klecel

VP Sales

Leading the commercial strategy and customer acquisition

Technology

Valentin Berthel

CEO of Genysia

Tech Partner & AI Expert driving innovation

Product Strategy

Nicolas Jacques

Strategic Product Manager

Sage 50/100 France Vision & Execution

Sage 100 Today: The Challenges

Critical issues impacting growth & customer retention

14%
Churn Rate (High Risk)

Declining
New Customer Acquisition (NCA)

Low
Cloud Adoption Velocity

Operational & Product Pain Points

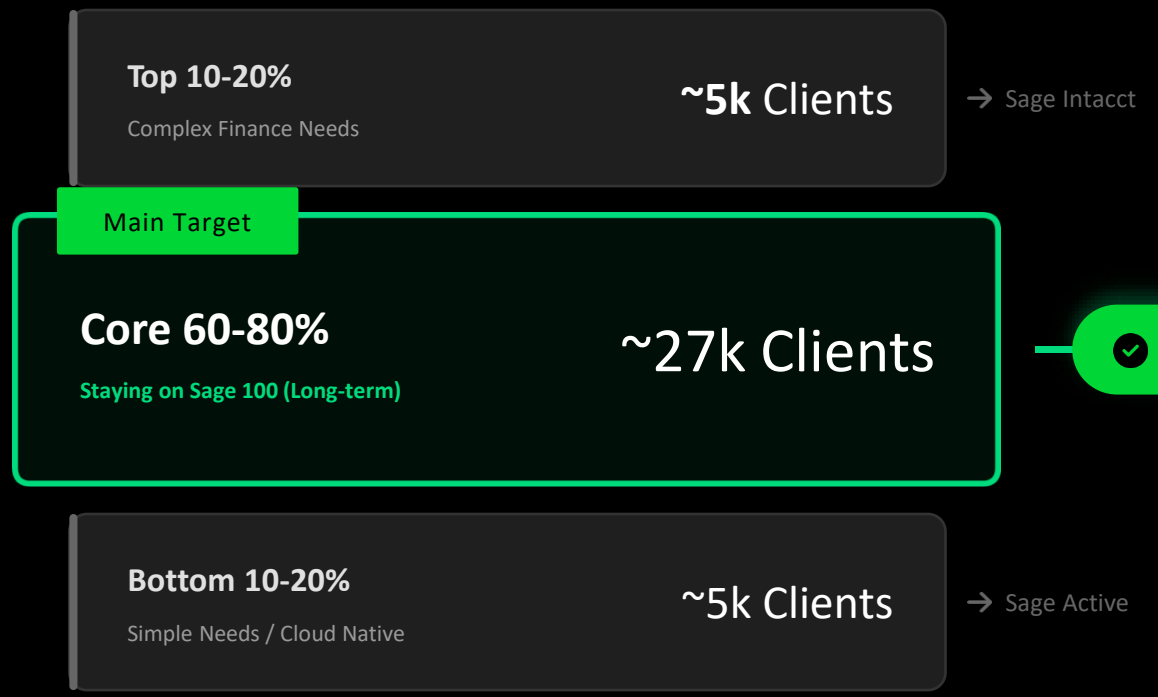
Difficulty Moving to SPC (Cloud Hosting)
Migration friction remains high, slowing down the modernization of the installed base.

No Usage Data Visibility
Zero data to understand user behavior, making proactive care and retention strategies strategies impossible.

Fragmented, Multi-Layer Experience
Product core is stuck; innovation comes from disconnected services (SSM, Connect, Connect, Knowledge Base), creating a disjointed user journey.

Note: These challenges are not specific to France but are shared by all cloud-connected products across our markets.

Customer Base: Migration Paths



Total Customer Base

37,000 Clients

€110M ARR

At Risk in Core Segment

Modernized Sage 100

"Modernized Sage 100 targets the 60-80% core segment staying long-term."

Sage

Cloud Connected Products have 30+ Years of Business Expertise

An accumulated functional depth that
no competitor can catch up in the 2 years ahead.

Unbeatable Functional Moat

Our Ambition: Return to Conquest Mode

Strategic Goals 2026

-60% Drastically Reduce Churn

Targeting 5-7% churn rate (down from 14%) by delivering tangible value through through Modernized Sage 100.

Reignite NCA Growth

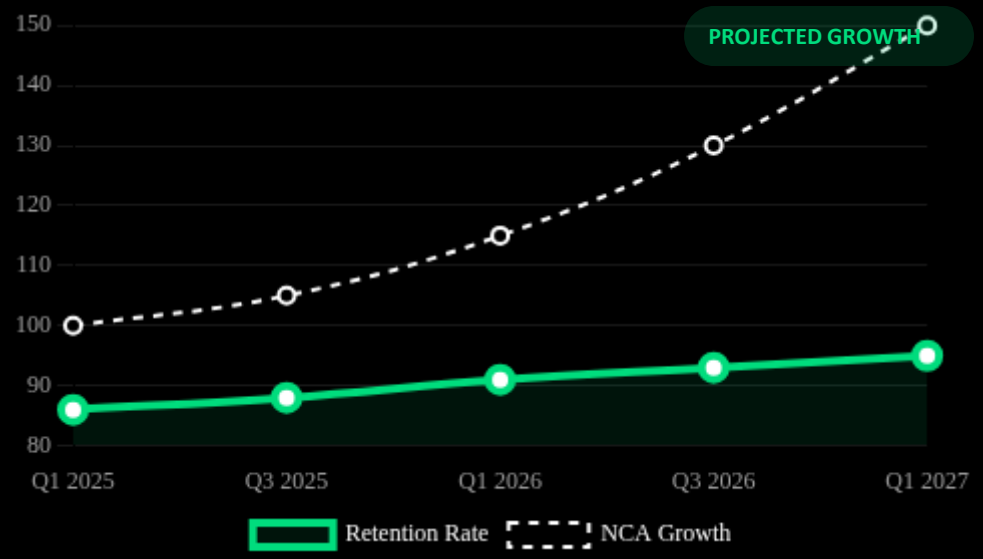
Launch a modern, competitive offering that attracts new customers and simplifies the simplifies the sales process.

Innovation Leadership

Position Sage as the most innovative SMB solution with cutting-edge AI and seamless and seamless UX.

E-Invoicing Catalyst

Leverage the Sept 2026 reform as a unique market opportunity for massive adoption adoption and customer acquisition.



Our Vision: 3 Experiences Transformed

Customer Experience

- Modern & Reactive Interfaces
- Centralized Sage Hub
- Integrated Agentic AI

Partner Experience

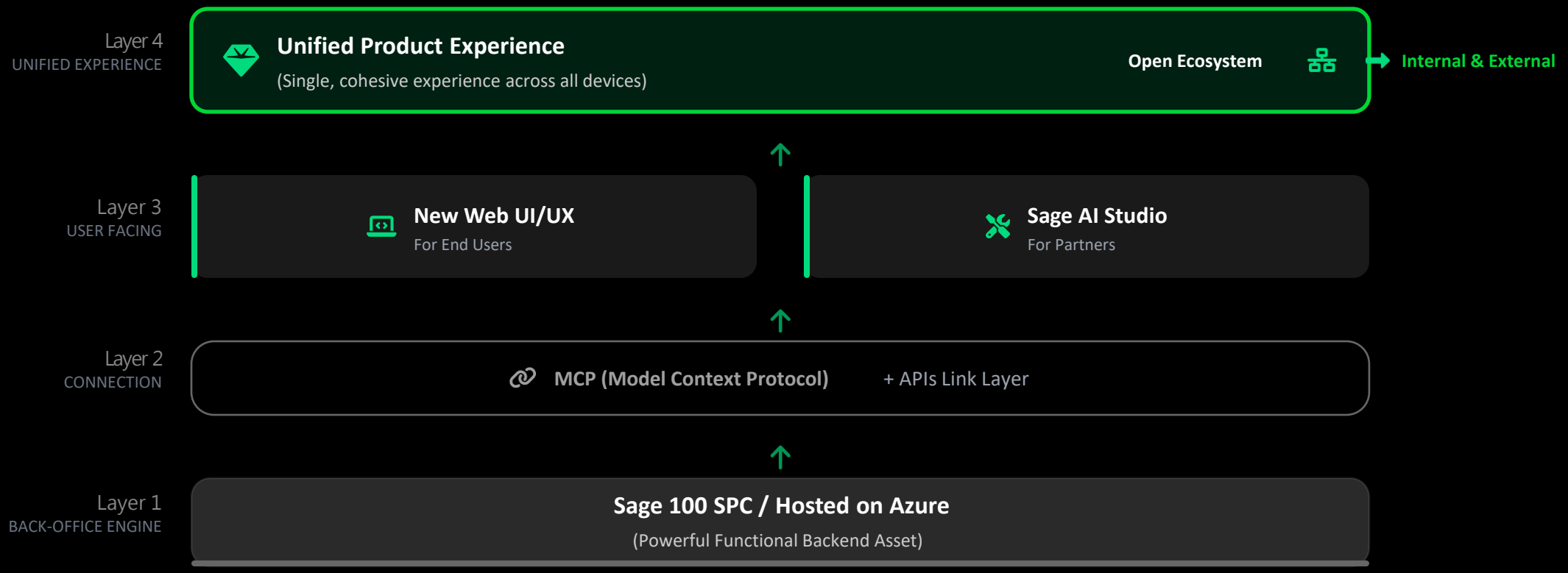
- AI Studio for Innovation
- Portfolio Data Access
- Open APIs Ecosystem

Employee Experience

- Innovative Product to Sell
- Unified Tools & Metrics
- End-to-End Ownership

Technical Architecture

From fragmented multi-layer to unified experience



Transforming a complex backend into a **seamless modern experience**

Web Ergonomics : Speed & Modernity

Hyper-Reactive Interface

Local cache technology delivers extreme speed. A major advantage over SPC hosting latency.

Web Access Anywhere

Fully responsive architecture. Optimized for seamless use on desktop, tablet, and mobile.

Modern & Intuitive

Frictionless workflows and clean design reduce user training time and errors.
errors.

Competitive Edge

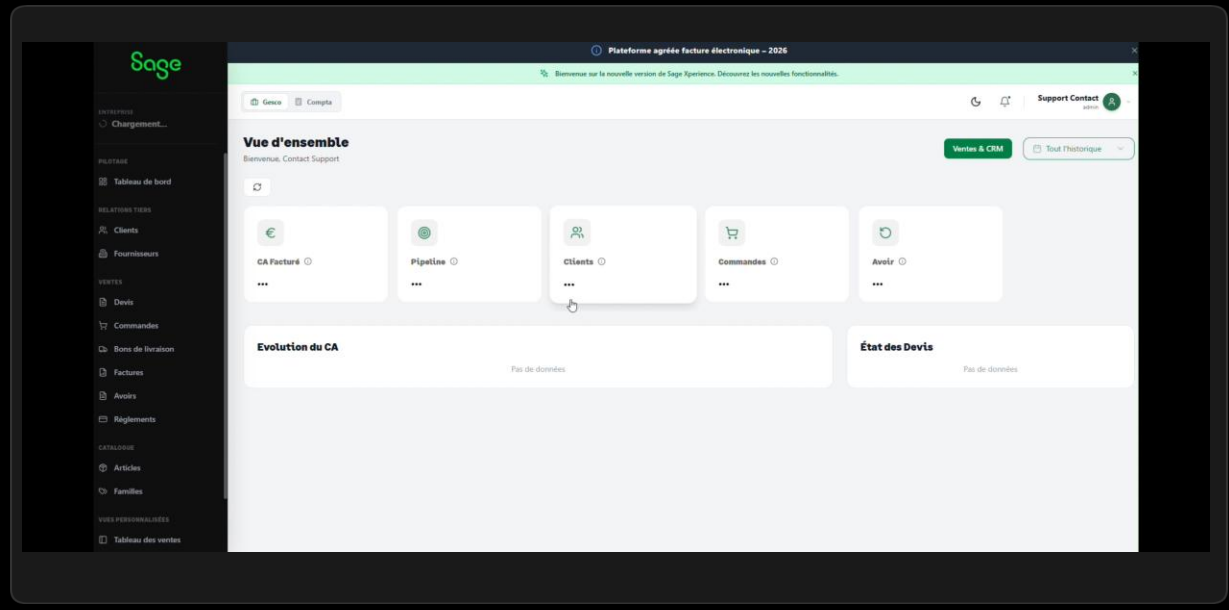
Sets a new market standard for speed and usability vs. competitors.

Unified Hub Experience

All services centralized in one platform (e-invoicing, knowledge base, support, marketplace).

Data-Driven Intelligence

Real-time usage analytics to optimize user experience and business decisions.



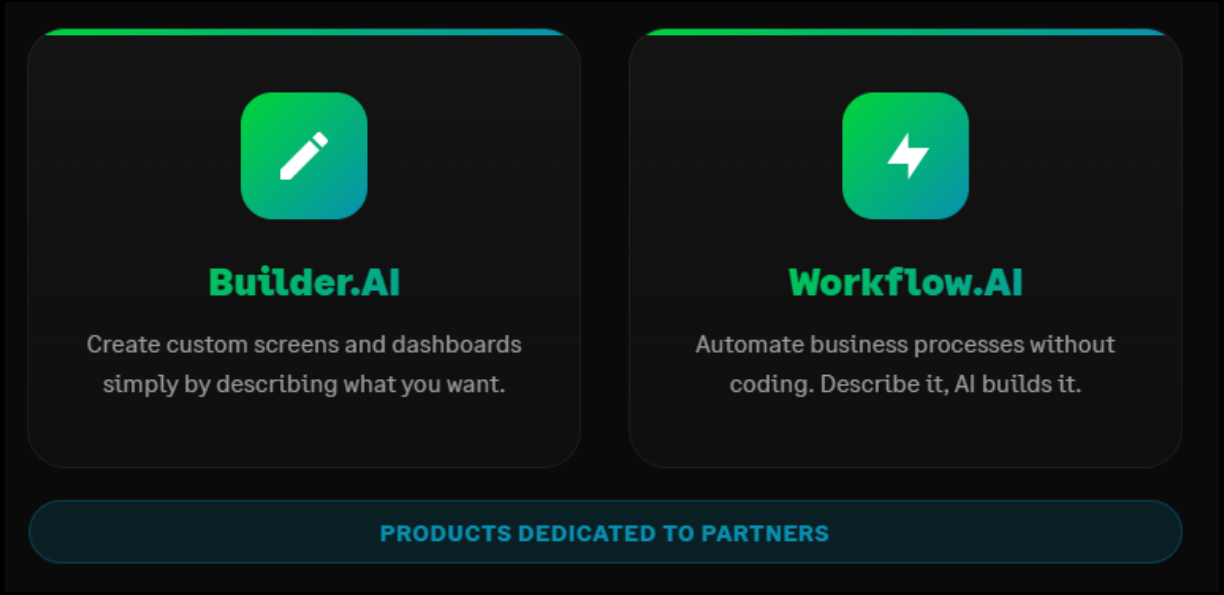
100% aligned Sage 100 SPC

Cloud migration becomes obvious, not a constraint.

Now, let's talk about

Sage AI Studio

Artificial intelligence at the service of your clients.



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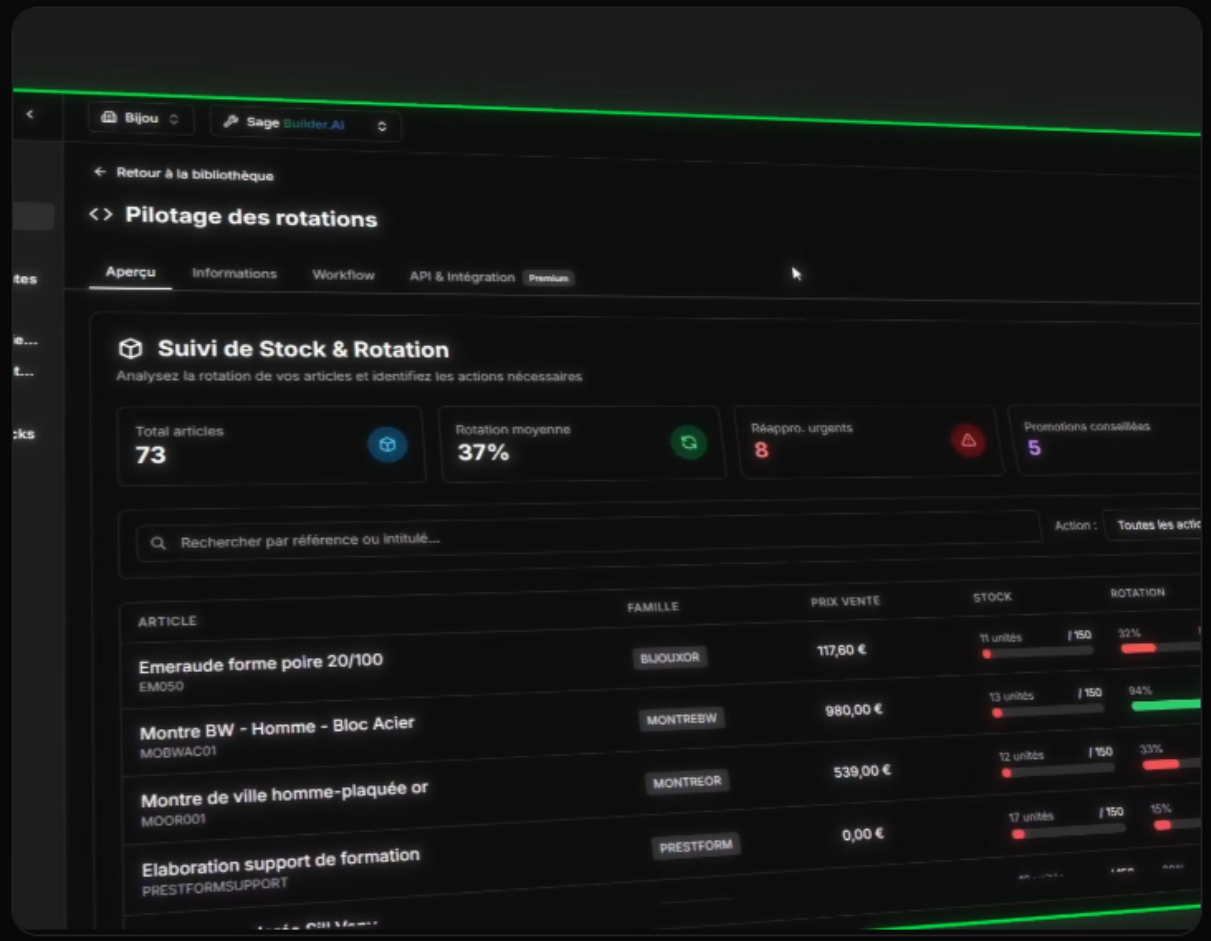

Builder.AI.

Describe. AI builds.

- ✓ Generate Sage-connected views with a simple prompt
- ✓ Iterate, Improve, Finalize: VibeCoding Mode
- ✓ Deploy the final view to the customer portal
- ✓ Multi-product & Multilingual
- ✓ One API per view - universal integration

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Making Sage portal the customer Hub.

Image avec produits Sage, et autres (CRM, ……)

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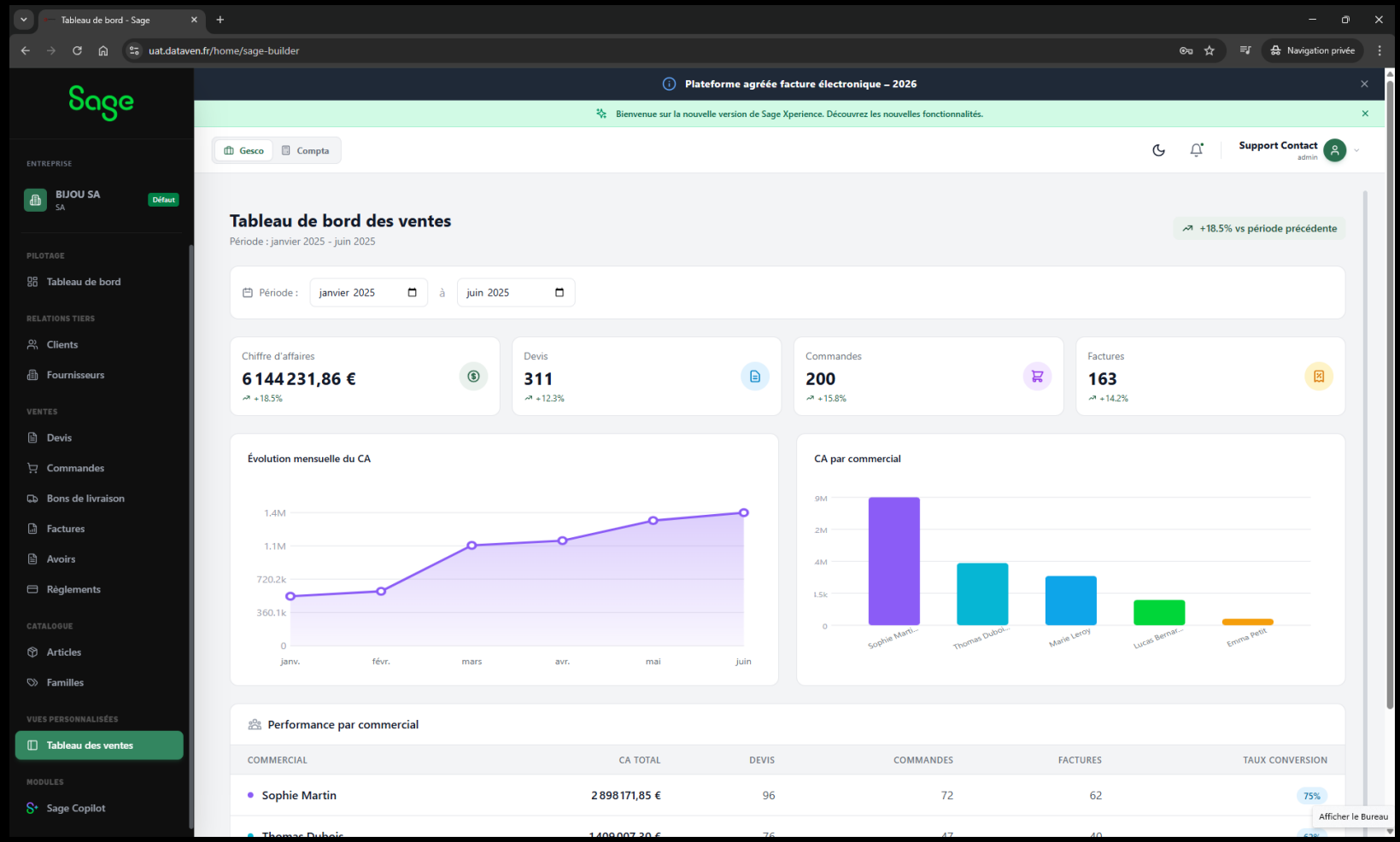
Accessible via the customer portal.



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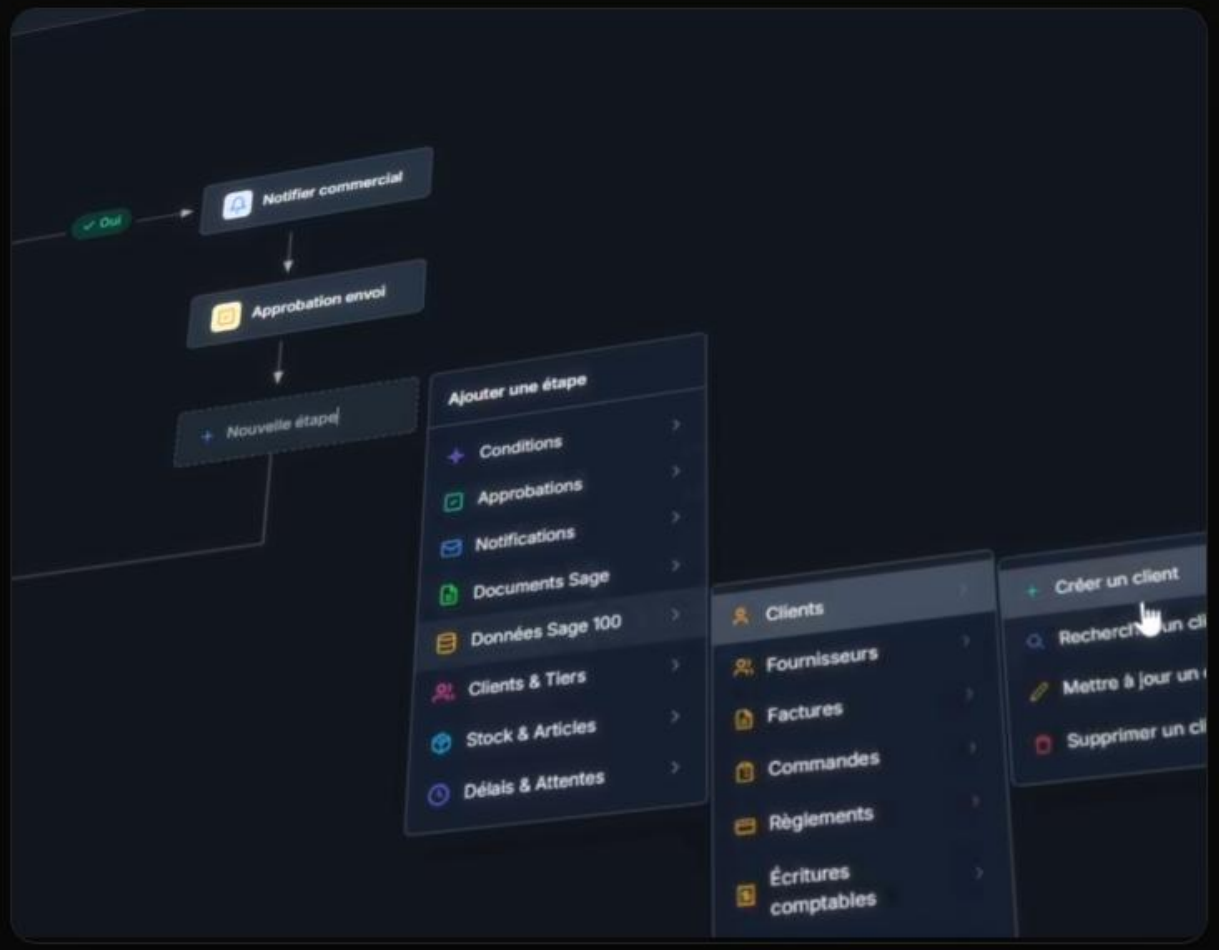

Workflow.AI.

Explain. Sequence. Deploy.

- The autopilot for business workflows
- Interact inside and outside of Sage
- Connect workflows to AI-built views
- Create automations with most market tools

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Partner library.

Industrialize your developments. Maximize your margin.

- ✓ Transfer your star views in minutes from one client to another
- ✓ Be proactive with prospects with never-seen-before capabilities
- ✓ All the robustness of Sage with all the flexibility of the web

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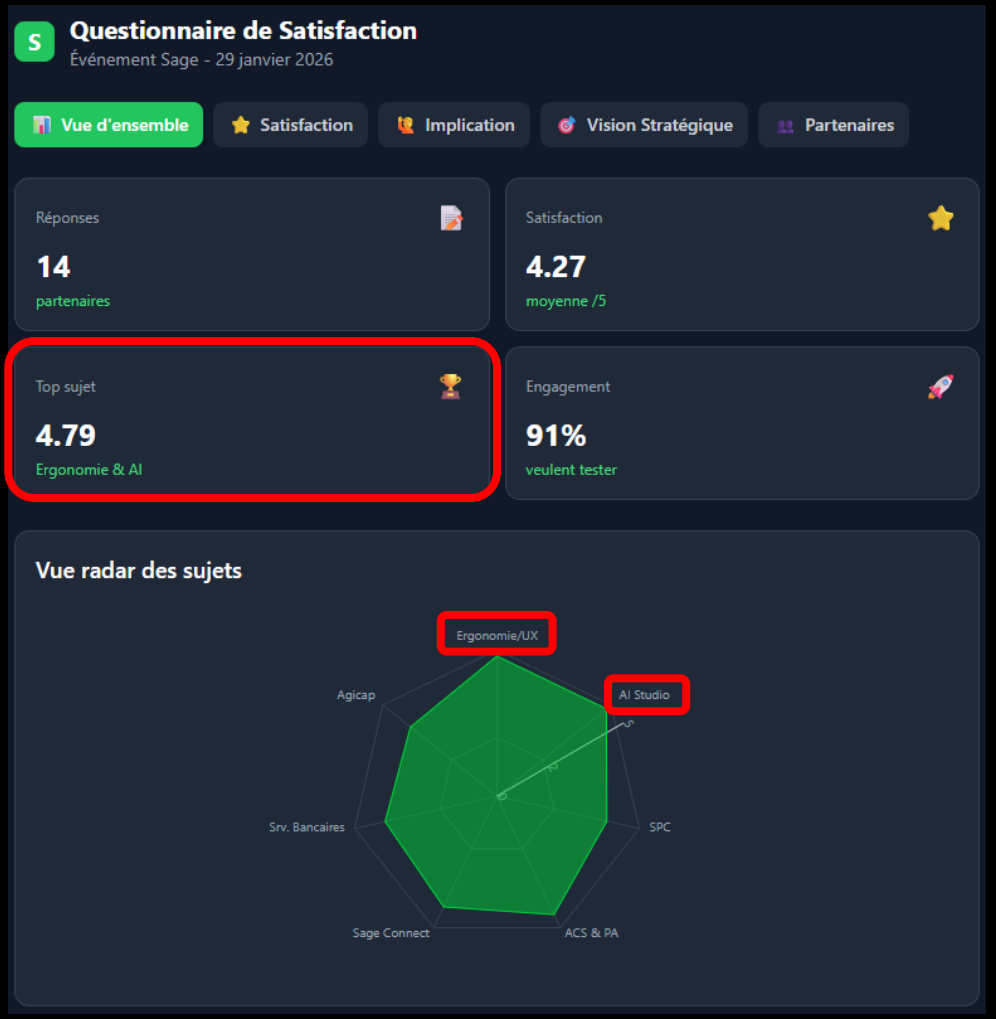
Already acclaimed by our TOP 20 partners.



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What's next.

New Web Experience

Sage

- FEBRUARY — **V0 Sales**
- LATE FEB — **Training**
- POC — MARCH — **V0 Accounting + EAP**
- Q2 2026 — **Deployment**

Sage AI Studio

Artificial Intelligence

- NEW — LATE FEB — **Sage Ask.AI**
- MARCH — **Builder.AI**
- APRIL — **Distribution**
- JUNE — **Workflow.AI**

Sage

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