Sage Data Cloud Delivers New Mobile Solutions, Giving Businesses Anywhere, Anytime Solutions to Stay Competitive

Sage Mobile Sales, Sage Mobile Service and Sage Billing and Payment now available

IRVINE, Calif. (February 11, 2014) – Sage North America announced the general availability of its new mobile solutions, purposefully designed to empower businesses to innovate in the field. Delivered through the new Sage Data Cloud, Sage Mobile Sales and Sage Mobile Service are currently available for download in Apple iTunes. Sage Billing and Payment is a web application that works with popular web browsers.

Mobility is a critical enabler for the success of connected services, serving as a means for businesses to access applications on their local devices. These new solutions allow businesses to continue to innovate without disrupting the investments they have already made in their on-premises software.

By developing the necessary mobile infrastructure and platform, Sage mobile solutions connect with select Sage ERP systems to allow them to consistently share data. Sage is also focused on native responsive design, which allows people to use the applications across different devices with a minimal learning curve. Intuitive application familiarity is a core design principle in all Sage mobile applications, which ensures the design is fit for the purpose and is scalable.

"Mobile applications are the way to go, especially for small businesses that are trying to increase efficiencies and better serve customers," said Nick Castellina, senior research analyst at Aberdeen. "Providing the full ERP suite on a mobile device can be cumbersome; these apps, on the other hand, contain the essential functionality necessary for a mobile user. Further, the data cloud makes business operations easier for smaller organizations that don't have the internal IT resources of their bigger competitors. Both technologies are really about making business easier, and that is what the growing business is seeking."

"Sage is on a mission to provide the most purposefully built mobile solutions on the market," said Himanshu Palsule, CTO and head of product strategy at Sage North America. "We've developed our solutions to deliver maximum value for each person. We didn't want to just create another mobile version of our existing software; instead, we intentionally took advantage of the mobile platform to streamline processes and create a competitive advantage for businesses using Sage mobile applications and services in the field.

"As we continue building our mobile line, we will look to expand mobile functionality across products and markets to drive scale and volume. Sage also plans to enable alliances and partners to participate in the Sage mobile ecosystem as well as enhance the existing infrastructure for a consistent global deployment."

Designed to be intuitively simple, Sage mobile solutions provide anytime, anywhere access for businesses. They allow organizations to provide superior service to their customers, increase productivity and get paid faster.

Sage Mobile Sales
A native iPad application, Sage Mobile Sales provides manufacturers, distributors and retailers all information to make a positive impression and close bigger sales. This includes customer purchase history, current product availability and an online product catalog. The smart catalog presents a product portfolio in a visually stunning and meaningfully organized manner, so customers can see details and related items. Through a real-time cloud

connection to the Sage ERP data, sales reps can process quotes and orders in the field, take payments and collect signatures on their iPad.

Sage Mobile Service
Sage Mobile Service allows field service technicians to be more efficient and flexible in the field. With this app, dispatchers can use the web portal to schedule work orders, view completed orders and send invoices. Field service technicians can view detailed information such as previous work done, add details on parts used and collect payment on the spot.

Sage Billing and Payment
Designed to offer a cost-effective way to improve the invoicing cycle, Sage Billing and Payment is a new subscription-based service accessed through a browser that streamlines and automates the accounts receivable process. The service accepts electronic payments and automates invoice delivery by sending email invoices instead of mailing paper ones. It provides customers with an online self-service portal to make payments instead of placing calls to customer service or sales.

For more information, please visit: www.SageMobileApps.com

About The Sage Group plc

We provide small and medium-sized organizations 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

For more information about Sage in North America, please visit the company website at NA.Sage.com. Follow Sage North America on Facebook, Facebook.com/Sage, and Twitter, Twitter.com/SageNAmerica.

Press contact:
Melody Chalaban
Sage North America
949-753-3503
Melody.Chalaban@Sage.com