

Sage 50cloud

Value Proposition and Messaging

December 2018



Sage 50cloud

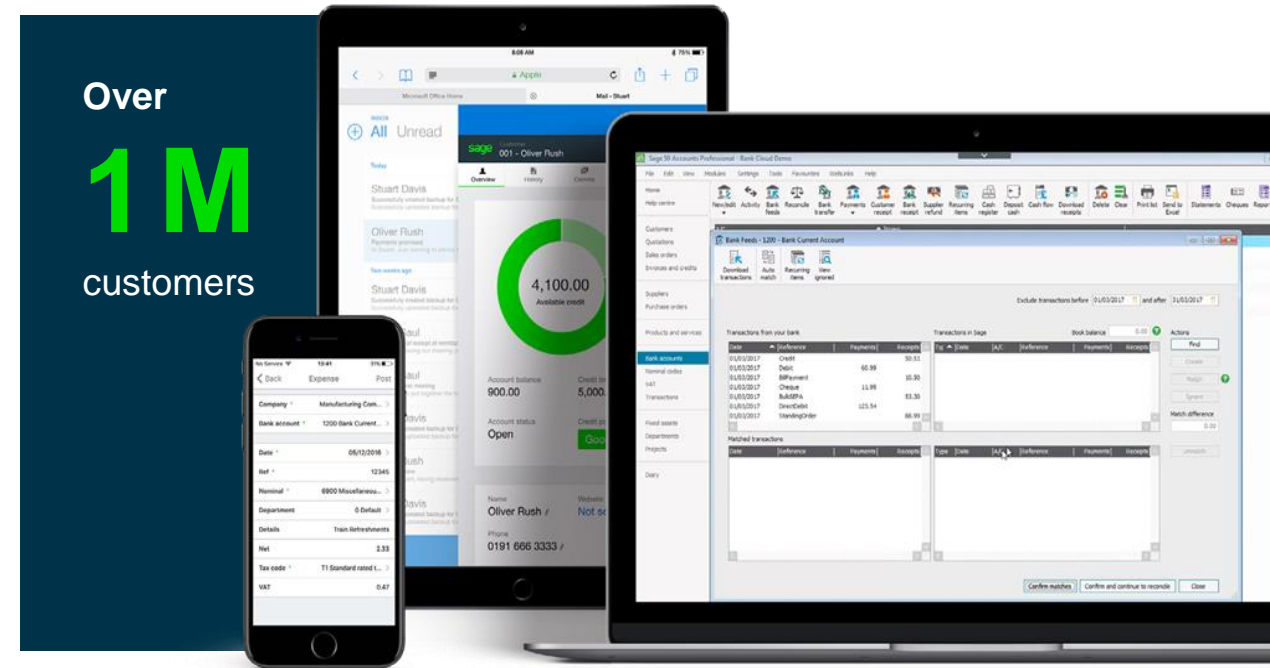


Powerful desktop accounting software, connected to the cloud and fully compliant. Easy to use and manage accounts, invoices, stock, cash flow, banking, payments, customers, quotes, suppliers and tax.

Less admin. Faster payments. More productivity.

“Sage 50cloud and Microsoft 365 are integral to our future success. It frees up time that I have to devote to my customers and my community.”

Camille Kesler, Smallcakes Cupcakery



Top industries

Services

Manufacturing

Construction

Retail

Who is Sage 50cloud for?



Sage 50cloud is for **small businesses** (typically 1 to 50 employees) who want the **power, familiarity and trust of desktop software** alongside the **freedom, connectivity and productivity of the cloud**. They want to be able to do business **faster and smarter** with **greater insights**. They need to be **always on, always connected, and always compliant**. Sage 50cloud empowers them to do just that.

Small businesses,
typically 1 to 50
employees

All verticals but most commonly:
Services, Manufacturing,
Construction, Retail

Lapsed, New and
existing
customers

Cloud Connected Benefits



**BANK GRADE
SECURITY**

**EASY TO
ACCESS DATA**

**FLEXIBILITY TO
WORK WHEREVER**

**COLLABORATION
MADE EASY**

**INCREASED
PRODUCTIVITY**

**COST
SAVINGS**

**FASTER
PAYMENTS**

**TAX
COMPLIANT**



Value Proposition



Sage 50cloud. Business made easy.

Sage 50cloud is a complete out-of-the-box accounting solution for growing and established businesses with up to 50 employees who want the simplicity, power and productivity of a trusted hybrid solution helping them to stay on top of their cash flow, taxes and finances, and take total control of their business anywhere, anytime.

Simplicity

Modern, simple, easy to use

Modern, easy to use technology delivering a powerful yet simple, out-of-the-box solution that delivers fast, simple & easy processing

Control

Powerful business control

Total business control, with in-depth reporting, financials, invoicing, inventory, tax & cash-flow management, delivering powerful business insights

Productivity

Turbo-charge productivity

Slick, intuitive design. Removes the pain of accounting; freeing time to focus on what matters to derive better business outcomes

Proven

Trusted solution

Tried, tested & trusted by millions of businesses around the world everyday to run their business backed with solid compliance

Freedom

Run your business from anywhere

Smart Cloud Connected services unleashing real-time collaboration with Accountants & Remote Users alongside contact, data & key tasks through O365 access

Messaging Approach: NCA & Lapsed Customers



Adopt separate messaging approach across NCA and Lapsed Customer to better articulate the value of Sage 50cloud to these very different audiences

NCA

- **Audience:** new to Sage, open to selecting the right product
- **Messaging approach:** Simple desktop accounting software for small businesses, fully compliant and connected to the cloud.
- **Key differentiator:** run your business your way without compromise; familiarity and trust of desktop software in Sage alongside the freedom and productivity of the cloud access

Lapsed Sage UBS Customers

- **Audience:** Lapsed Sage UBS customers
- **Messaging approach:** Heavily leverage compliance message (varies by region) and cloud connected value (Office 365) and other add-ons (payments integrations, other regional integrations) to differentiate from Sage products
- **Key differentiator:** stay with/come back to the Sage products you know and love, now even better

Short Elevator Pitch: NCA



Powerful desktop accounting software for small businesses, easy to use, fully compliant and connected to the cloud. Less admin. Faster payment. More productivity.

Full Elevator Pitch: NCA



Sage 50cloud is powerful desktop accounting software for small businesses. Easy to use and manage accounts, invoices, stock, cash flow, banking, payments, customers, quotes, suppliers and tax. Fully compliant and connected to the cloud with Microsoft Office 365. Less admin. Faster payments. More productivity.

Feature Messaging: NCA



Simple, powerful tax management

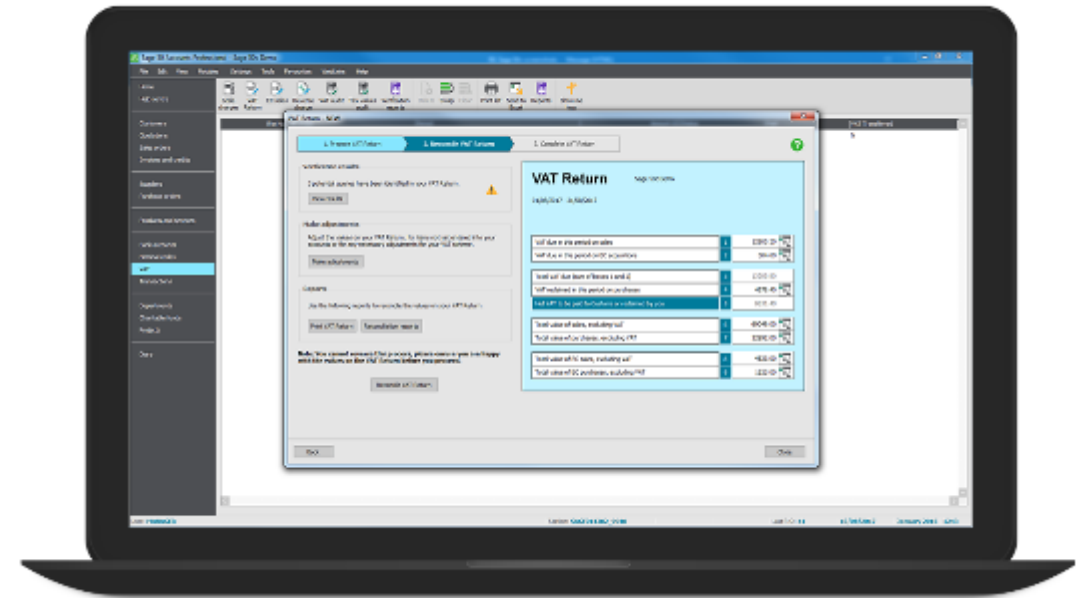
Quickly and easily calculate tax

Reconcile to only pay what you owe

Automatically file returns securely online

Relax knowing that you're up to date with the latest tax legislation

Fully compliant with tax(SST/GST) legislation



*screen to be updated

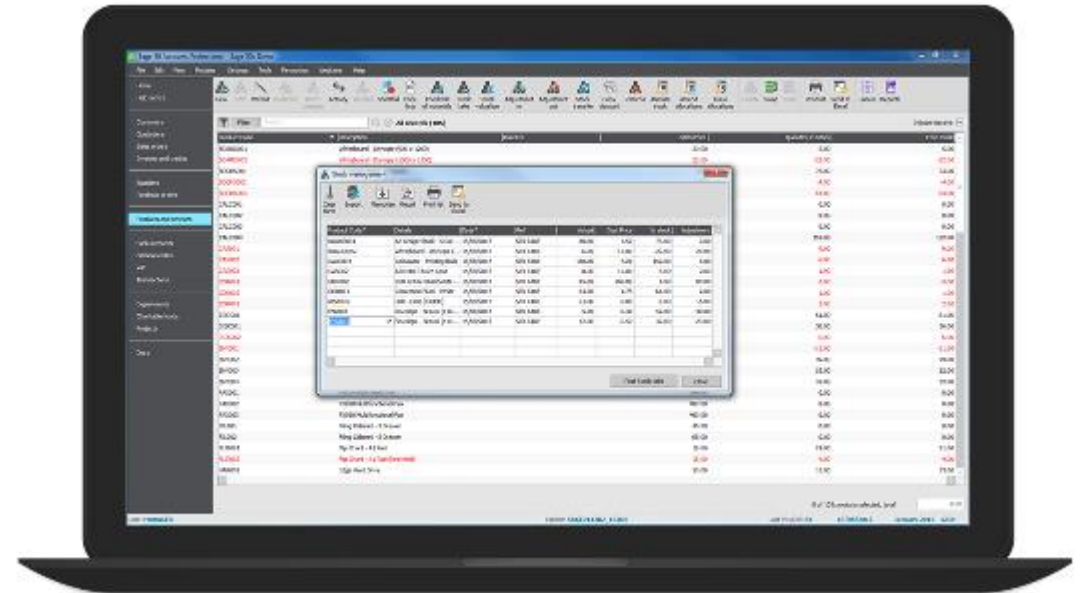
Feature Messaging: NCA



Control stock and inventory

Perform stock takes and automatically update stock levels

Create multi-product builds and keep control of your assets with stock valuations and audits



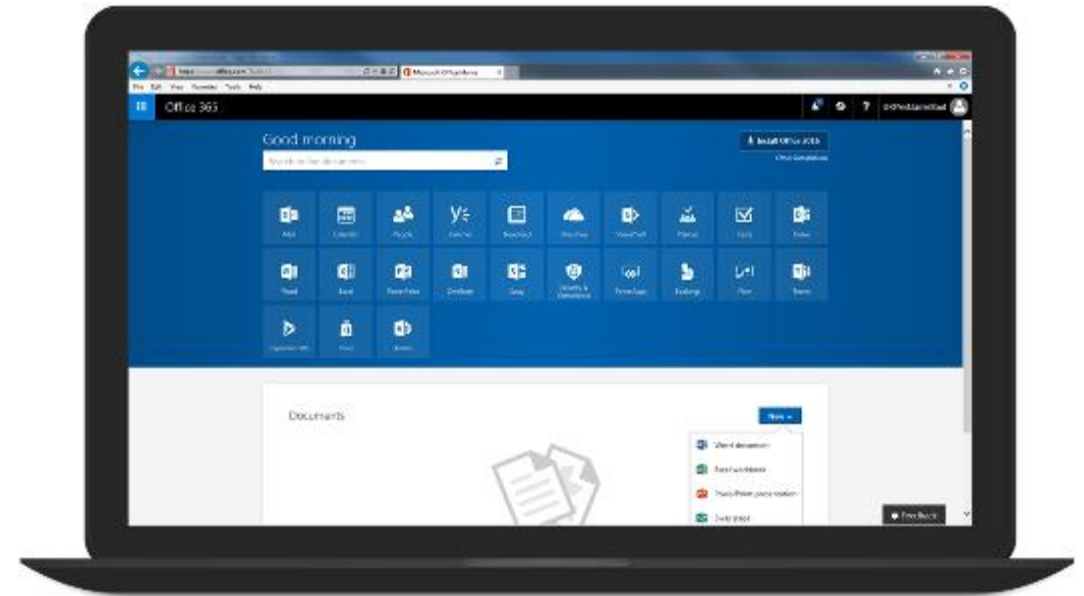
Feature Messaging: NCA



Save time, increase productivity and work from anywhere with Microsoft Office 365

Seamlessly integrate with Sage 50cloud to give you everything you need to run your business wherever you are

Surface Sage 50cloud accounts data in Outlook, and get powerful financial reporting in Excel



C4L Messaging: Lapsed Customers



Simplicity

Worry less.
Work easier.

Modern, easy-to-use technology delivering a powerful yet simple, out-of-the-box solution that delivers faster, simpler and easier to process.

Compliant

We are ready.
We are fully compliant.

We are committed in helping you every step of the way to ensure Sage 50cloud is fully compliant with Malaysia Sales and Services Tax Guidelines.

Productivity

Work together.
Boost Productivity

Integrated into Microsoft Office 365 Business Premium, offering you a wealth of new business functionality.

Sage 50cloud: Fast. Simple. Reliable. Compliant.

C4L Value Messaging: Lapsed Customers



Simple, reliable, trusted, compliant accounting software

Sage 50cloud is the same tried, tested, reliable software that you've built your business around... just better and now fully MTD compliant. Based on your feedback... we're speeding up, automating and making easier the things you use everyday. That's smart improvements, without disrupting the way you work.

Powerful **control** over your business

Get total control over your business and make better, faster decisions with smart, simple yet in-depth performance dashboards & reporting, financials, invoice/order processing, inventory, taxes, and cash-flow management.

Turbo-charge your **productivity**

Take the pain out of running your business and focus more on what matters with a fast user interface and effort-busting features like email integration, direct bank feeds, mobile apps, document storage, and secure cloud-access.

Your Office... where & when you need it

Office 365 is integrated with 50cloud; giving you the latest desktop & cloud versions of the Office apps you love plus powerful collaboration tools like business-class email, 1TB cloud storage and exciting communication and productivity tools,

What is this for?



These are the key **Value Drivers** we use when telling the story about what Sage 50cloud means to a customer

This is the **Supporting Messages** underpinning each **Value Driver**



P&M: Short Elevator Pitch

For existing partners or accountants



Complete, out of the box desktop Accounting software, with secure cloud & mobile access, for Small & Medium Sized Businesses.

P&M: Full Elevator Pitch

For existing partners or accountants



Run your business **more efficiently** with a time-saving **in-depth solution** to manage your accounting, invoicing, cash-flow, inventory, taxes, and so much more. Sage 50cloud seamlessly combines the **power and productivity** of a trusted desktop solution, with **secure online access** and **MS Office 365 integration**.

P&M: NCA Full Elevator Pitch

For existing partners or accountants



Sage 50cloud, powered by Microsoft Office 365, is **complete, simple to use, trusted and reliable** Accounting Software. Used everyday by over 3m people worldwide, Sage 50cloud combines the **power & productivity** of desktop software, with the **freedom & control of smart, secure cloud & mobile access.**

In-depth invoicing, cash-flow management, order processing, inventory and reporting are just some of the features this **powerful, yet simple solution** delivers... right out-of-the-box. Sage 50cloud **comes with Microsoft Office 365 included**, offering **secure cloud data access**, data back up, document storage, and mobile applications. And most importantly, this **complete solution** is backed up with the **up-to-date compliance** so you can rest assured that you are meeting all regulations.

Supported by a **friendly, award winning service team**, Sage 50cloud is the natural choice for established businesses.

Messaging Framework for Target Audiences



	NCA	Lapsed Customers	Existing Customers	Business Partners
Who are they?	Sage 50cloud target personas	lapsed Customers	Existing Customer	Business Partners who recommend, sell and support Sage 50 to SMB's
Sale Barriers:	<ul style="list-style-type: none"> Expensive vs value exchanged Perception that competitors have stronger remote access, mobile, collaboration, bank connections 	<ul style="list-style-type: none"> Have already paid for software, why should I pay again Expensive vs value exchanged Satisfaction with current version Doesn't see value in new innovation Mistrust of Sage 	<ul style="list-style-type: none"> Expensive vs value exchanged Satisfaction with current version Doesn't see value in new innovation 	<ul style="list-style-type: none"> Expensive vs value exchanged Doesn't see value in new innovation Mistrust of Sage
Compelling reasons to move to Sage 50 CA	<ul style="list-style-type: none"> Sage 50 CA value Proposition 	<ul style="list-style-type: none"> Piece of mind with minimal system maintenance Hassle free with product auto-upgrade, always use the latest version of the product Latest product technology developed by local team for local requirements Comprehensive, feature rich but simpler easier to use interface, more productive Seamless migration tool to help transition with confidence Single integrated solution combining invoicing, cashflow management, order processing, inventory, billing and reporting all with the same connected, interface Accelerated pathway to cloud connected services – Sage 50cloud with O365 integration 	<ul style="list-style-type: none"> Lower price Piece of mind with minimal system maintenance Hassle free with product auto-upgrade, always use the latest version of the product Latest product technology developed by local team for local requirements Comprehensive, feature rich but simpler easier to use interface, more productive Seamless migration tool to help transition with confidence Single integrated solution combining invoicing, cashflow management, order processing, inventory, billing and reporting all with the same connected, interface Accelerated pathway to cloud connected services – Sage 50cloud with O365 integration 	<ul style="list-style-type: none"> Seamless migration tool to help transition with confidence Latest product technology developed by local team for local requirements Attractive incentives to foster motivated migrations of customers Accelerated pathway to cloud – Sage 50cloud

Product tier messaging



Product Tier	Key Value	Key Messaging
Sage 50cloud Pro Accounting	<ul style="list-style-type: none"> Accounting software that helps you feel confident. Time-saving accounting essentials Make your business life easier 	<ul style="list-style-type: none"> Manage your business with professional, easy-to-use accounting; efficiently track sales, expenses and taxes, and cash flow; and manage projects and inventory. It is the right fit for small businesses that have one company, one location, and one user and need a professional accounting and business management solution. With Sage 50 Pro Accounting, you get just the tools you need to organize and manage your business, so you can focus on what's important—your success! Sage 50 Pro Accounting lets you easily manage tasks like invoicing and paying bills so you have time to focus on your business. When you choose Sage 50 Pro Accounting, you will save time and money and feel confident
Sage 50cloud Premium Accounting	<ul style="list-style-type: none"> Analyze your business confidently Ideal for small business with advanced business management tool Make your business life easier 	<ul style="list-style-type: none"> Analyze your business with advanced accounting, forecasting, and budgeting functionality. It is ideal for small businesses that require an accounting solution with advanced business management tools for more than one company, location, or software user. Increase productivity with two named user licenses, manage inventory and consolidate financials across companies, and make confident decisions based on real-time business data. Sage 50 Premium Accounting lets you easily manage everyday tasks like invoicing, inventory control, and sales, so you have time to focus on where your expanding business is heading. When you choose Sage 50 Premium Accounting, you will save time and money and achieve more every day.
Sage 50cloud Quantum Accounting	<ul style="list-style-type: none"> Big business accounting tools for small business Reduce waste and rein with advanced serialized inventory Role-based security gives you full control of user access View graphical trend forecasts of key business data at your fingertips! 	<ul style="list-style-type: none"> Centralized financial accounting system to maximize business productivity and to manage cash flow, invoicing, budgeting, and inventory—at a price small businesses can afford Reduce waste and rein in inventory carrying costs by tracking individual inventory serial numbers from purchase order to delivery. Sage 50 Quantum Accounting gives you full control of user access. Role-based security controls allow for screen-level and report groups access control. The Trends Forecast dashboard illustrates your company's projected performance in a set of four graphs and provides trend forecasts of your business' key performance data or indicators (KPIs). For business owner - Sage 50 Quantum Accounting gives you in-depth visibility into your business, enabling you to monitor your business performance and take action. For Accountants - Sage 50 Quantum Accounting gives you comprehensive accounting tools to fully control and manage your clients' accounting with ease and speed. For IT considerations - Sage 50 Quantum Accounting has been architecturally designed to work within your network and not cause undue headaches.