

sage

Sage 50c Accounts

This is **my office**

Your guide to the new Sage 50c Accounts,
combined with the power of Microsoft Office 365



www.sage.co.uk

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Introducing

Sage 50c Accounts

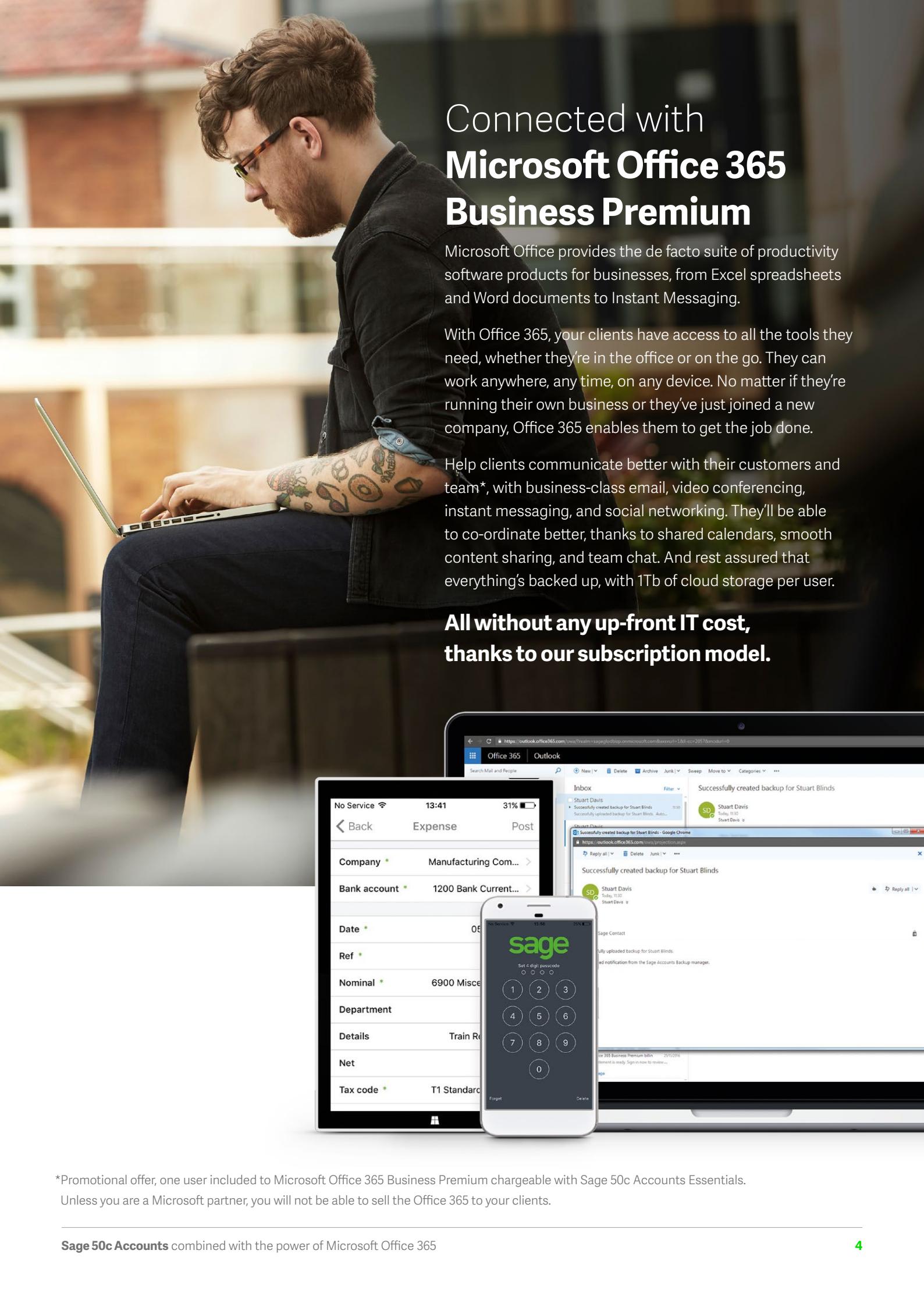
the complete accounts solution

Imagine your clients having the **freedom to control** their business wherever they are. Meet Sage 50c, seamlessly combining the **power and productivity** of our trusted desktop solution with secure online access and Office 365 integration.

- **More freedom** to work how, where, and when your clients want.
- **More control** over their business to make smarter, faster decisions.
- **More productivity** so they can get more done in less time.

“Sage 50c provides the best of desktop and cloud combined. Need it now!”

Kim Aiken, KW Book-Keeping



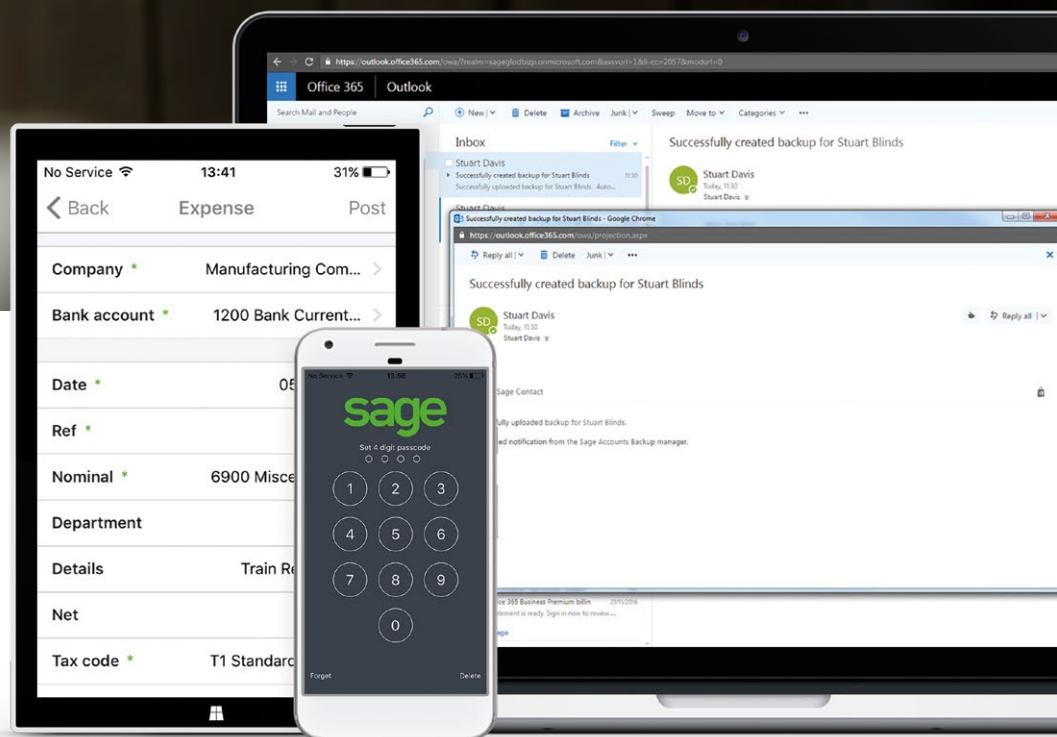
Connected with Microsoft Office 365 Business Premium

Microsoft Office provides the de facto suite of productivity software products for businesses, from Excel spreadsheets and Word documents to Instant Messaging.

With Office 365, your clients have access to all the tools they need, whether they're in the office or on the go. They can work anywhere, any time, on any device. No matter if they're running their own business or they've just joined a new company, Office 365 enables them to get the job done.

Help clients communicate better with their customers and team*, with business-class email, video conferencing, instant messaging, and social networking. They'll be able to co-ordinate better, thanks to shared calendars, smooth content sharing, and team chat. And rest assured that everything's backed up, with 1Tb of cloud storage per user.

**All without any up-front IT cost,
thanks to our subscription model.**



*Promotional offer, one user included to Microsoft Office 365 Business Premium chargeable with Sage 50c Accounts Essentials. Unless you are a Microsoft partner, you will not be able to sell the Office 365 to your clients.

The features and benefits explored

- **Secure cloud data access:** Whether they want to work in real time with you or simply access their data, they can now work anywhere, anytime, thanks to our cloud service **Sage Drive**. Sage 50c Accounts also automatically backs up to the cloud, giving peace of mind that their business is covered, whatever happens.
- **Mobile invoicing and transactions:** Thanks to our smart mobile apps, your clients can invoice or record their expenditure wherever they are.
- **Sage Contact:** Now your clients records, contact details, balances, and recent transaction histories will be available, so there will be no need to jump between Sage and Outlook.
- **Powerful Excel reporting: Sage Intelligence Reporting** delivers more powerful, in-depth Excel reports, thanks to our smart templates and point and click designer. That means a richer, deeper understanding of their business, the way they want it.
- **Go paperless:** Clients can photograph their expenses, invoices, or any other paperwork using **Sage Capture**, then save them to One Drive and post the transaction on Sage 50c Accounts. No more paperwork, just a mobile or tablet.
- **Secure cloud storage:** Whether it's individual receipts or full financial reports, connecting Sage 50c Accounts with Office 365 means your clients can now store all of their documents in One Drive. They can access everything they need to – no matter where they're working – via mobile, desktop, or web browser.
- Balancing the books is an integral part of managing accounts but it doesn't need to be a manual or tedious process. **Bank Feeds powered by Yodlee** makes reconciling accounts and bank balances simple and error free. Clients will spend less time on time-consuming data entry, giving them a real-time view of their cash position at a glance.
- **Award-winning support:** If you and your client choose to use support from Sage, our Sage 50c Accounts team will always be there.

Coming soon:

Real-time overview: Our intuitive Business Performance Dashboard provides your clients with a complete, real-time view of their entire business, giving them the insight they need to stay on top of things, minute by minute.

Automatic bank feeds: Connect Sage 50c Accounts directly with a bank account. No more re-keying payments or time consuming reconciliation processes, just seamless transactions.

And all of the Sage 50 Accounts functionality that they're already familiar with – in-depth invoicing, cash flow management, order processing, inventory, and more, all within a fully-compliant package that **makes managing their business easy**.

Continuous improvement, with your help

Our roadmap gives you and your clients a clear look at the changes our customers have requested. Discover what's currently in development, what has launched, and the features we're getting ready to release. See where accounts is going and you and your clients can have your say on what comes next.

Check out Roadmap

www.sage.co.uk/roadmap

What's in it for your clients?

The right info wherever they are

You know your clients just want to sort out their accounts quickly and easily as they've got other things to think about. They want to be able to access the right business information without it being too painful. Success begins with the right information, and they should have access to it wherever they are.

They're used to working with **Sage 50 Accounts**, and they don't want to spend time getting up to speed on a new or different version. With Sage 50c Accounts, they don't have to.

The main differences?

- More ways to access richer business insight
- More collaboration with the right people
- Less time spent inputting information

With Sage 50c Accounts, your clients can enjoy the power of familiar desktop software, married with the flexibility of cloud and mobile. Nice.

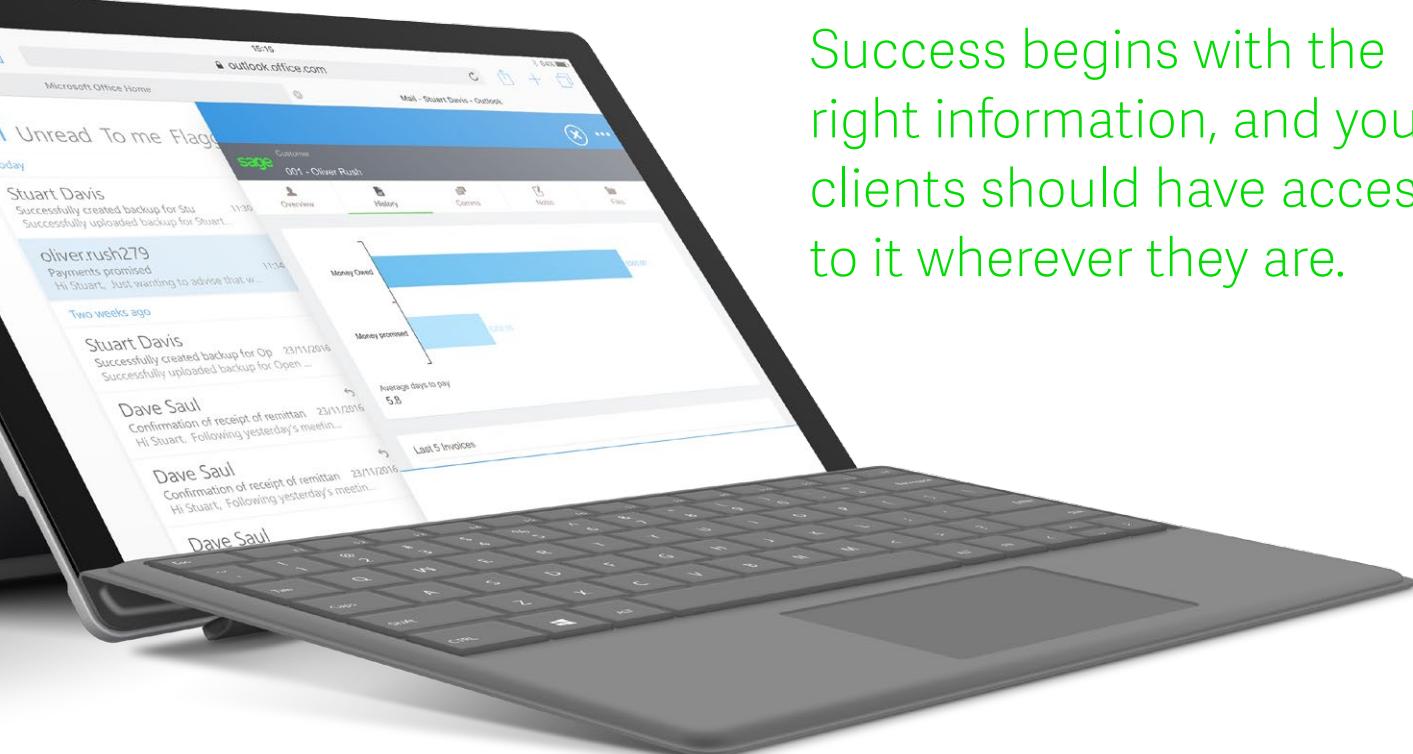
Know the business inside out

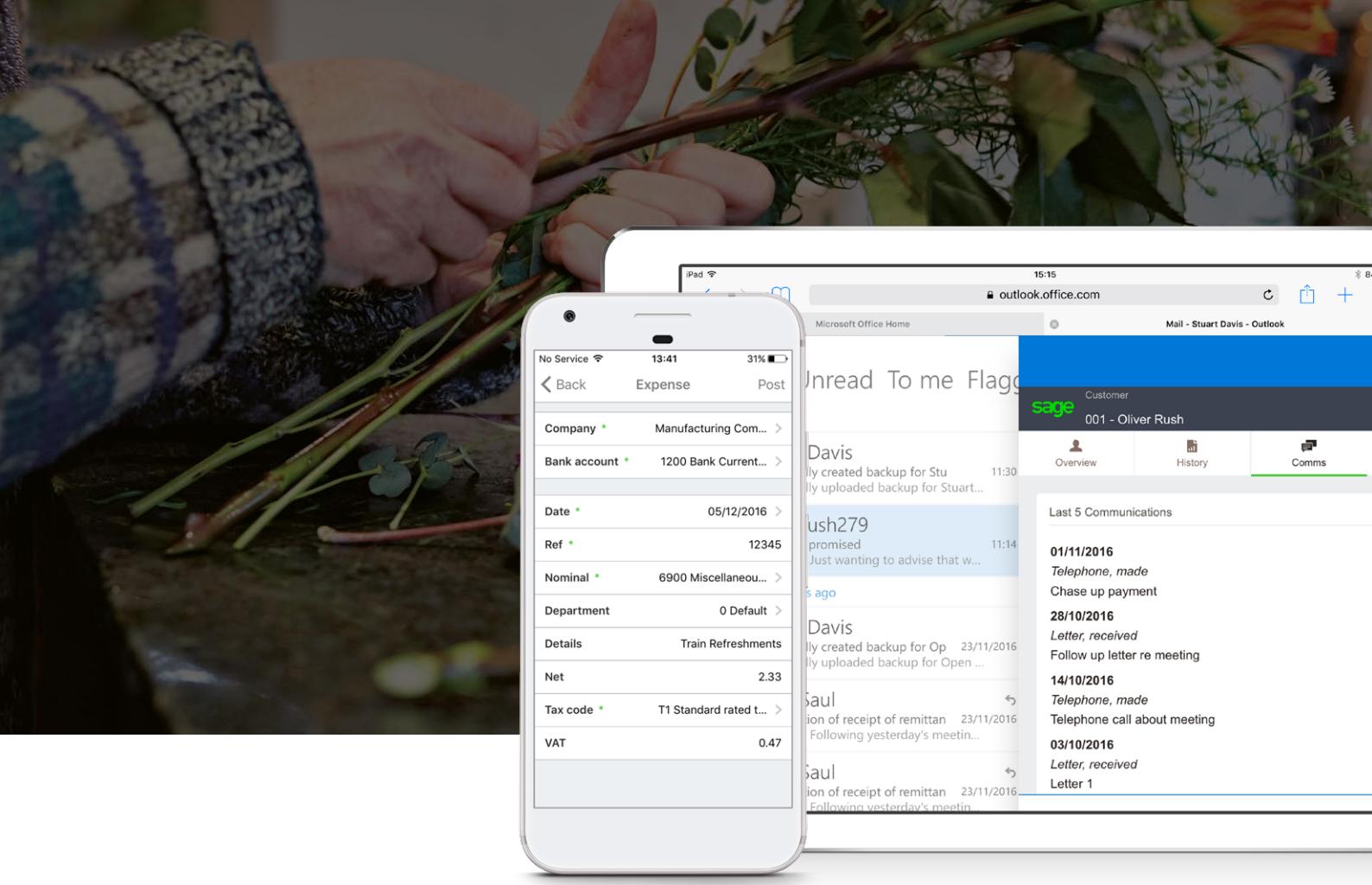
You can't have too much insight into a business. Your clients need to know what's going on, and they'll probably want to share this insight with others. **Sage Intelligence Reporting** – our in-depth financial and management reporting solution – now integrates with Sage 50c Accounts, allowing them to get the depth and detail they need from their data.

Adding to the existing Sage 50 Accounts reporting capabilities, they'll now have access to a greater variety of tried and tested report templates, as well as the ability to share Excel documents with anyone via the cloud. On a day-to-day basis, they may just want a quick overview of what's going on. **Business Performance Dashboard** is an end-to-end view of a business's performance, updated in real time (*coming soon*).

So whether it's a bespoke report or a quick snapshot, we've got them covered.

Success begins with the right information, and your clients should have access to it wherever they are.





Get things done faster

Information at their fingertips

No one wants to spend their time digging out information from different places. When a customer emails, it's a hassle to open up the accounts software and try to dig out their credit status and transaction record. Now your clients don't have to. **Sage Contact** – part of our Microsoft Office 365 integration – means they'll have this information at their fingertips whenever they're using Outlook.

No need to chop and change between applications. What's more, this extends to any supported mobile devices or tablets accessing Outlook via a browser as well, **regardless of whether your clients have Sage 50c Accounts on the device**. And when they make any updates or additions to their contacts, Sage 50c Accounts will automatically sync and update as well. Simple and seamless.

Peace of mind

Keeping information secure is a top priority, and your clients want to know that if something unexpected happens, they've got copies of everything they need safely stored. But this doesn't mean they want to invest in a load of servers and an IT Manager. They just want to know the data is backed up.

Cloud Backup ensures that data is safely backed up, in the cloud. They'll be able to access data from anywhere with an internet connection, and if there are any issues at all, they'll receive a notification immediately. Peace of mind, without any hardware for them to maintain.

Cloud Document Storage, get rid of that paperwork and securely store all documents in OneDrive – linked to 50c records and transactions. And because they're in the cloud no matter where your clients are working - all their documents are at their fingertips when they need them.

Sage 50c - Feature Matrix

	Essentials	Standard	Professional
Manage cashflow, income, expenses and payments	✓	✓	✓
Create professional invoices & quotes	✓	✓	✓
Connect to your bank account	✓	✓	✓
Manage VAT & submit online returns to HMRC	✓	✓	✓
Powerful reporting & dashboards	✓	✓	✓
Secure cloud access & backup	✓	✓	✓
Office 365 Integration	✓	✓	✓
Mobile apps	✓	✓	✓
Track & manage stock		✓	✓
Track project income, expenses and profit		✓	✓
Manage multiple departments & budgets		✓	✓
Create sales & purchase orders			✓
Trade in multiple currencies			✓
Regular product upgrades & innovation	✓	✓	✓
Online, webchat & email support	✓	✓	✓
Award-winning telephone support*		✓	✓
Office 365 support*		✓	✓
Unlimited remote support*			✓
Core users	Max 2	Max 2	Unlimited
Connected users	Unlimited	Unlimited	Unlimited
Multi company		Max 10	Unlimited
Microsoft Office 365 Business Premium included*		✓	✓

* Not applicable if you're providing client support directly

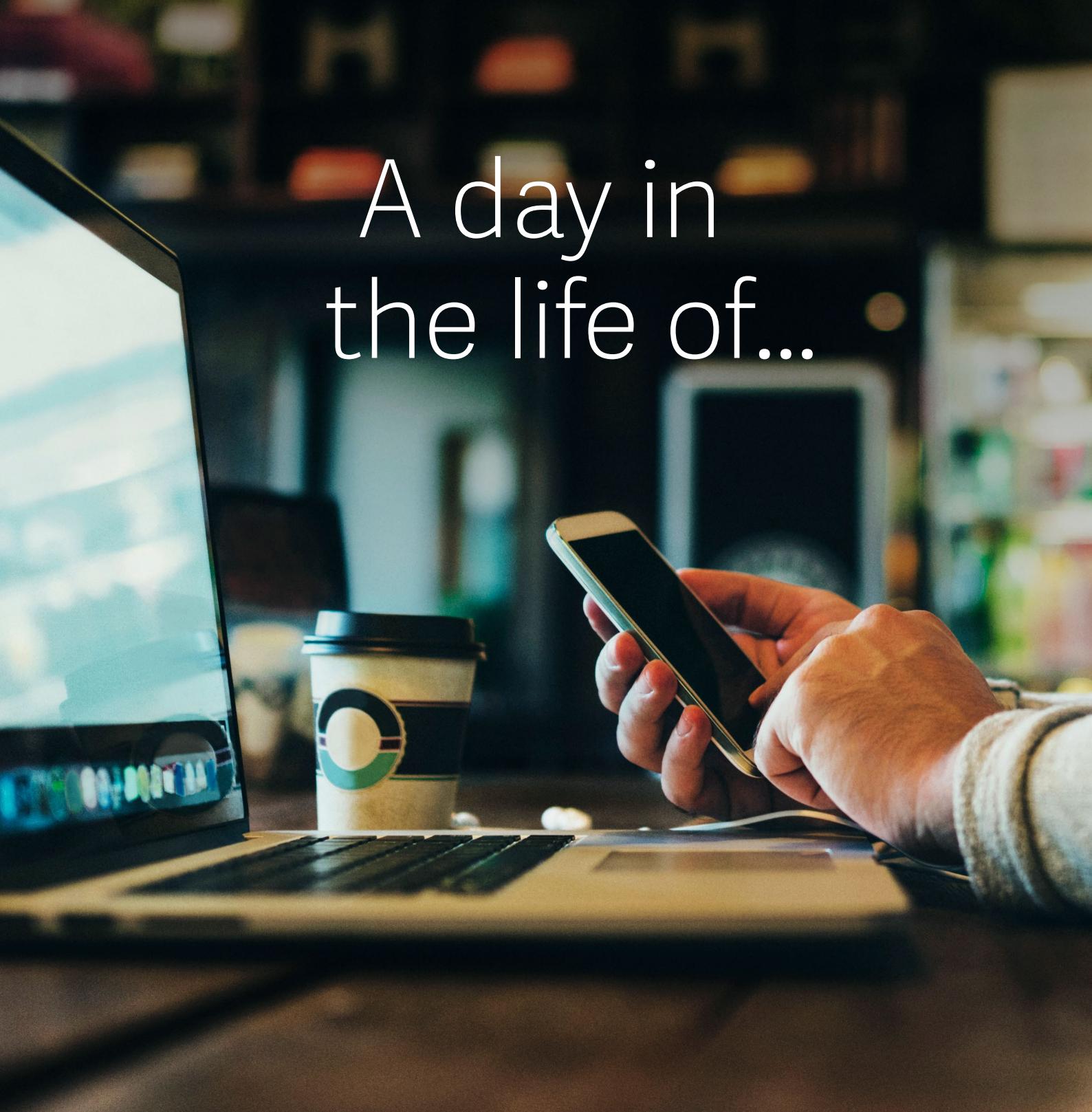
Sage 50c Accounts: Sage Service Features In Detail

If you'd like your clients to get all the software support through Sage, below is what they will get:

50c Essentials	50c Standard	50c Professional
"Online Plus" Service	"Telephone Plus" Service	"Premium Plus" Service
Product Improvements & Legislation Updates	Product Improvements & Legislation Updates	Product Improvements & Legislation Updates
Online, Webchat & Email Support	Online, Webchat & Email Support	Online, Webchat & Email Support
Business Community & Support Portal	Business Community & Support Portal	Business Community & Support Portal
HR & Health and Safety Advice	HR & Health and Safety Advice	HR & Health and Safety Advice
Report Library	Report Library	Report Library
Office 365 Seat Support (Webchat, Email)	Phone Support (8am to 6pm)	Phone Support (8am to 8pm)
	3 Remote Support Sessions & 2-Hour Call Back	Unlimited Remote Support & 30 min callback
	1-Working Day Data Services	Overnight/Weekend Data Services
	Monthly Report & 3 Bespoke Reports per year	Excel Support
	Office 365 Seat Support (Webchat, Email, Phone)*	Office 365 Seat Support (Webchat, Email, Phone)*
		Annual Health check
		Exclusive Shopping Portal
		20% discount on all training

* Terms and conditions apply

A day in the life of...

A photograph showing a person's hands holding a smartphone over a laptop keyboard. To the left is a portion of a computer monitor displaying a colorful image. In the background, there is a blurred view of what appears to be a shop or office environment.

We take a look at a variety of typical business scenarios your clients might face, through the eyes of, Stuart, Pamela and Craig. Discover how **Sage 50c Accounts** can fit the way they work and how it can bring a huge range of benefits to your clients businesses.

A day in the life of an MD

Meet Stuart, he's a busy Managing Director often out of the office meeting with customers and suppliers. Put your clients in Stuart's shoes to see some of the benefits Sage 50c Accounts can offer them.

Your client is in a coffee shop, just ahead of a meeting with their bank manager. They're trying to secure a loan to fund the exciting development plans they've had in mind for a few months now, so they need to be completely on top of their numbers.

They've been running at 100mph all morning and have barely had any time to prepare. They open their laptop and receive a notification that their bookkeeper has just updated the all-important management reports. **Perfect, all of the latest information, and it's prepared it in the format talked about yesterday.** Simple, clean and clear. They make a few quick adjustments and notes, and their bookkeeper then reviews and accepts them in seconds. Everything's looking good.

'Keeping track of receipts used to be tricky... now it's easy'

Their meeting goes well. They talk their bank manager through the latest figures, completely up to date as of 20 minutes ago, and she's impressed. The business is clearly very healthy and the loan is approved.

They close their laptop and pay the bill. Ensuring that all of the money that they spent whilst out and about is properly recorded used to be a pain. Keeping track of receipts used to be tricky and often lead to issues with reconciliation. Now it's easy, they can take a photo of their receipt and have the option of filing the image on OneDrive for safe keeping, or generating the actual accounting



transaction to save their bookkeeper the trouble. All done before they even leave the coffee shop. **One less job to do.**

No time to bask in the moment though, as they need to meet with one of their key customers in half an hour. They jump into the taxi, switch on their tablet, go into the web browser and log into Outlook online.

Within seconds they've quickly reminded themselves of the meeting agenda and flicked through the accounts history. Seems this customer has been placing a lot of business with them recently and they can see from the recent invoices and payments that **the bills are paid on time.**

It's good to know that this information is up to date as your client can control how often it's refreshed. Time to discuss a better rate in light of the increased volume of business!

They smile. It's only 11am on Monday, and they already know this is going to be a good week.

A day in the life of an Office Manager

Meet Pamela, an Office Manager whose responsibilities vary from managing accounts, customer queries and business performance. Imagine your clients in this busy role to see how Sage 50c could help them.

It's the end of the month and it's been a particularly busy one. A year ago, just the thought of a month like this – with the endless fiddly reports and reams of paperwork – would have brought your client out in a cold sweat. But not this month. **Not this morning.**

Over breakfast they had a quick look at Outlook on their tablet and replied to a couple of customer order queries that had come through during the night. Information on their recent transactions and current balances were in Outlook already, so **it was a simple matter** of quickly looking them up. No outstanding debts or issues to address on their accounts, so they answer the queries and clear the decks before even leaving the house.

When they get to work, they pause to admire their lovely, empty desk. No stacks of invoices, no fistfuls of scrunched up VAT receipts from the sales guys. Now that anyone on the road can **simply take a photo of their receipts and upload them to the accounts software** – as well as saving them on OneDrive – your client doesn't lose time entering data or unravelling balls of paper.

They sit at their computer and begin working on the monthly reports. It's been far less stressful and time-consuming for the last couple of months, ever since they spent a little while playing around with the format. Now they're able to display the information exactly how they want to, rather than relying solely on the templates that came with the software. And they **didn't need to spend hours** getting to grips with the technical elements of the software. Just a little bit of drag-and-drop experimentation.



Your client is much happier with these reports, and their MD is too, as everything's simpler and clearer for him. Win-win.

It's Friday, and your client is looking forward to the weekend. But as the clock reaches 4.45, and they're just tying up the accounts, they receive an email from a customer who thinks they've already sent through a payment your client chased up this morning.

'Reports are great, everything's simpler and clearer. Win - win'

They can easily see from their transactions that the payment hasn't been received, so **without missing a beat** your client politely replies that the payment is still outstanding, and then shut down their computer.

As they walk through the office doors, their phone pings – a reassuring confirmation that everything has been successfully backed up in the cloud.

They smile as they walk away, strolling towards the weekend.

A day in the life of a Sales Manager

Meet Craig, the Sales Manager, constantly under pressure to ensure that his team hit targets whilst delivering first class customer service. See your clients in Craigs role to discover the benefits of Sage 50c.

They're on their way to meet a loyal customer. The customer has been a happy client of theirs for years – someone they know well. Someone who'd be willing to go out on a limb and recommend your client and their team to others. In fact, they were your clients very first customer when they joined the sales team.

The meeting is to discuss a large order that they're considering placing, and your client is keen to make sure it goes through without a hitch. It's month end and they ideally want it to go through this week, so **everything needs to be smooth and straightforward.**

Your client pulls into the car park at the customer's offices, and switch off the engine. They've got a few minutes to spare and they want to check a few things. Taking out their phone, they go to call the accounts team to check on things and remember they don't need to anymore. Smiling, they **open up Outlook in their web browser and review the customer details.** Balance looks good. Credit limit is looking good too, as are the last few transactions. Excellent! Your client steps out of the car and walks in to close the deal.

The meeting goes well, and their customer is full of compliments for how they and their team have helped them. The customer agrees to place the order on the spot and happily hand over a cheque for the deposit.

Your client takes out your phone again and takes a photo of the cheque, quickly recording the payment there and then. It's nice to be able to tell the customer **before they even leave their offices**



that the deposit has been recorded with your finance team. Now, off to the next meeting.

But not before they've had some breakfast. Your client remembers seeing a café about five minutes up the road, and so makes their way there for celebratory coffee and a bacon sandwich. When they sit down at the counter, they take out their laptop to quickly look over the latest sales figures. It's much easier to keep on top of specific things with the information on their mobile, but the **new in-depth reports** that the accounts team sends round are fantastic. They've always liked getting to grips with the details on a regular basis, and they can see this report was only updated a few minutes ago.

'It's much easier to keep on top of things direct from your mobile'

Twenty minutes later, they're settling up. They take a quick photo of the receipt and post the transaction immediately. No more end-of-month rush. No more clumps of receipts in the glove box.

As they step outside, they look at their watch. Plenty of time to spare before the next meeting. **Maybe they should take the scenic route...**



To find out more about the ways
in which your clients can benefit
from the new Sage 50c Accounts:

Visit us online at

Sage.co.uk

or call

0800 092 8091

New customers

0845 111 1111

Existing customers*

*Calls will cost 2 pence per minute, plus
your phone company's access charge.

Sage 50c Accounts, combined with
the power of Microsoft Office 365,
giving your clients the ability to do
business anywhere, at any time, from
any device.

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