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Sysera Rides Wave of SageCRM Installations

Free CRM Software Available in Sage Accpac ERP Results in Record Number of Installations

Dublin, California – April 22, 2009 – Sysera has noticed an surprising trend in its software sales pipeline over the past two months—despite a struggling California economy, requests for CRM deployments more than doubled compared to last year. The recent upswing in deployments of SageCRM, an award-winning CRM solution from global software developer Sage, can be attributed in part to its recent availability as a free component of the Sage Accpac Extended Enterprise Suite.

A new AR Collections module released for SageCRM, as well as existing sales, marketing and customer service functionality, has helped fuel the increase in CRM installations, according to Susan Cardoza, principal of Sysera, a Sage reseller for over 10 years. “The AR Collections module provides easy access to all relevant customer data in one convenient screen,” says Cardoza. “Now Finance can interact seamlessly with Sales on client billings and credit approvals, as well as share transaction history and recent communications to keep a consistent message. On one screen in SageCRM, our customers will be able to view outstanding AR balances, make phone calls using contact information at hand, then record notes for others to see. It makes it easier to pick up where the last person left off.”

The benefits of the AR Collections Module were immediately obvious to Donna Brewer, Operations Manager at Western Rubber, which is a distributor of rubber seals based in Livermore, California. “We’re always interested in how Sage Accpac can help us work more efficiently,” states Brewer. “Bringing cash in up to five days earlier results in better cash-flow for our operations and frees up my staff for other important customer facing tasks. Add the fact that the software is free, and fully integrated with Accpac—the decision became a no-brainer.”

This is yet another example of how Sage and Sysera are committed to providing a flexible, 360-degree view of the entire business for small and mid-sized companies. “From a single application, our Accpac customers can now seamlessly integrate tasks from Sales, Finance and Customer Service that previously might have required 2-3 different applications,” Cardoza explains. “They now manage outstanding invoices, track communications, set up call-backs, assign new sales opportunities, approve credit increases—all from SageCRM. In today’s economy, it’s even more important to have a complete view of your customer needs and be able to react swiftly to them,” adds Cardoza.

About Sysera

Sysera provides Sage business software and consulting services to companies in the San Francisco Bay Area, Central California, Dublin and Northern California. Sysera specializes in Sage Accpac ERP, SageCRM, e-commerce, business reporting and manufacturing solutions. Featuring strong integration between front and back-office applications, solutions from Sysera are helping companies run more efficiently in a variety of industries including distribution, manufacturing and professional services. Many of Sysera’s business consultants have advanced degrees and certifications and have worked with business software applications like Sage Accpac ERP for up to 20 years. Learn more about Sysera by going to www.sysera.net or by calling (800) 657-3344.