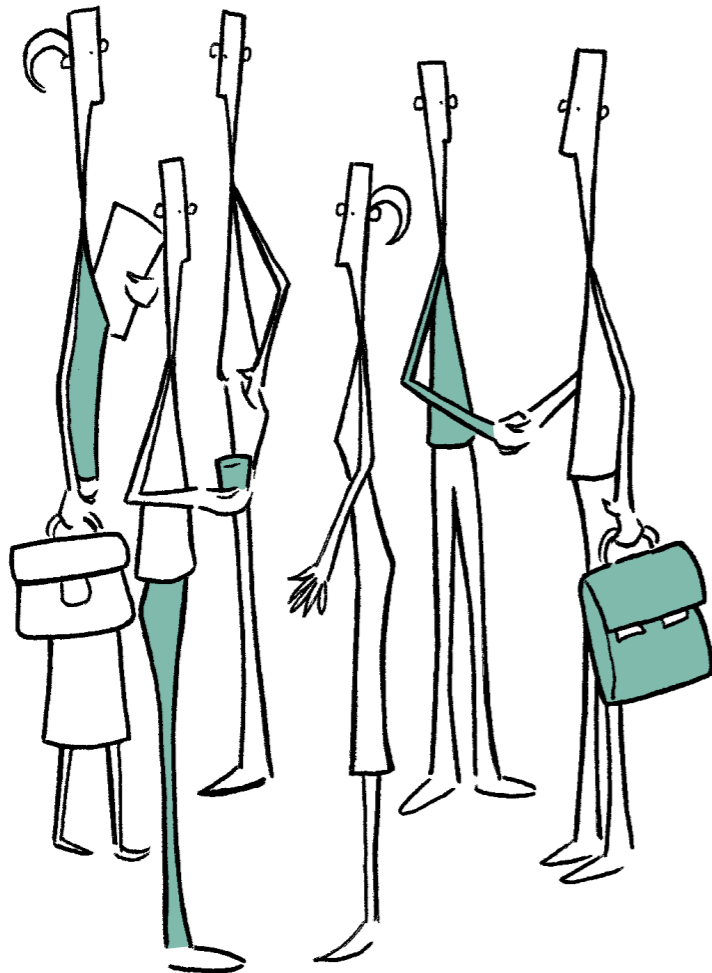


The Sage logo is centered in a dark green rectangular area. It features the word "sage" in a white, lowercase, sans-serif font with a distinctive rounded, friendly appearance.

Business
Intelligence
Solutions



Business
Software for
Business
Intelligence



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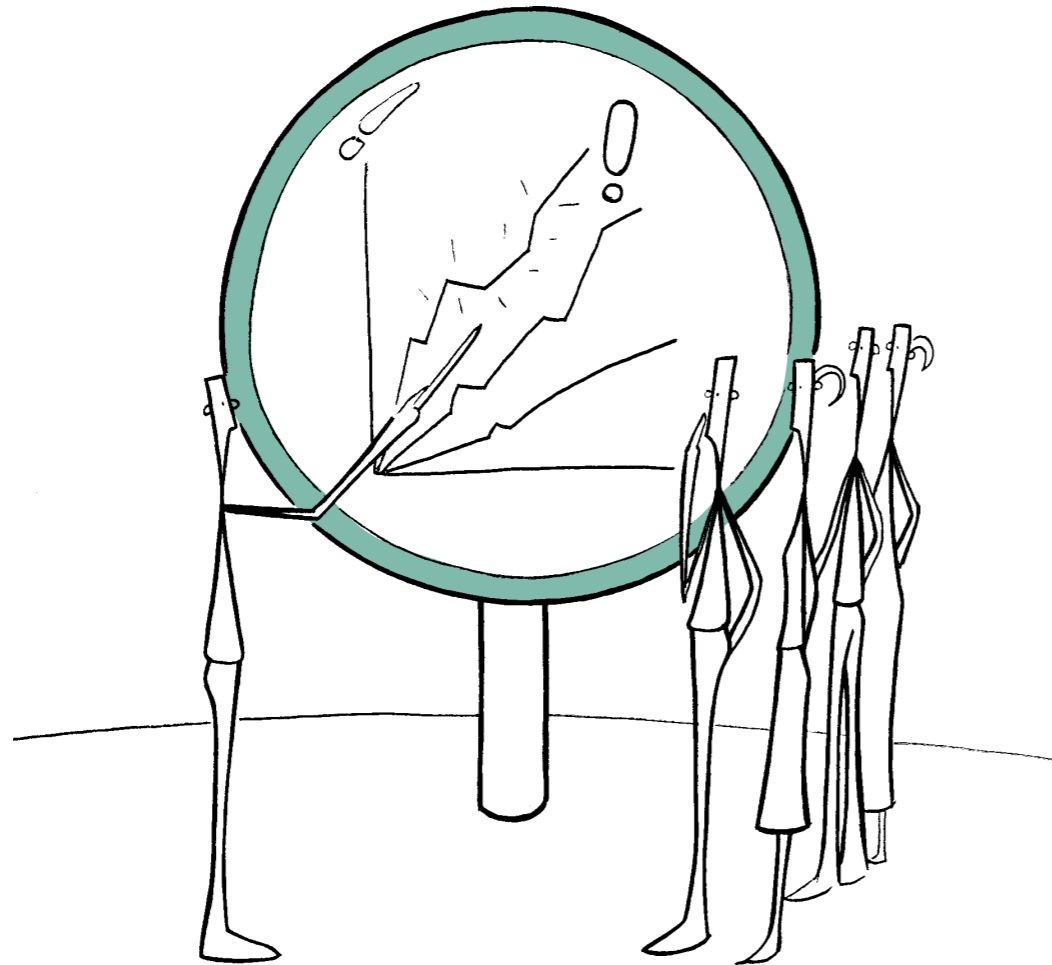
“Our aim at Sage is to develop ever-improving software that supports small to medium-sized businesses – the backbone of our UK economy .”

Paul Stobart,
Managing Director, UK and Ireland Region, Sage (UK) Limited

Sage Working for Business Intelligence

At Sage, we've been supporting businesses like yours with world-class business software for well over a quarter of a century. Over this time, we've built up a deep understanding of the needs of all sizes and types of business. Using this insight we constantly develop our products and services in order to meet customer requirements. With over 5.4 million Sage customers worldwide, 730,000 in the UK, the network of people relying on Sage systems is growing – many include your customers and suppliers.

As a leading supplier of software for businesses of all sizes, Sage is uniquely positioned to ensure you receive the maximum benefit from your business systems and data. Our Business Intelligence solutions enable you to extract real intelligence about the behaviours of your customers, markets, operations, suppliers, business performance and much more from data accumulated every day in the normal course of operations.



Helping overcome your business issues

Our software is available in three suites, Sage 50, Sage 200 and Sage 1000. These suites include the software applications needed to manage the information and business processes across every part of your organisation; from buying stock, booking it in, marketing and selling it, to reporting on your business performance.

Until recently, expense and complexity put business intelligence applications beyond the reach of many companies. Now, Sage Business Intelligence solutions help organisations in all sectors to build a significant competitive advantage. We can help you gain greater control over these processes, whilst addressing the following business issues:

- Extract meaningful, timely intelligence from your data
- Identify trends and pinpoint areas of inefficiency
- Save time producing routine and ad hoc reports
- See a 360° view of your business, from sales and marketing figures, to stock and suppliers
- Produce professional, presentation-standard reports and dashboards
- Save time by eliminating manually export and copying of data
- Make faster, more informed and confident decisions
- Carry out reporting and analysis using familiar Microsoft Excel
- Handle large datasets as your requirements grow, through the scalability of Microsoft SQL Server Analysis Services

Sage's goal is to streamline processes and ensure you receive the maximum benefit from your business systems and data, helping businesses run at optimum profitability. Our suites of software are designed to put you in total control of your business systems, whatever you sell.

A network of support

All of our customers are supported through a combination of our own unrivalled customer service and our close relationships with Business Partners and Developers. This ensures that you have the right support before, during and after implementation.

Mark Robertson
Managing Director
The Northumberland
Cheese Company Ltd:

“Sage Intelligent Reporting has benefited my company by improving the quality and reliability of information we provide to key members of staff. This has demonstrably improved our internal communications and helped staff to feel more involved in important decisions.”

The Northumberland Cheese Company was established in 1984 by Mark Robertson in the green tranquillity of the Rede Valley. In 1996 the Northumberland Cheese Company moved to larger premises in a renovated 19th Century granary on the Blagdon Estate in South Northumberland. Here the company marries traditional craftsmanship with modern best practices.

Justin Garrod
Schiedel Rite-Vent:

“Sage BI provides instant, up-to-date information enabling sales, marketing and finance managers to identify business trends monthly, daily or on demand. Sage BI provides an easy-to-use business performance management solution to help us grow our business.”

Our new systems will enable the business to run much more efficiently by providing management with better visibility as to performance. Over the medium to long-term, our teams will be able to make more informed decisions to help grow the business.”

Rite-Vent are a UK industry leader in manufacturing metal flue components for chimneys. Rite-Vent’s has substantial resources with a 250-strong workforce and revenues of more than £15 million. Rite-Vent also has a thriving customer base of over 3,000, mainly wholesalers such as builders’ merchants.

Alan Doyle
IT Manager
Nichols Plc:

“By delivering trends & business information in an environment our users are comfortable with Microsoft Excel, Sage BI has enabled our business to move to a lower total cost of ownership and training requirements. It has given us the confidence to move forward with Sage, and truly leverage our customer and business information.”

Nichols plc is a multi million pound business, specialising in soft drinks and beverage systems and can trace its development back to the establishment of Vimto, a fruit flavoured cordial, created by John Noel Nichols in 1908. Since then, the company has developed progressively, entering new markets abroad and acquiring a number of companies along the way. From its headquarters in the North West the company currently comprises two operations - Soft Drinks and Beverage Systems. Nichols plc floated on the London Stock Exchange, before moving to AIM in 2004, it employs more than 200 people, with partners based all over the world from China to India and the Middle East to South Africa

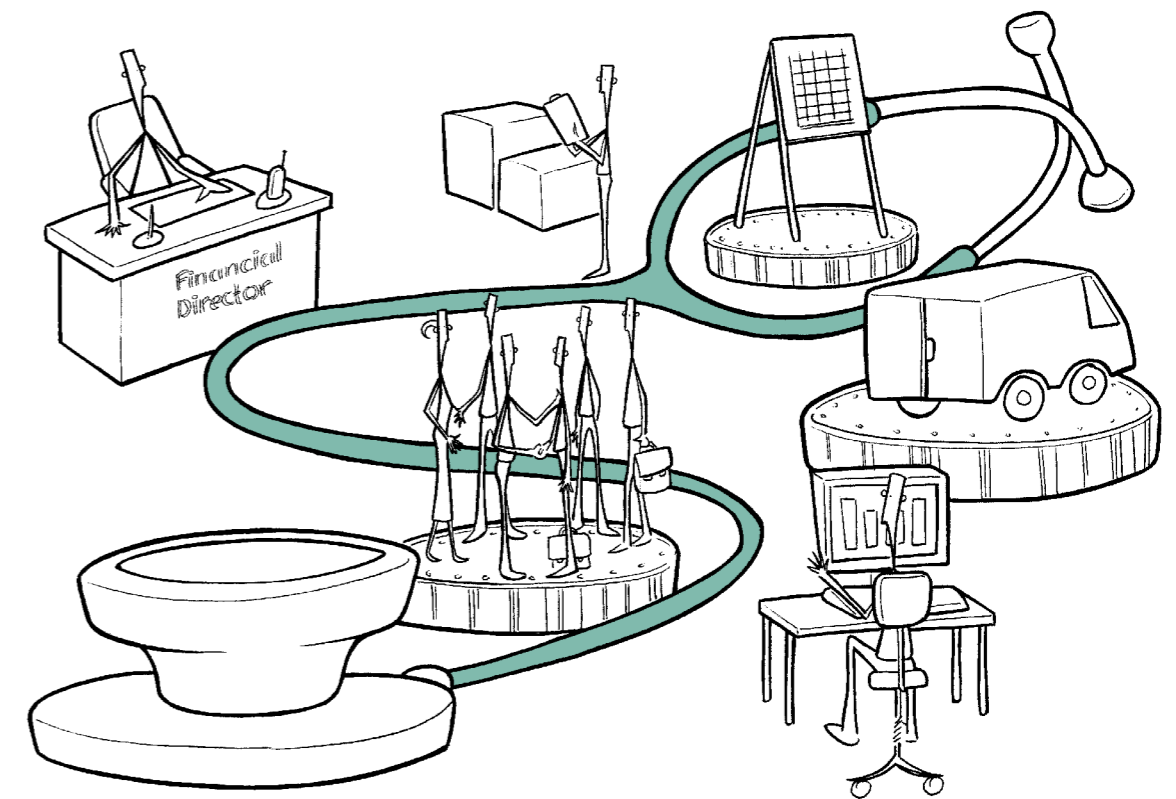
Integrated operations for a competitive advantage

Whilst efficient resource planning is pivotal to a successful business, being able to quickly analyse facts and spot developing issues can make all the difference to your profitability. Whether tracking costs across departments or defining items that make the most profit, having integrated software enables you to link your buying, finance, distribution and customer facing operations. This can help you gain that elusive competitive edge in the competitive retail and trading business arena.

By implementing a complete suite of software, your business will benefit from simplified ownership and a single point of contact and accountability. The components of the software suite are designed to work together.

Whatever the pressures and challenges you face, the suite will help you manage your finances, people, customers, stakeholders, suppliers, stock and operations more effectively. You’ll make optimum use of limited or expensive resources and be well positioned to plan your future success.

In short, whether you choose Sage 50, Sage 200 or Sage 1000, a Sage suite puts you firmly in control.



Which Business Intelligence software is right for you?

If you thought Sage was only for small businesses, think again. We have different software designed to meet the changing needs of businesses of different sizes and complexity. This may range from small, single outlet companies, to large multiple site businesses employing hundreds of staff.

We offer three suites of software that have the functionality to allow you to coordinate your whole business, from core activities on which your business is based, such as customer transactions; to back-office processes such as accounting and forecasting; to marketing support such as campaign and pipeline management.

The result: everything your organisation does is firmly focused on delivering the excellent service that keeps customers coming back to you rather than turning to the competition. Internally, you will start to see the benefits as processes flow into one another, staff work together more effectively, and managers have instant access to company-wide information.

For ease we have classified the brochure into three sections based on company size. Use the table below as a guide and then refer to the appropriate section in the brochure that represents your business the most.

	Smaller Businesses	Medium Sized Businesses	Larger Businesses
Business Coverage	Local	Regional/National	National/International
Number of sites	Small single site	Larger single site and multiple branches	Larger single site and multiple branches
Recommended Suite	Sage 50	Sage 200	Sage 1000
Sage Business Intelligence Software	Sage Intelligent Reporting	Sage 200 Business Intelligence	Sage Business Intelligence for Line 500 or Sage 1000

Intelligent Solutions for Intelligent Businesses

“Business intelligence is a key ingredient of success today, used by forward-thinking organisations as a driver for business innovation.” - Gartner Business Intelligence summit, February 2006.

With Sage Business Intelligence Solutions, you have a unified and integrated view of all your data, with complete management dashboards, and analysis. Applications such as sales and financial reporting, together with key performance indicator scorecards and ad hoc reporting, can be delivered to the desktop in minutes. Distribution via email or over the web provides managers with an easily accessible, comprehensive, and timely picture of your business wherever they are based.

Any organisation can benefit from a Sage Business Intelligence solution. You don't have to be an existing Sage customer.

Increased control and agility

Whatever environment you operate in, Sage Business Intelligence Solutions can help you to pinpoint exceptions such as areas of high and low performance, identify inefficient processes and highlight exciting opportunities for innovation and business growth.

Your business will benefit from sharper management information. Your managers will be equipped to react faster to changing market conditions, and make decisions founded on solid analysis and deeper business insight.

Creating a 360° view of your business

With Sage Business Intelligence Solutions, you are able to mine and closely analyse your data in order to identify business trends, customer buying patterns, and areas for improving productivity. From the board room to the shop floor, you can drill to any level of detail; select and filter the data that's relevant to you; explore 'what if' scenarios; and answer critical questions. Who are your top ten customers? What do they buy? When are they most likely to buy? Who's selling to them?

You're fully supported to make and analyse connections between different parts of your business. Your solution will rapidly provide answers to analytical queries that are multidimensional in nature, enabling you to 'slice and dice' the data in different ways, virtually instantaneously.

Based on industry-leading technology

Sage Business Intelligence Solutions are based on the familiar Microsoft platform, using Microsoft SQL Server Analysis Services. This not only combines your data for easy analysis but also centrally stores your business logic and key performance indicators, which are the formulas and calculations your organisation uses to measure performance. Data can then be accessed and 'interrogated' through an analysis tool like Microsoft Excel.

What could Sage Business Intelligence do for your business?

Help you to work smarter -

Typically, our customers use their solution to:

- Analyse data against numerous different bench marks
- Gain visibility of key performance indicators, including cost of sales and exceptions such as areas of high and low performance
- Access and analyse customer information, such as profitability and seasonal requirements
- Plan for business growth at minimal risk by:
 - analysing data from across the enterprise
 - identifying customer and product trends
 - highlighting additional revenue opportunities
- Respond with agility to a changing business climate through dramatically accelerated development of applications and reports
- Produce quick and easy management and financial reports and distribute these via email.

Provide cost-effective reporting and analysis

Sage Business Intelligence Solutions provide a complete set of reporting and analysis tools which are integrated within Excel. Reports can be saved in the Sage Business Intelligence Web Server and then be made available immediately through a web browser to anyone else within – or outside – the organisation who needs interactive access.

Maximise your productivity and minimise costs

Our Sage Business Intelligence solutions are scalable to suit every size of organisation and grow in line with your requirements. In particular, being able to purchase on a low cost, per-user basis is ideal for smaller and expanding businesses. With our support, your software will match your business needs exactly and will be closely aligned to your strategic and tactical objectives. You'll have the assurance of knowing that your solution is backed by our long term commitment to invest in new technologies that help you stay competitive.

Gain a rapid return on investment

Sage Business Intelligence includes everything you need to report on and analyse your data. Your managers can make a quick and easy start on planning, forecasting, scorecards, sales performance and financial reporting.

Share your business intelligence over the web*

A secure web server is incorporated which can be configured to reflect your own business brand to give it a familiar look and feel. The Sage Business Intelligence Web Server enables users to view and use their Excel reports and dashboards on the web and deploy these reports to a wider range of people, including those outside the organisation if required. No web deployment experience is necessary.

Here are some examples of how the Web Server can benefit your business:

- Users can view and interact with dashboards
- Fully integrated reports can be provided online
- Users reports in Excel can be deployed on the web
- The web server can link into other websites as a single portal

* Only available with Business Intelligence for Line 500 and Sage 1000

Business Intelligence for Small Businesses

Sage 50 Accounts is a powerful business management system, designed to meet the needs of a wide range of smaller UK companies. The software has been refined over many years to take advantage of developments in technology, and to reflect the changing requirements of businesses. The software allows you to manage your business, accounts, customers, suppliers, cashflow and stock.

Sage Intelligent Reporting unlocks the data held within Sage 50 Accounts software to provide detailed and easy-to-use management reports – helping customers make informed business decisions.

Sage Intelligent Reporting will help you gain valuable insight into how your business is performing, enabling you to explore opportunities and prepare your business for the future. Sage Intelligent Reporting makes business information more valuable by:

- Giving a complete insight into your company's financial status.
- Saving you time by producing detailed analysis of your departments, customers, products and suppliers without the need for complex spreadsheets.
- Providing you with the information you need to guide you through your day-to-day decision-making.
- Tailoring reports to the needs of your business.

It is ideal for anyone who needs detailed management or financial information about their business to help them make decisions and move their business forward.

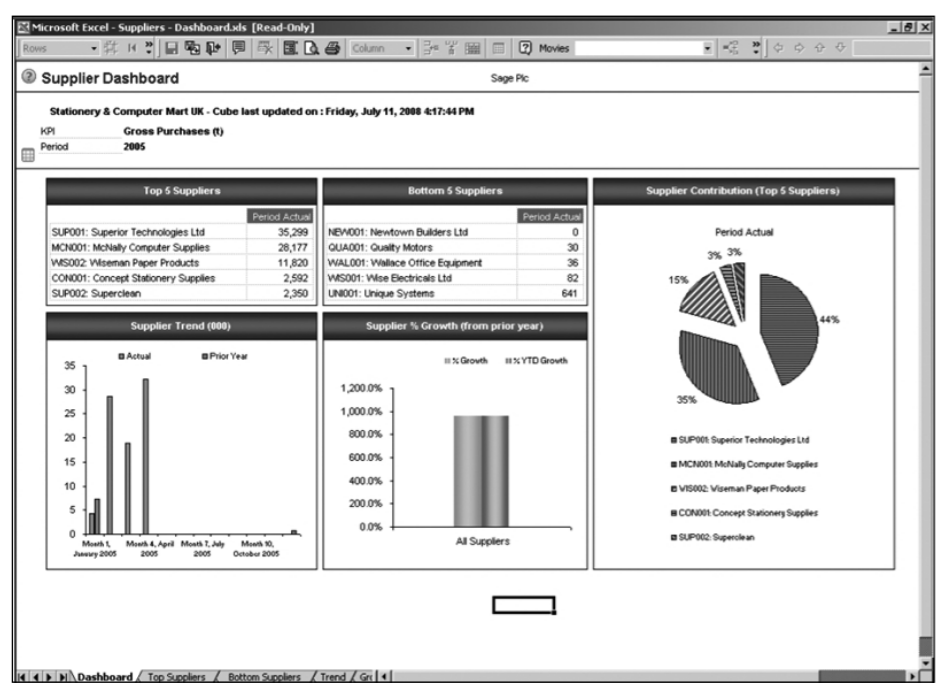
Sage Intelligent Reporting is a fully supported product, offering inclusive telephone and email access to jargon-free advice from our support team. You will also benefit from the use of online business guides and other resources.

Key Features of Sage Intelligent Reporting:

- **Advanced Business Reporting In Microsoft Excel** - Sage Intelligent Reporting brings their business data into the familiar Microsoft Excel environment and then allows them to quickly analyse their company's data from many different angles. Because the data is now in Microsoft Excel, they can start adding their calculations and bringing in data from other sources.
- **Financial Report Builder** - They can use the Financial Report Builder to construct and view a number of profit and loss or balance sheet reports. They're not limited to the chart of accounts within Sage Line 50 so they can create their own styles, adding multiple levels of hierarchy and their own calculations or ratios.
- **Pre-Defined Reports** - Sage Intelligent Reporting is supplied with a set of pre-defined reports allowing them to analyse and understand information across the following business areas, Financials, Customers, Invoices, Sales orders, Products, Suppliers and Purchase orders.

Business Intelligence for Medium Sized Businesses

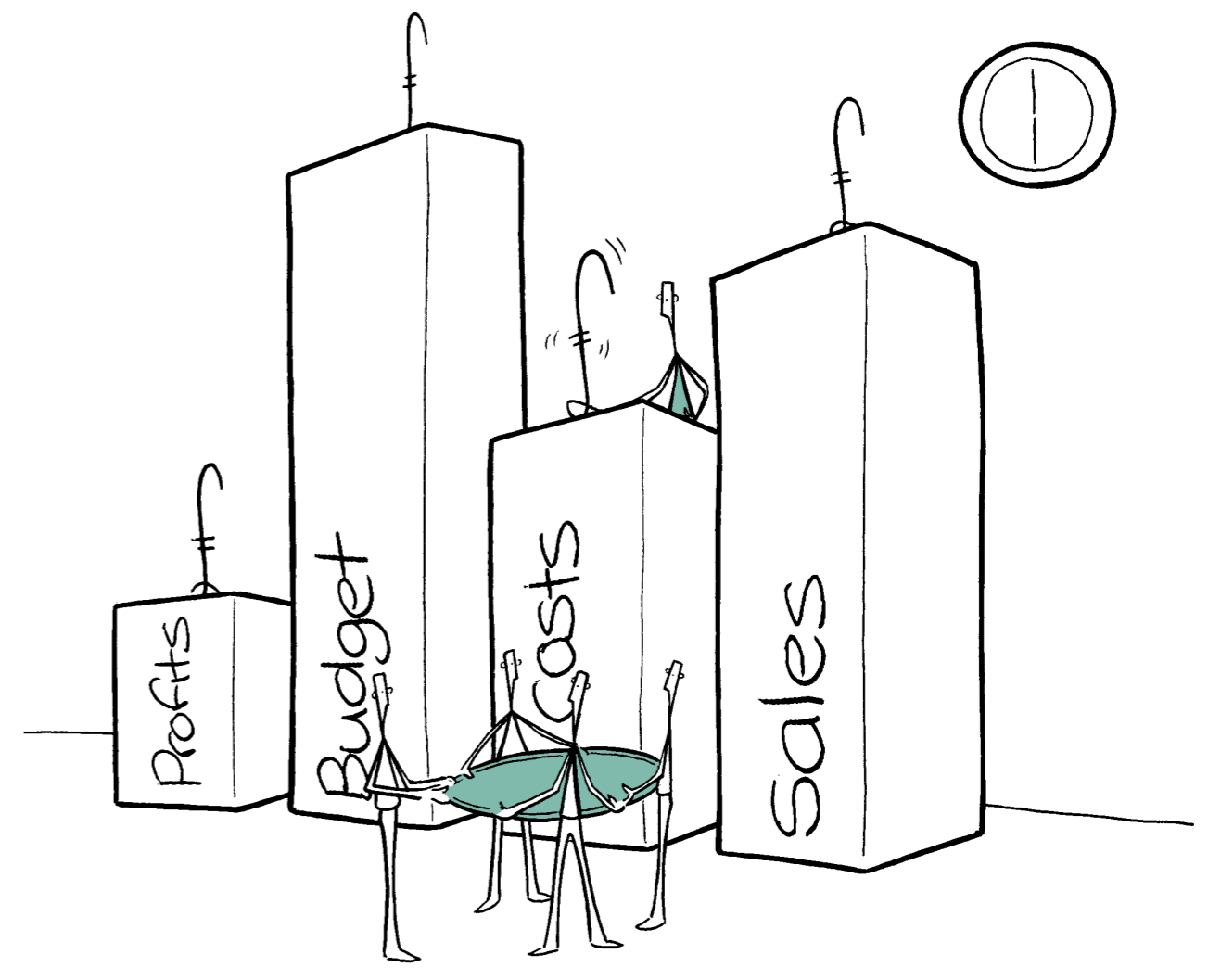
- Customisable Reporting** - Sage Intelligent Reporting provides reports templates allowing your customers to view and compare key performance indicators by department, customers and values. Reports can then be saved and added to the Intelligent Reporting menus if they wish.
- Drill Down Capabilities** - Expand the information on a report, by double clicking to reveal the values that make up the top line figures.
- Multi Dimensional Analysis** - Analyse data from a number of different angles such as sales by department, region or stock code.
- Dashboards** - Graphical dashboards, giving an immediate overview of various business areas, are created automatically. All dashboards can be updated at the click of a button and can also be viewed from a number of angles.



Sage 200 is comprehensive suite of software designed to integrate all operations across your business. The Sage 200 suite includes the applications needed to manage information and processes in every Part of your business.

Sage 200 Business Intelligence is a new and exciting addition to the Sage 200 Suite. This Business Intelligence solution enables you to extract real intelligence about your business from data accumulated every day in the normal course of operations. Sage 200 BI provides a powerful analysis and reporting tool which will transform your data into meaningful intelligence. Sage 200 BI ensures you receive the maximum benefit from your business systems and data helping organisations in all sectors to build a significant competitive advantage.

Sage 200 BI can be used and understood by all users as there is no technical knowledge or pre-requisites required to use the tool. The initial launch in 2008 delivers the ability to report on financials data within Sage 200. Managing the day-to-day running of your business, Sage 200 Financials provides you with unrivalled business control and management reporting. It draws on the information held in the Nominal Ledger, Cash Book, Sales and Purchase Ledgers.



Key Benefits of Sage 200 Business Intelligence:

- **Make faster, more informed and confident decisions** - Sage 200 Business Intelligence is an easy to use product that allows quick access to Sage 200 data. Multi dimensional analysis means that data can be easily viewed from different angles. For example sales by region, customer and month.
- **Reporting and analytics within the comfort of Microsoft Excel** - Sage 200 Business Intelligence brings business data into the familiar Microsoft Excel environment allowing quick analysis of company data from many different angles. The features of Excel, such as ease of formatting, calculations and macros can all be used to enhance the reports created using Sage 200 Business Intelligence.
- **Save essential time on reporting** - Sage 200 Business Intelligence provides a superior alternative to complex spreadsheet reporting. Providing you with one version of the truth and reducing the need for complex time consuming spreadsheets which require manual intervention and manipulation.
- **Save time with pre-defined reports out-of-the-box** - Sage 200 Business Intelligence is supplied with pre defined reports allowing you to analyse and understand financial information within their Sage 200 solution. For example - Profit & Loss report, worst paying customers and average sales month on month (fig 1).
- **Easy and fast deployment** - Sage 200 Business Intelligence is a fast and easy tool to deploy across the business with minimal disruption. In the majority of cases a complete installation of Sage 200 Business Intelligence takes less than an hour from beginning the installation process to viewing the standard pre-defined reports with data.
- **Built using market leading Microsoft technology** - Sage 200 Business Intelligence uses reliable Microsoft SQL Server Analysis Services which is a market leading OLAP technology.
- **Flexible layout options** - Allowing you to produce formal reports, you have the ability to layout all forms of reports exactly as you would within Microsoft Excel, inserting new rows and columns, and formatting reports using your Excel knowledge. You can also build professional dashboard reports with multiple linked queries and charts (fig 2).

Fig. 1

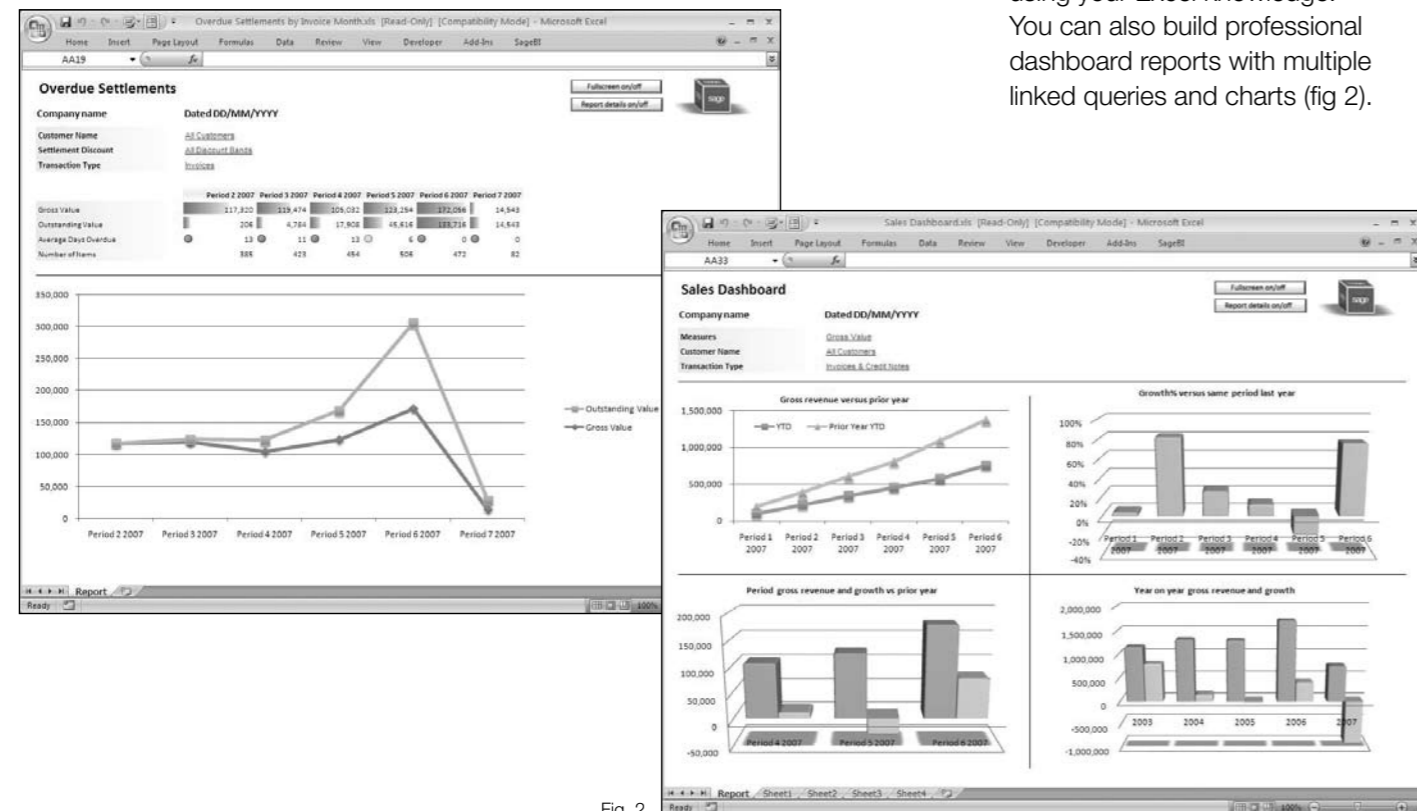


Fig. 2

Retail and trading solutions for LARGER businesses

Within this market space Sage offers two Business Intelligence products:

- Sage Business Intelligence which integrates with Line 500 and Sage 1000 for mid market organisations. This solution includes an Excel Client, a Web Server and tools to build and modify cubes based on data from Line 500 and Sage 1000
- Our stand alone Business Intelligence software for mid and enterprise sized organisations - Sage BI Enterprise edition. These solutions are not reliant on a Sage data source, therefore, Excel Client and Web Server products which can be used with any SQL Server Analysis Services or local cubes.

Sage Business Intelligence for Sage Line 500 and Sage 1000

Sage Business Intelligence for Line 500 and Sage 1000 helps you to present management reports and analyses from your Sage Line 500 or Sage 1000 software. It comes pre-loaded with the following data 'cubes':

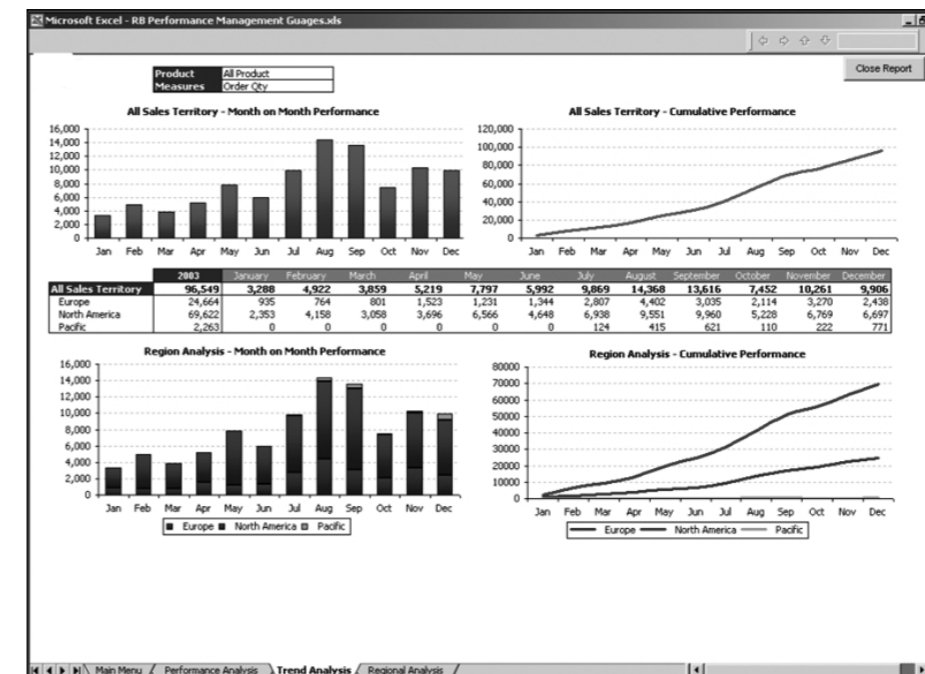
- General ledger/Financial Reporting
- Sales Order Processing
- Purchase Order Processing
- Open Sales Orders
- All Sales Orders
- Stock History
- Stock

These data cubes form the base from which powerful reporting applications can be easily created from within Microsoft® Excel using the Sage Business Intelligence Excel add-in. These applications can then be deployed via Excel or over the web.

Sage Business Intelligence for Line 500 and Sage 1000 includes:

Sage Business Intelligence Excel Client

The Sage Business Intelligence Excel Client makes reporting and analysis of Sage Line 500 data cubes simple yet extremely powerful. Standard Profit & Loss and Balance Sheet reports with Drill Down and Drill Across functionality can be created in minutes, along with exception reports investigating your best/worst performing products or customers.



The Sage BI Excel client gives you the ability to analyse, interrogate and interpret your information effortlessly within the comfort of Microsoft Excel, which enables your staff to capitalise on their existing skills, and be able to create reports in minutes. Additionally, analysts can use powerful advanced features such as ad hoc slicing and dicing of the data to examine exceptions in more detail and to determine root causes of good or adverse business performance.

You can build dashboard reports with multiple linked queries and add charts, which can add extra value to a twelve month or multi year trend report. The Excel Client also has the ability to connect to multiple data sources with a workbook to enable the creation of dashboards showing different views of the business.

Sage Business Intelligence Web Server

With the addition of Sage Business Intelligence Enterprise Web Server, reports and dashboards designed in the Enterprise Excel edition can be saved and published over the web in minutes.

Once reports have been created in the Sage Business Intelligence Excel client, these reports can be easily published to the Sage Business Intelligence Web Server, allowing users to access the reports (including all formatting and any calculations added in Excel) from the simplicity of a standard web browser.

Reports can then be thoroughly analysed, with the functionality allowing you to drill up or down to the required level of detail.

Sage Business Intelligence Solution Builder

This piece of software connects to your Sage Line 500 database to build the Sage Business Intelligence data cubes without requiring any knowledge of the underlying technology. You simply tell it how you would like to analyse your business from a reporting perspective - for example by customer, supplier, product, etc. - and all the underlying connections are made for you.

Then, in just a few simple steps, you can add consolidation hierarchies and calculations including rolling three-month averages and variance period on period.

Sage Business Intelligence Data Import Manager

Once the data cubes have been created, the Data Import Manager loads the data directly from Sage Line 500. Complete or partial updates can be easily initiated and scheduled.

There are no restrictions on historical data, so comparisons can be made over five or more years, when trending financial data.

Sage Business Intelligence Report Structure Manager

Your General Ledger stores all the account codes, however from a reporting perspective you may wish to roll sets of account codes into higher levels to simplify and optimise analysis and drill down paths.

You may wish to control signage of the data. For example, revenue should be reported as positive and control the way 'Actual v Budget' variances are calculated according to whether the variances are related to cost or revenue.

The Sage Business Intelligence Report Structure Manager makes such tasks trivial and the results update the data cubes easily to provide a far richer reporting experience.

Key Benefits of Sage Business Intelligence for Line 500 and Sage 1000:

- Make more informed business decisions - Identify trends and patterns in your data to gain a better understanding of your business and support future planning by identifying opportunities to increase revenue or reduce costs.
- Powerful applications and reporting solution - The power of Excel, Sage Business Intelligence, and the underlying scalability of Microsoft SQL Server Analysis Services, allows almost any end user operation to be undertaken, irrespective of size or complexity.
- Easy to understand and use - Users' know the business issues they are trying to address, so they can control directly how each application looks, feels and operates, and as it's an Excel application, it's easy to use.
- Respond to changing business needs - Users of Sage Business Intelligence can dramatically speed up the development of applications and reports and distribute them via email, through web publishing and to mobile applications.

Sage Business Intelligence Enterprise Edition helps mid and enterprise-sized organisations to build significant competitive advantage, by identifying inefficient processes as well as opportunities for innovation and business growth. By leveraging and structuring existing business data, Sage Business Intelligence Enterprise Edition provides real intelligence about the behaviour of your markets, customers, operations, suppliers, business performance and much more.

Sage Business Intelligence Enterprise Excel Edition

Sage Business Intelligence Enterprise Excel Edition is a standalone tool which enables you to analyse and report on your business data. Giving you the ability to analyse, interrogate and interpret your information effortlessly, it delivers 'one version of the truth', bringing together data from across the enterprise.

Sage Business Intelligence Enterprise Excel Edition runs as part of Excel, so your staff can capitalise on their existing skills, and create reports in minutes. It is intuitive to use, quick and easy to build, and extremely cost effective to deploy across the business either through Excel or a web browser.

Sage Business Intelligence Enterprise Web Edition

With the addition of Sage Business Intelligence Enterprise Web Server, reports and dashboards designed in the Enterprise Excel edition can be saved and published over the web in minutes. The reports can be thoroughly analysed, with users being able to drill up or down to the required level of detail.

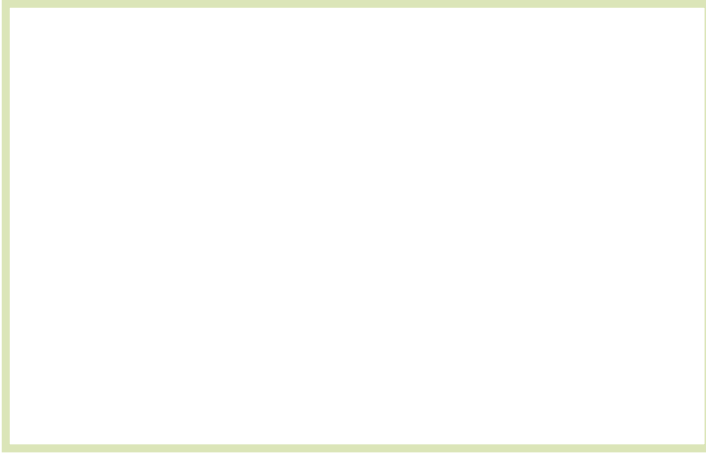
All the original formatting of the original Excel worksheet is maintained. For truly mobile users the Web Server can deliver reports in HTML to allow interactive use from mobile devices such as PDAs and smartphones.

Centrally stored and managed applications can also be deployed across the business.

Key Benefits of Sage Business Intelligence Enterprise Edition

- Powerful applications and reporting solution - The power of Excel, SageBI Enterprise Edition, and the underlying scalability of Microsoft SQL Server Analysis Services, allows almost any end user operation to be undertaken, irrespective of size or complexity.
- Easy to understand and use - Users' know the business issues they are trying to address, so they can control directly how each application looks, feels and operates, and as it's an Excel application, it's easy to use.

Your Sage Business Partner:



To find out how Sage can help your business, call us on:

0845 111 9988

Or visit:

www.sage.co.uk



Sage (UK) Limited,
North Park,
Newcastle upon Tyne,
NE13 9AA

Tel 0845 111 9988
Fax 0845 245 0297
www.sage.co.uk