

E-BOOK

## Keep your edge

*Sage 200cloud buyer's guide*



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# What are the barriers to growth for your business?

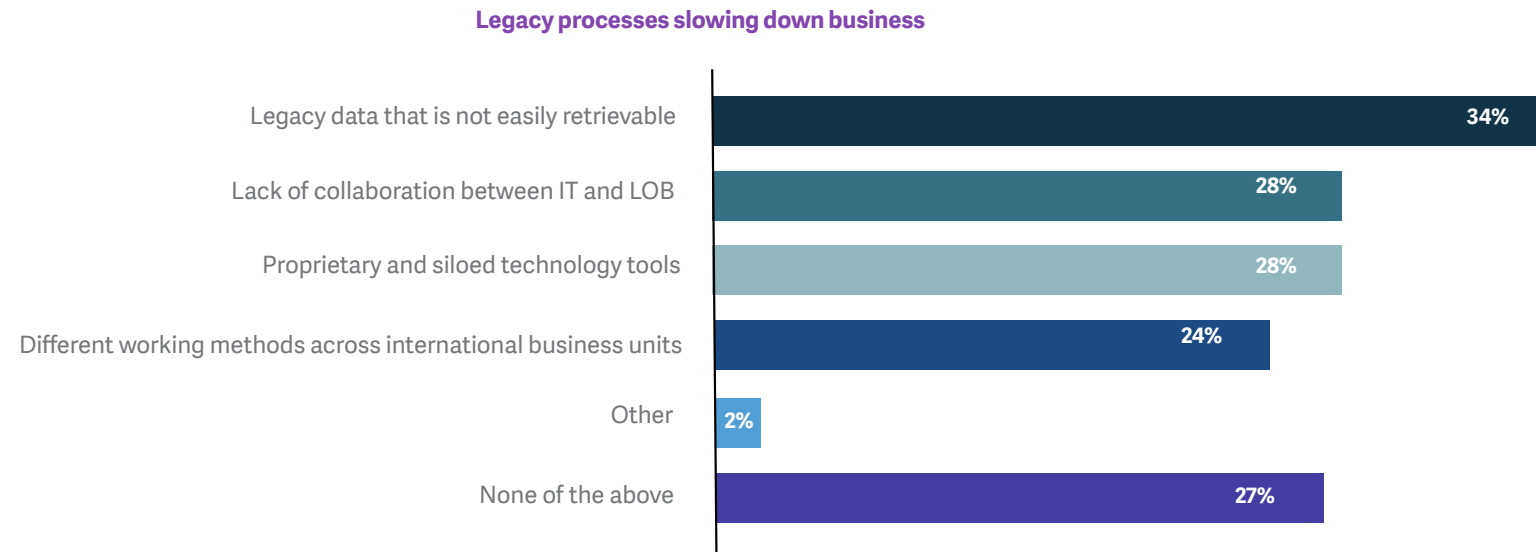
As your business gets bigger, your business demands grow. Entering new markets, products, and processes lead to increasing regulation and competition.

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Pressures dealing with increasingly complex operations, larger headcounts, and more customers develop numerous manual and independent processes—that can become unwieldy. With tighter budgets and scarce resources, how do you meet these challenges and blaze a path to increased productivity and efficiency?

Our goal was to uncover the legacy processes that slow down small and medium sized businesses (SMBs).

With IDG<sup>1</sup>, we found that the top four areas holding back growth involved legacy data, disconnected systems, people, locations, and tools.



<sup>1</sup>January 2018. 300 CEOs and senior business, finance and IT executives in small to mid-sized businesses (SMB) employing between 50 and 499 people across a range of industries that include financial services, business services and consulting, IT-related services, real estate and legal. Respondents headed up businesses in Canada, France, Germany, Ireland, Spain the United Kingdom and the United States

# Sound familiar? Let's explore the issues slowing down growth

## Low visibility

### What the IDG research says:

The biggest factor slowing down business processes is legacy data that is not easily retrievable and which cannot be understood or used effectively.

### What this means for you:

Every day a business collects troves of data but it's no use if it can't be accessed easily and presented in a way that provides valuable insight to drive decision-making. Through use of business data across different business units, you can identify new opportunities, markets and revenue streams. Access to real-time data provides confidence around finances—whether cash flow is healthy, you've got adequate stock for the next big order, or whether you're able to invest or not.

## Complexity

### What the IDG research says:

There is a lack of collaboration between IT and line of business units, which is holding organisations back.

### What this means for you:

Growing businesses have more departments, systems, and staff to deal with. This increasing complexity is made worse by disconnected systems.

## Operational silos

### What the IDG research says:

Proprietary and siloed technology is also slowing down businesses.

### What this means for you:

As a business grows, the natural tendency is for departments to work as separate entities. Finance and sales for example, may use different technology. It becomes a major issue for international businesses, which may have multiple countries using different tools, working in different ways.

## Productivity loss

### What the IDG research says:

The natural consequence of low visibility, complexity, and operational silos in a business is productivity loss.

### What this means for you:

Through improving operational agility and visibility by modernising internal processes, businesses can find the productivity and efficiency gains necessary to improve profitability and revenue growth. With fierce competition from digital disruptors and rivals, businesses are only as strong as their operational capabilities.

# Overcome your business barriers with Sage 200cloud

Sage 200cloud is a powerful solution for businesses that need flexibility in how they operate—helping them to increase productivity, reduce costs, and improve profitability. Sage 200cloud is designed to manage finances, customers, and reporting in one solution. With in-built stock management tools, it's ideal for organisations competing in tough industries such as manufacturing, distribution, and retail.

Manage business on the move as the power of desktop meets the connectivity of the cloud through Microsoft Office 365, providing real-time business insights and data integration, wherever you are. It's ideal for businesses of £1m to £50m, with 10 to 200 employees, across all business sectors and with scope to grow.

## The data insight to drive business success

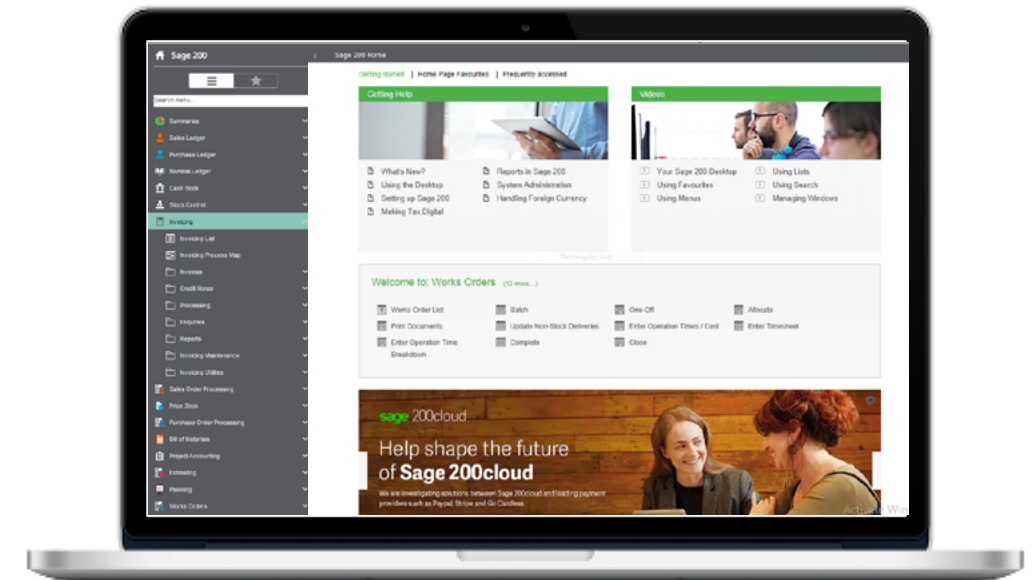
Your business can save time and support key decisions by getting straight to the critical data you need—including sales, orders, invoices, productivity, budgets, profits, and much more in one single solution. Sage 200cloud presents facts and figures in a meaningful way. Get critical insights when and where you need them, with tools that can provide powerful trend analysis and intuitive reporting.

## Smart and efficient new ways of working, with control

Offering more than just accounts, Sage 200cloud helps you build a joined-up, efficient business—connecting all your departments—from sales to customer services, despatch to financials. Give the right data to the right people, and allow them to maintain control over sensitive data with different levels of admin rights.

## Work anywhere and anytime, with Microsoft Office 365 connectivity

Sage 200cloud offers the option to access data away from the office or out on the road. Users can access key information through an Internet connection, enabling you to use a wide variety of mobile devices as well as standard PCs, laptops, and tablets. Sage 200cloud is integrated with Microsoft Office 365, enabling you to work seamlessly with familiar productivity tools.





# Five ways Sage 200cloud can solve your growing business pains

## 1. Bring your teams together

Businesses using Sage 200cloud can give sales and marketing teams access to the customer information they need to do their job properly. This includes up-to-date performance and pipeline data that can help your organisation accurately identify and target new customers, as well as take better care of those you already have.

- Make use of powerful tools that allow marketing teams to plan, execute, and analyse marketing campaigns, as well as mobile apps for mobile sales representatives.
- Sage 200cloud works with your accounting and stock processes to provide an informed view of the customer, so you can deliver joined-up customer service which can be measured.
- Build a knowledge bank containing answers to known issues and questions.

## 2. Simplify your business

With Sage 200cloud you can benefit from enterprise capabilities that simplify the way you do business. For example, it can be challenging managing compliance in areas like tax, health and safety, the environment and import/export. In some industries, the fines related to non-compliance can be immense, while the reputational hit can be significant.

- Sage 200cloud aids compliance with support for month reconciliation, so that a business keeps its financial integrity that can result from balance sheet mistakes and inaccuracies.
- Quickly and easily calculate VAT, reconcile to only pay what you owe, and automatically file returns securely online.
- Control the exchange rate changes and their impact across all ledgers and cash book. You can move money from one bank account to another and between currencies to maximise interest earned and minimise overdraft charges.

## 3. Gain the insight you need

Sage 200cloud offers numerous financial reporting tools, ensuring you understand the position of your company at any point in time. You can also analyse historical trends and data, to give the accurate information you need to make critical business decisions.

- Produce detailed reports by region, sales representative, industry type, customer rating, account manager, partner and more. These will allow you to easily forecast and budget for customers, suppliers, and projects.
- Get an accurate view of your financial status for up to five years. Looking at your short-term and long-term cash positions, you can see how unexpected delays and expenses will affect cash flow.
- One unified view of the customer can give employees the financial, commercial, and communications information needed to respond to customer enquiries and track communications.

#### 4. Support productivity, collaboration, and efficiency

Sage 200cloud allows you to streamline workflows and automate manual accounting tasks. It's customisable to your business needs and allows you to work wherever you are, whenever or however you want with Microsoft Office 365 integration. It also has inventory functionality—which is hugely important to maximising profits.

- Build personalised invoices, orders, quotations, and statements and with pricing you can easily apply discounts and promotions with flexible ordering options—giving authorised employees the ability to negotiate on prices.
- Sage 200cloud supports rapid order entry—for standard pricing and delivery addresses, you can enter your orders quickly and get orders on the way to the customer at speed.
- Optimise stock levels to maintain the appropriate carrying costs—you can speed up invoicing and optimise sales with real-time stock levels, tracking sales, costs, and profit levels.

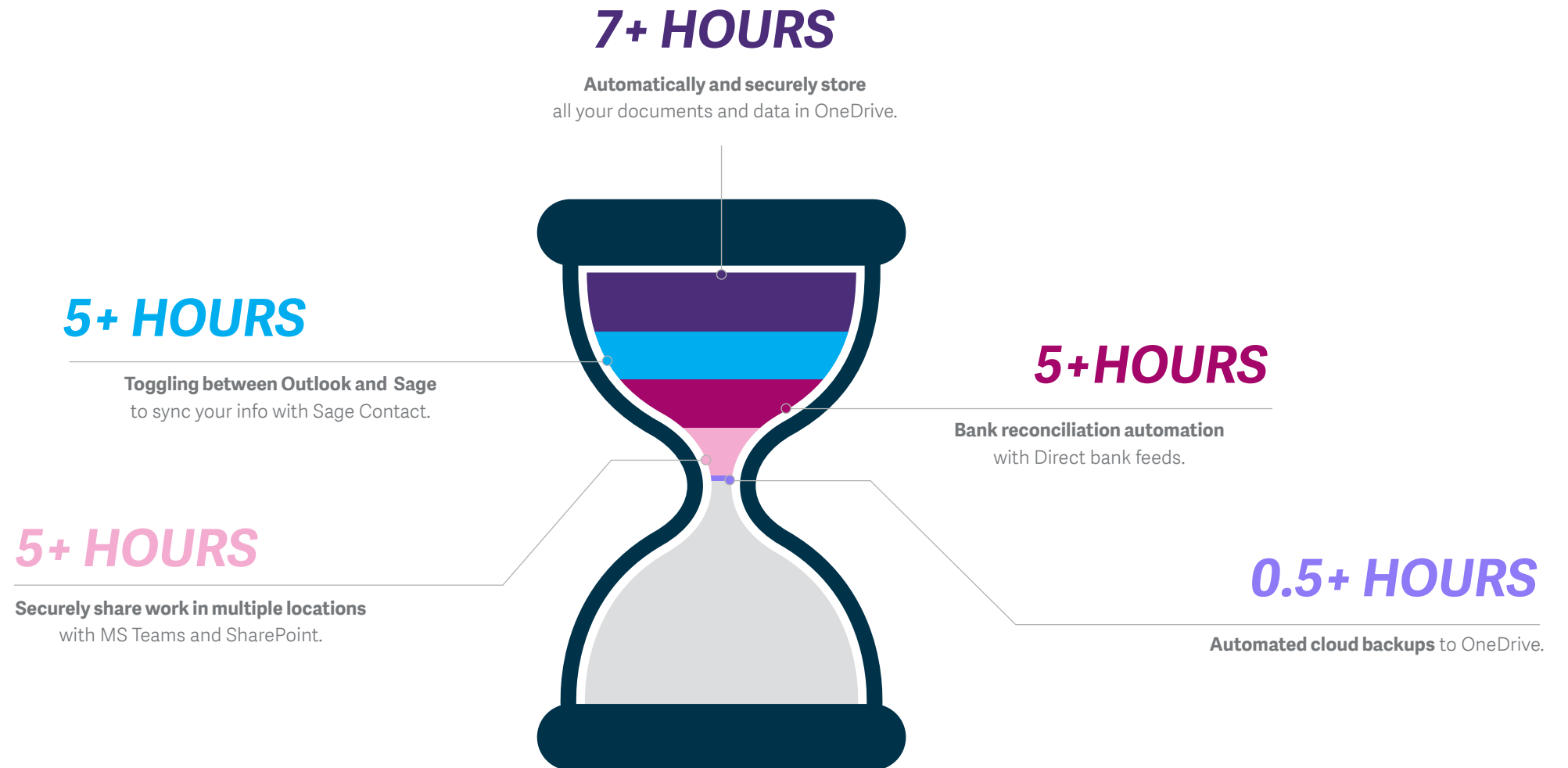
#### 5. Gain financial certainty

Sage 200cloud gives businesses access to the information they need to check balances, helping them understand income and expenditure. Be precise with your business finances, so you can track budgets effectively and efficiently.

- Gain greater control over accounting periods (up to 20), which can be open, closed and re-opened when needed.
- Save time by connecting Sage 200cloud with your bank account. Transactions flow seamlessly into the system, as you simply confirm what you want to post or match—saving hours of valuable time and allowing you to always know where you are financially, in one place.
- Bring financial and commercial data together, so everyone can get a complete view of the business. Avoid the problems associated with insufficient cash flow and borrowing cost—optimising cash flow to meet the needs of your business.

# Why choose Sage 200cloud?

These are the hours of work you can save each week





# What level of license do you need?

## Sage 200cloud: offering two solutions to support your business

Sage 200cloud is easy to install and adapt and can be paid for upfront or monthly. It's also customisable depending on your needs—you can pick and choose specific modules relevant to your business.

There are a huge range of choices available to allow businesses with specific needs to pick and choose the modules relevant to their business. Easy to install and adapt, Sage 200cloud offers the choice and flexibility to fit the needs of your business as it changes and grows.

### Sage 200cloud Standard

A straightforward accounting solution with essential financial and stock capabilities. All you need to give your business the insight and flexibility needed for future business growth.

### Sage 200cloud Professional

All the functionality of the Standard version, but with added features and customisation for businesses with more complex processes and specific requirements. For example, you may be in manufacturing or in services, with a requirement to more effectively manage customers.

### A full range of services are also included with Sage 200cloud.

\*The Sage Payments service is provided by Sage Payments (UK) Ltd which is authorised by the Financial Conduct Authority under the Electronic Money Regulations 2011 (Register Reference: 900180) for the issuing of electronic money. Not available in the Republic of Ireland.



■ Sage 200cloud Standard

■ Sage 200cloud Professional  
includes all features

# Sage 200cloud in action

## Bremont Watch Company, Leading producer of high end watches



Bremont is an award-winning British watchmaker employing 130 people in Henley-on-Thames. The business was formed in 2002, with the aim of making beautifully crafted pilot's watches of exceptional quality, inspired by a love of historic aircraft and mechanics.

Bremont is determined to reinvigorate the watch industry on British shores—building many of its own watch components in a state-of-the-art manufacturing facility in Silverstone, England. As the business has grown into an international brand, the more complex its challenges have become. In terms of sales, Bremont must deal with its own stores and hundreds of retailers, which are dotted around the world. This means dealing with multiple currencies, stock items, and sales people.

Bremont turned to Sage 200cloud—which provides support for finances, managing customers and reporting—and has become the core system underpinning the business. The watch company uses a Manufacturing Resource Planning (MRP) module, helping manage over 2,000 components easily—something it wouldn't be able to without its Sage platform. "We're very proud as a company to be British, and the fact Sage is also British means they are there when we want them there in terms of support, whenever we need them." Giles English, Co-Founder, Bremont.

*"We're hugely ambitious. Having Sage's support to help us on this journey is very reassuring"*

—Nick English  
Co-Founder, Bremont



**With Sage 200cloud and Microsoft Office 365 integration you can access your business data 24 hours a day, 365 days a year—and manage your customers, manufacturing, supply chain, and business intelligence on the go.**

Start your free trial today, or request a call back.

**Get started** >

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