



# Sage SalesLogix CRM Newsletter

## THE CLOUDS ARE BUILDING

### New Capabilities Added to Sage SalesLogix Cloud

As you've probably heard by now, [Sage SalesLogix Cloud](#) was launched earlier this year offering a hosted online CRM experience with all the benefits of traditional on-premise ownership. As the product matures, new cloud offerings will be rolled out to build on the momentum of Sage CRM in the Cloud. Two such offerings, **Managed Cloud Servers** and **Staging Environments**, were recently introduced so let's take a look at what these mean for Sage SalesLogix Cloud customers.

#### Managed Cloud Servers

Many businesses have on-premise software applications that integrate with CRM. That's where the new Managed Cloud Servers come in, enabling you to conveniently add your Windows-based or custom software to the cloud. This saves you the cost and headache of rewriting applications in a proprietary language and platform.

You simply select the Cloud Server option that's right for you and Sage turns on the server. You then install your software application(s) in the Managed Cloud Server and Sage provides ongoing insight as to server availability and other metrics. It's a quick and easy way to get practical benefits while simplifying your IT workload – all conveniently packaged and paid for on a subscription basis.

#### Staging Environments

Sometimes when upgrading to a new version or adding/changing customizations, a test environment is critical in order to uncover potential problems before "going live." But how does your IT department accomplish this objective in the cloud? The new Sage SalesLogix Cloud **Staging Environment**.

Sage provides a snapshot of your current database and makes it easy to transition between environments to support testing, development, and the transition into live production. This fully supports a critical objective of Sage SalesLogix Cloud where the customer, not the vendor, controls the upgrade cycle.

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#### Sage SalesLogix Cloud Brief

Not yet familiar with Sage SalesLogix Cloud? Then download a copy of the [Sage SalesLogix Cloud Brief](#) for a quick overview of the benefits. Or visit [www.watchthecloud.com](http://www.watchthecloud.com) for more comprehensive information.

# LinkedIn and CRM - Strange Bedfellows?

In a recent SalesLogix newsletter, we discussed the growing importance of social CRM as a key element of your overall CRM initiative. In this article, we'll focus specifically on [LinkedIn](#), a key social networking tool that boasts a network of over 80 million professionals.

## It's All About the Network

In the business world, networking is extremely important in uncovering opportunities, generating business, and maintaining customer relationships. In comparison to other social networks like Facebook and Twitter, LinkedIn is designed for and used by **professionals**. For companies that sell products and services to other businesses, this is an important distinction because you've got a built-in target market.

Another distinction is that LinkedIn tries hard to keep relationships authentic. By requiring a "formal" online introduction and limiting visibility of other members (unless someone is in your network), LinkedIn has built a reputation as a reliable source of information.

## Important CRM Elements

With newer features like the ability to [organize contact profiles](#) into folders and add notes to help you manage communication, LinkedIn is starting to act a lot like a contact database. And since LinkedIn users manage their own contact information, the data can be valuable in keeping your own internal CRM system up to date. What's more, a sales rep looking for a key contact within a company can find that information easily using [LinkedIn Company profiles](#).

## Tools of Engagement

LinkedIn offers tools like Groups and Forums which can provide a fantastic way of creating ongoing dialogue with customers and prospects. Your sales reps can provide industry news and insights, answer questions, and announce new products or services. Comments and interaction are encouraged through LinkedIn that create a valuable 2-way conversation that you wouldn't get through an email blast or direct mail.

## Strange Bedfellows or Dream Team?

With the growing use of online resources and social media comes the need to reconsider traditional CRM strategies. Combining the valuable data in your Sage SalesLogix CRM system with conversations on LinkedIn can help you better connect with customers and generate new business. Contact us to learn more about integrating LinkedIn with Sage SalesLogix CRM.

### SAGE BUSINESS CARE

In September, Sage introduced a new support program called Sage Business Care which is available to SalesLogix customers in 3 levels:

**Gold** - Includes premium customer support, training offerings and software discounts.

**Silver** - Software assurance plus 5 support calls.

**Bronze** - Software assurance and online self-service for customers entering their 2nd year with SalesLogix.

[Contact us](#) for details about how this might affect your current support plan.

JIM WARD, President & CEO x201 • [jward@brainsell.net](mailto:jward@brainsell.net)



## CONTACT US ...

Ipswich, MA | Columbus, OH | Richmond, VA | Portland, ME | Atlanta, GA | Trumansburg, NY | New York, NY | Manchester, NH

Toll Free: (866) 356-2654 | [www.brainsell.net](http://www.brainsell.net)