



Technology Strategy

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Approach to Technology

- Technology that works for customers
- Customer-driven
- Pragmatic and impartial
- Apply technology; unlike competitors we don't create the technology stack our solutions run on
- Competitive advantage that we don't have to force-fit technology
- Sage is in effect the IT department for a significant proportion of SMEs

Sage

Strategy

- To be market leader globally, serving the needs of small and medium-sized businesses, and divisions of multi-national businesses.

Achievements

- 5.7 million business customers (not including 2.7 million ACT users)
- Great portfolio of SME applications
- Market leadership position in 7 geographies



RSS & Web 2.0

Standards

- HTML = Key technology for first generation web
- RSS = Really Simple Syndication
- Atom = Open, more extendable 'successor' of RSS
- REST = Representational state transfer, a web service protocol



Web 2.0

- Focus on doing one thing really, really well
- Mashups, that is compounding functionality to create a new solution
- Configurable on demand
- Interoperable
- Ease of use, importance of usability and user experience
- Absence of monolithic and centralised systems
- Consumable on any device, anytime
- Collaborative by default, social networks, relationship-oriented

Sage Data API



Simple standard for reading and writing data between Sage applications enabling desktop, server, and web-based applications to communicate with each other, and also with third party applications, and the web.

Built on open web standards.

Demo



Mark Gamble

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Demo



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Future of Business Software

- Collaborative, relationship-aware business applications
- CRM-enabled Accounting
- Embedded Accounting CRM

Demo



Andrew Blackmore

Integrations Manager
Sage CRM Solutions, Dublin

Sage Suites

Business software that...

- Understand key business relationships
- Organisational structure
- Roles and information requirements of every user, no matter where they are
- Connected with the outside world
- Process-centric
- Collaborative
- E-commerce ready

Ode to Shrink Wrap



John C Dvorak

1. Networks are subject to congestion and outages.
2. No protection from government spooks.
3. Industrial espionage.
4. It's too expensive.
5. It's not merchandisable.
6. Users have no sense of ownership.
7. When online software companies go under, so does your software.
8. Users are subservient to aggressive terms of service agreements.
9. Users have no control over versioning.
10. Potential for gouging.

Source: PC Magazine, July 2008

Sage Hosting and On Demand

- Sage 50 Online
- ACT! Hosting Provider Program
- Sage CRM
- SalesLogix
- KCS
- Sage X3
- Sage 1000
- Logic Control
- Sage Simultan
- Compliance Services
- Accpac Online
- Timeslips
- Abra HR & Payroll

And many more...

Software as a Service

- A web-native software application, operated and constantly updated by the vendor for use by its customers over the Internet.
- According to Gartner strives to deliver just the ‘right’ functionality: “80% of people don’t need 80% of the functionality in software.”

It is not:

- On-demand or hosted flavours of on-premise applications.
- The only delivery option for pay-for-what-you-use.

SaaS Focus Areas

- SaaS solutions for very small businesses without computerised accounts, and to a new generation of entrepreneurs who are growing up knowing nothing but the web
- Software AND services
- Infrastructure to software and services, and transform user experience of desktop software

Demo



Ian Clarke

R&D Director

Sage UK and Ireland

Demo



Ian Clarke

R&D Director
Sage UK and Ireland

Cloud Computing

- More profound shift than from DOS to Windows, but some of the lessons learned can be applied
- Open, reliable, and affordable cloud platforms will be key to success
- Questions over proprietary model where platform and applications are cobbled together
- Still a fast moving area of technology

Summary

- Principles and standards of Web 2.0 are applicable to Sage
- Sage Data API is a simple web-derived standard which enables interoperability between Sage applications and the web
- Accounting software category is not as mature as it appears
- Interconnected businesses require CRM-oriented capabilities
- Sage Suites combine CRM and accounting without rip-and-replace
- SaaS offers tremendous opportunities which we are embracing and applying