

**Press Release**

**Sage Software unveils comprehensive software service and assurance program 'Sage Cover' in the Middle East**

***Program to facilitate convenient software license upgrade and renewal while ensuring efficient performance of software***

September 30, 2009

Sage Software, one of the leading global suppliers of ERP, CRM, and HRM software solutions to medium and large organisations, has announced the launch of 'Sage Cover', a comprehensive software service and assurance program, in the Middle East. The new customer-centric program is set to benefit Sage customers by facilitating convenient software license upgrade and renewal, while ensuring efficient performance of Sage's software. Designed to promote and maximise productivity within organisations, 'Sage Cover' can help save time and money by providing prompt notifications when software updates are made available.

The program also allows customers to enjoy special prices for Sage solutions, thereby resulting in considerable savings compared to the full price of upgrade licenses. Furthermore, the new service also allows web access to log support calls, as well as systematic escalation through Level 1 to 3 support. Users are also protected against price increase through multi-year subscription terms, while letting them avail of training discounts and free Sage certification.

"Today, businesses are becoming more dependent towards highly advanced software and solutions to help them optimise their processes and become as efficient as possible," said Vikram Suri, Managing Director, Sage Software. "However, for these solutions to deliver sustainable results, they have to be continually upgraded to leverage new features that are available for the customers' benefit. We have launched 'Sage Cover' to ensure that all our customers can take full advantage of the continuous developments we are integrating within

our solutions. This also reflects our commitment to ensuring that our applications effectively address the needs of our clients.”

A one-year subscription to ‘Sage Cover’ is included with the initial product purchase. Subsequently, the user will have to renew membership to continue receiving all of the benefits of the program. Customers can avail of discounts based on the length of their renewal, with 5, 10 and 15 per cent discount bundled with two-, three- and five-year renewals, respectively. In conjunction with the launch of ‘Sage Cover’, Sage Software also announced some modifications in its ‘ACCPAC ERP/CRM Support Plus Policy’, which offers clients to retain their Sage Cover subscription, in which case, new version of ACCPAC ERP/CRM will automatically be received when it become available; or re-license the entire software (ACCPAC ERP/CRM) at the prevailing SRP.

”We are carefully studying the trends in the market and matching them with the requirements of our customers, and from this we derive the basis for the software service and assurance programs that we offer alongside our solutions. By taking innovative steps in this aspect of our business, we are steadily building a strong following among leading organisations in the region and effectively differentiating ourselves from competition,” concluded Suri.

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**About Sage Group:**

Founded in 1981 in North East England, Sage Group PLC is a global company with 5.8 million customers, over 14,500 employees and more than 25 years of experience working with small and medium sized businesses. It has built its success on understanding and meeting the needs of customers in their local markets, which has driven its growth as a world-leading provider of business management software and services. While its heritage is in the small business market, it also has the experience and expertise to meet the needs of specific industries and larger organisations. Its products and services are developed and supported locally, thereby ensuring their relevance to the customers and that they are supported by local experts.

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