

An aerial photograph of a cargo ship's deck at night. The deck is filled with a dense grid of intermodal containers in various colors, including red, blue, white, and yellow. The ship is moving through a dark, choppy sea, with a prominent white wake trailing behind it. The word "sage" is superimposed in a bright green, lowercase, sans-serif font in the center of the image.

sage

THE CHALLENGE

Enabling more than 6 million customers with connected business apps and services, Sage is one of the largest software companies in the world——so it’s not surprising that its relationship with April Six spans products and continents. In late 2015, the brand was looking for nothing less than the disruption of a well-established industry category: ERP (enterprise resource planning).



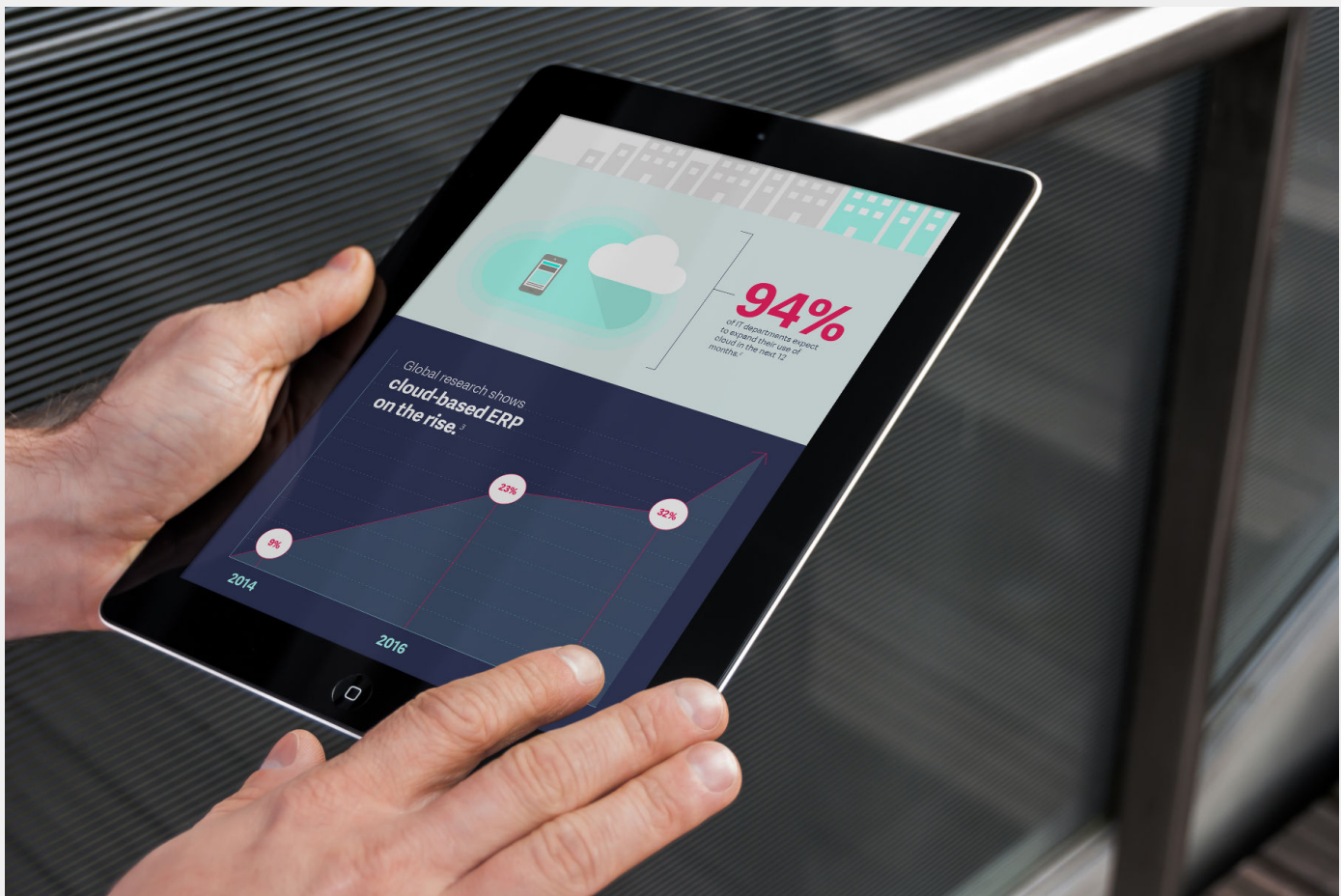


THE SOLUTION

Repositioning Sage X3—the global brand’s flagship business management solution—as the simple, powerful alternative to legacy ERP solutions, meant developing a broad-based fully integrated program that could run effectively in 10 different countries.



CAMPAIGNS



Case study: Sage

CAMPAIGNS

Learn how Sage X3 drives end-to-end visibility

End-to-end visibility drives better decisions. Enlightened organizations work different.

Reduce process-cycle times by up to 75%—all while tracking operations, inventory, sales, and financial data. Discover a world of decision making based on up-to-date data from your own self-service reporting tools. [Read our article](#) on how Sage X3 can help you make smarter decisions on demand.

*Analytical collaboration: The whole is greater than the sum of its parts.” The Aberdeen Report.

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Learn how Sage X3 helps businesses grow smarter

Rapid growth doesn't mean more complexity. Faster businesses work different.

Companies in your industry are investing in cloud-based business management solutions like Sage X3. Why now? Up to 70% of those companies report being able to reinvest savings from cloud technologies back into the business.* Get all the facts in our informative infographic: “Growing faster, without getting bigger.”

*Small and midsize businesses cloud trust study: US study results.” comScore Inc for Microsoft Trustworthy Computing, June 2015. [news.microsoft.com/download/presskit/security/cloudtrust/US.pdf](#)

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Learn how Sage X3 simplifies regulatory compliance

Take back control of your performance data. Decisive organizations work different.

Staying compliant means managing your entire business from a single instance of data. Sage X3 helps you eliminate inconsistencies and streamline end-to-end operations. It's never been easier to take back control. You really can enhance compliance while you simplify financial processes. [Read the article](#).

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↓ Real time visibility interactive article

End-to-end visibility enables real-time decision making. Enlightened organizations work

Here's your exclusive opportunity to learn the "four keys to greater operational visibility and better business decisions." Register for immediate access to this timely article so you can start unlocking the value in your data, while successfully driving initiatives and innovation across your business.

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Company*

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Email*

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Phone*

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Country*

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State/Province*

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Get the article >

↓ Future growth infographic

More growth shouldn't mean more complexity. Faster businesses work different.

Is ERP holding your business back? Discover "The four main benefits of moving your enterprise management solution into the cloud" with our timely infographic. Consider why a growing number of organizations are following the trend, and whether it's right for your business.

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View the infographic >

↓ "Take back control" interactive article

Take back control of your performance data. Decisive organizations work different.

Now your business can ensure quality across the organization—while improving compliance reporting capabilities—with simpler cloud-based enterprise business management. Discover how to "Take back control of your business" by driving down costs and complexity.

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TOOLS & CONTENT

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ASSESS

YOUR BUSINESS MANAGEMENT PROCESSES

Is it time to rethink your business management solution?

Discover what's really important to your business with our quick and easy needs assessment tool. Please enter your information below to access the free tool:

First name:

Last name:

Email:

Get Started >

Your impartial needs assessment will include a personalized report based on the specific priorities of your organization. Use your report to evaluate vendor offerings and ensure that you choose the solution best suited to your business.

Background

Challenges

Report

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1-866-530-SAGE (7243)

WHAT YOU CAN'T SEE

CAN HURT YOUR BUSINESS

Essential facts about increasing enterprise visibility

Fact One

Fact Two

Fact Three

Fact Four

Fact One

It can take up to 11.5 days to identify a problem before its effects become known—resulting in increased risk, cost, and inefficiency.¹

In today's increasingly complex and competitive business environment, real-time visibility into every aspect of your company's operations is crucial to your success. An organization that attempts to run without it runs the risk of lost business opportunities, higher operating costs, and poor decisions.

X3

accelerates your service delivery by time

sage X3

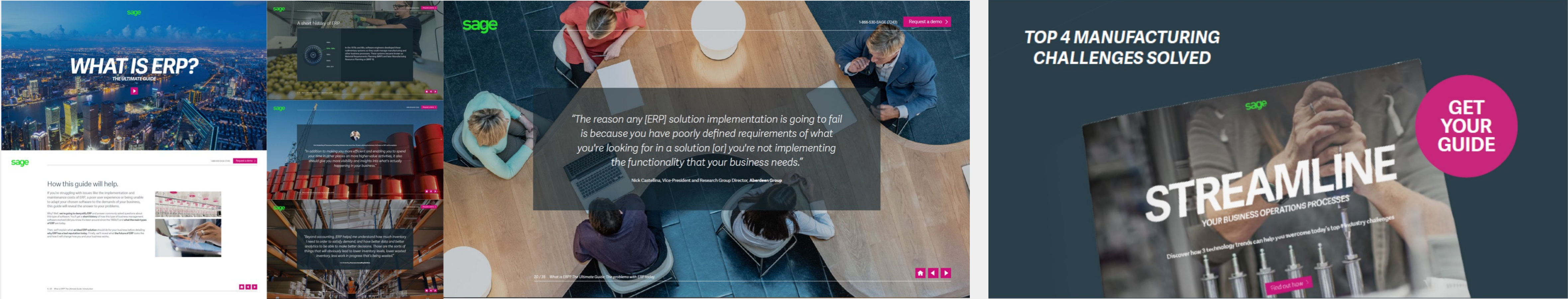
TAKE BACK CONTROL

OF YOUR BUSINESS

Companies face an inevitable challenge as they grow

As volume increases, many business processes that once worked begin to fail. When every department has a different management program, it's easy to lose

TOOLS & CONTENT



INSTRUCTIONS: The Sage X3 “Work Different” campaign addresses the specific challenges of distributors, manufacturers, and business service companies looking to grow their operations and keep their overhead costs low—all while becoming more competitive in the global economy. The multitouch business management solution campaign utilizes an authentic, simple-to-understand creative approach that leverages the established tone and voice of the Sage brand.

As a challenger brand, Sage must make every effort to stand out in the marketplace to enable and sustain greater customer and prospect engagement. With that in mind, here is your interactive go-to-market campaign experience guide designed to help you through the multitouch campaign flow.

CONTENT



You'll grow much faster with efficient business processes

By eliminating manual data-inputs and automating simple, repeatable business processes, you can devote more time, energy, and resources to growing your business. End-to-end visibility throughout your supply chain across finance, sales, customer-relationship management (CRM), and purchasing enables you to increase efficiencies and proactively control costs.

Better visibility and collaboration improves your ability to accurately forecast cash and material requirements improving your overall financial position while minimizing delays from material shortages or production delays.

Legal cannabis businesses that use basic accounting software are manually inputting financial and tracking data into their systems as well as into the systems of regulatory agencies—leading to doubled or tripled effort and a high risk of human error.



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Next Steps

Would you like to see CannaBusiness ERP from NexTec in action?

SCHEDULE A DEMO

About NexTec Group

NexTec Group is a national consulting firm that specializes in implementing Sage X3 business management solutions for mid-sized businesses. Its areas of expertise include enterprise resource planning (ERP), customer relationship management (CRM), business intelligence (BI), and cloud and on-premises solutions.

CannaBusiness ERP from NexTec is a complete ERP business management solution that manages cannabis operations, finance, and accounting; connects directly to state regulatory systems; and tracks it all from seed to sale.

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Business Technology
Transform Your Business

Contact us to learn more:
844-495-6477 | info@nextecgroup.com
NexTecGroup.com

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Case study: Sage

RESULTS

YOY increase in MQLs two years running

OVER 10K

MQL's delivered in FY'17

Nurtured MQL's

45%

conversion rate to SQL

Engagement

300%

increase in inquiries per month

Pipeline after 6 months

OVER 37M

in sales opportunity



“Since the campaign kick off, April Six has demonstrated its expertise and deep understanding of a true multi-touch global campaign. Their approach to creative, mix of marketing programs and tactics, and content types has built the foundation of an innovative and compelling global campaign that I was proud to launch across 10 countries.”

Georgia Pantazis, Global Campaign Manager