



**FOR IMMEDIATE RELEASE**

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## **Mindover Software Sees Increase in SageCRM Deployments**

*AR Collections Module Leads Customers to Take Advantage of Free CRM Software Found in Sage Accpac Extended Enterprise Suite*

**Austin, TX – April 16, 2009** – Mindover Software is experiencing a surge in SageCRM deployments within its existing Accpac customer base. The increase is due to SageCRM's recent availability as a free component of the Sage Accpac Extended Enterprise Suite. A new AR Collections module recently released for SageCRM, in addition to existing robust sales and marketing functionality, has also helped fuel the upsurge of CRM installations.

The AR Collections Module within SageCRM provides easy access to all pertinent customer account information in one convenient screen. All front and back office personnel—finance, sales, customer service and management—are “in the know” about client billing status, transaction history and prior communications. Integrated calendaring, task assignments and workflow management allow employees to know when and why the client was last contacted, making it easy to pick up where the last person left off. Customers are not bothered with redundant calls, and employees are more productive.

The benefits of the AR Collections Module became immediately apparent to Andrews Anchors, an oilfield services company based in Andrews, Texas. “We always print out an AR aging report and have up to 3 clerks calling customers to collect past-due balances. They record their conversations in the margins, often leaving us to decipher notes to be sure we have the correct follow-up information,” says Andrews Anchors Cathey Reid. “With the automated tools in the AR Collections Module, SageCRM will help us to streamline account management while using fewer office resources. When we can spend less time managing processes, we can devote more time servicing valued customers,” adds Reid.

This is just one example of how Sage and Mindover Software are in touch with customer needs and are responding with flexible solutions. “Today’s companies want a single point of contact for their accounts—to manage outstanding invoices, track communications, and set up call-backs,” says Mindover Software President Lloyd Smith. “Because Accpac users now have free access to SageCRM, our customers are realizing they can operate more efficiently than ever without compromising customer satisfaction.”

### **About Mindover Software**

Mindover Software is a Sage Software business partner that offers a broad range of front and back-office solutions including Sage Accpac ERP, Sage MAS 500, SageCRM and Iciniti E-Commerce. From offices in Austin, Dallas and San Antonio, Mindover Software's staff of professional consultants carries out the company's commitment to high-quality results and customer satisfaction. Learn more at [www.mindovercorp.com](http://www.mindovercorp.com) or by calling toll-free (866) 990-3994.

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