

A man with short dark hair and a beard is smiling broadly while wearing a black headset with a microphone. He is wearing a dark-colored polo shirt. The background is a blurred office or call center environment with other people and computer monitors visible.

sage

*CHANGING ERP TO
BUSINESS MANAGEMENT
SOLUTIONS:*

IT'S A SAGE THING



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INTRODUCTION

A key characteristic of a successful business is the ability to adapt to change. Being adaptable, however, does not make the process of change any easier. When moving from the known to the unknown, clear communications and consistency of standards are of paramount importance and are integral to successful change.

The change being faced by Sage is the renaming of ERP to Business Management Solutions.

Why is the name change necessary? Who is affected? What implications does it have for Sage's products and solutions, as well as for our clients? What are the challenges presented by such an integral name change?

These are just some of the questions that we aim to effectively address in this ebook. More specifically, by the time you've read through this material, you'll have a deeper understanding of:

- what ERP was and what Business Management Solutions are
- why the name change is necessary
- some of the challenges presented by changing a name and how it may affect you in the interim

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While highlighting the name change may simply seem like a logistical issue to existing and new customers – as though it's a concern that mainly affects Sage's internal stakeholders – some emphasis needs to be placed on the transitional state that we're currently in. In order to better deliver our solutions during this change, we need you to understand the context and process of the name change.

First, we need to look at the evolution of ERP so far.



ONE WHAT WAS ERP?



WHAT WAS ERP?

Enterprise Resource Planning (ERP) was first coined by Gartner in the 1990s to define integrated business management software. It represents a suite of different applications that are used to gather, store, manage and interpret data from different sources of activity in a business.

ERP Early Days

ERP began in the manufacturing sector as an expansion of material requirements planning and manufacturing resource planning, but moved into other areas of business as its usefulness evolved. Accounting, human resource planning, maintenance scheduling, service delivery, sales

///...that are used to gather, store, manage and interpret data... ///

and marketing, and inventory management were all incorporated into the ERP's scope of functionality and it rapidly grew to become the business management solution we know it to be today.

ERP Today

ERP has grown into an essential business tool that allows owners and managers to observe, control and run their businesses from a central point, integrating both back-end and front-end functions for efficient and profitable business management. The integration of a wide range of software suites into one system or solution means that owners and managers can harness all areas of business – from administration and operational functions, to financial, HR, procurement, manufacturing, warehousing, sales and marketing, and customer service.

This ERP functionality has enabled:

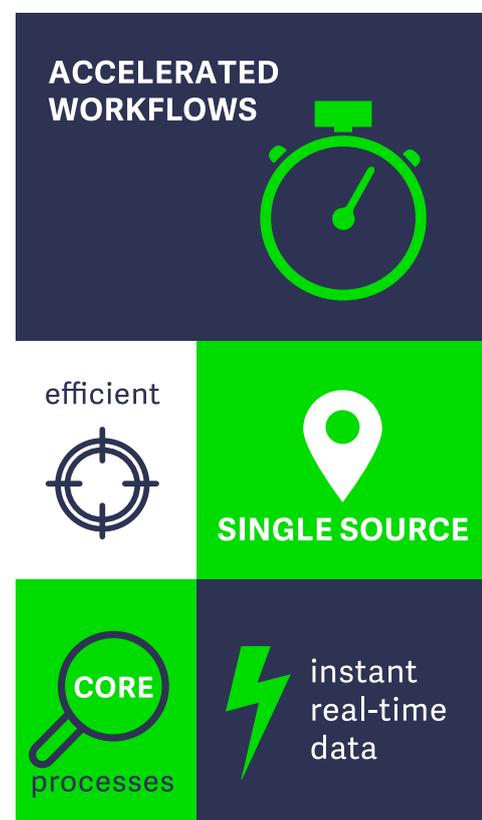
- accelerated workflows
- more efficient business process management
- single data source access
- an integrated view of core business processes
- instant access to real-time data

ERP and the Sage Brand

Our brand is firmly entrenched in the ERP industry and Sage has become well-known for our diverse portfolio of ERP products, that offer a wide range of benefits for business management. This begs the question then: why would we want to replace **ERP** with **Business Management Solutions**?

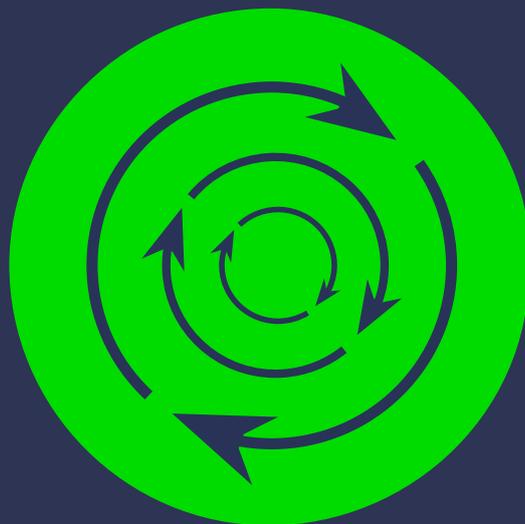
The short answer: it's about you – our customers.

Here's the longer answer...



TWO

*WHY ARE WE
CHANGING FROM
ERP TO BUSINESS
MANAGEMENT
SOLUTIONS?*





WHY ARE WE CHANGING FROM ERP TO BUSINESS MANAGEMENT SOLUTIONS?

As explained above, ERP technology has grown from within the manufacturing industry and extended beyond materials and manufacturing resource planning, into integrated business management throughout different industries. It has grown, evolved and expanded into a business management solution that provides comprehensive end-to-end functionality because it integrates different business applications into one suite.

The ERP Name is Too Small for What it's Become

“This is the exact opposite of what businesses need in order to stay agile and profitable...”

Technology has allowed for ERP to become a business solution that purportedly “does it all”. It’s perceived as a single broad system that users are plugged into in order to perform their roles and draw their reports.

Ironically, this integration into ‘one system, one interface’ is increasing rigidity and hindering business agility. This is the exact opposite of what businesses need in order to stay agile and profitable in today’s corporate, industrial, manufacturing and services environments.

According to Gartner (2014), “The automatic quest for on-premise, single instance, single mega-vendor ERP capabilities (i.e. monolithic ERP) is dead.”

Challenges Grow as ERP Grows

Two out of three customers know what ERP is, with their understanding of ERP ranging from “good” to “expert”. Decision makers continue to opt for on-premise ERP solutions, despite the fact that executives who have experienced ERP implementations express their concerns over the cost, technology complexities and ease of use of a new system.

The ERP label has grown from an all-inclusive, integrated solution... to an inflexible, rigid and difficult to use system. Market perception in the ERP name is the problem, which is why we want to change it.

From ERP to Business Management Solutions

Sage has taken the decision to shelve ERP as a stage in the evolution of our products. We’re beyond ERP now and have moved into the space of Business Management Solutions, where our products and solutions address the shortcomings of ERP by offering:

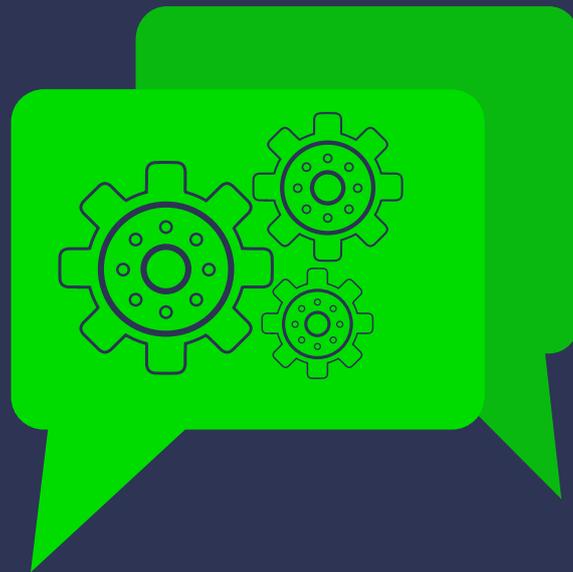
- improved agility
- simplified software management
- reduced costs through reallocation of IT resources
- acceleration of system implementation and deployment
- quicker adaptability
- immediate support to remote staff
- improved conditions for business collaboration

These are real business management solutions that go way beyond ERP, and which are supported by the development of cloud computing and the rapid adoption and embracing of mobile technology.



THREE

THE CHALLENGES OF **CHANGING A GENRE**



THE CHALLENGES OF CHANGING A GENRE

“Our business management solutions are all about increasing your business’s agility, efficiency, simplicity and collaboration in order to grow and be more effective internally and for your clients.”

At Sage, we have developed (and continue to improve and introduce) exciting technologies to meet the constant demands of modern business management in a technologically advanced environment. Our business management solutions are all about increasing your business’s agility, efficiency, simplicity and collaboration in order to grow and be more effective internally and for your clients.



Moving Past ERP

Since what we offer now has grown out of the ERP industry, it’s proving to be challenging to detach the perception of our products as ERP-based. It’s such an entrenched idea, which is why an across-the-board name change is necessary. This comes with its own complexities.



Taking ERP out of Sage

All of our product names that formerly included “ERP” have now changed. Any reference to ERP both internally and externally will be replaced with “business management solution”, a description that is appropriate to the application of our solutions and their effectiveness.



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CONCLUSION



CONCLUSION

At Sage, we are driving innovation to our customers, enabling them to transform their businesses with business management solutions, that allow them to take back control and grow their businesses with fast, scalable and streamlined processes. We give companies the choice as to how they would like to deploy their solutions. While some clients thrive with a cloud or hosted solution, others do not, so we continue to invest in our on-premise products.

Sage's Customer for Life approach means we provide a solution for any size or type of company.

Our portfolio begins with Sage One designed for start-up companies, Sage 300 and Sage Evolution for medium sized companies and Sage X3 for medium to large corporations.

If you would like to meet with one of our highly qualified sales executives to discuss your business and how Sage can help you, [click here](#) to contact us.



**TRANSFORMING
YOUR
BUSINESS?**

For more information, visit [sage.com](https://www.sage.com).