Product lessons, interactive experiences, and deep dives

TUESDAY, JULY 28

Central Daylight Time

10:30 a.m.-11:15 a.m.

Best practices in retail: optimizing and integrating your e-commerce channel to more effectively run your business
Whether you are a retailer, wholesaler, or other business selling online, the prepurchase shopping experience has significantly moved to the web, with a vast array of online product information, product and business reviews, and price comparison sites influencing the shopper. The need to support mobile and have integration between your brick and mortar operations and e-commerce operations to support a shopper view of real-time inventory, pricing, promotions and the ability to see status of orders and pick-up and delivery options is critical. If you are a business that is looking for guidance on how to manage all these channels and integrate into your operations, then this session is for you. Join Sage partner XM Developments, the world's leading supplier of cloud e-commerce for Sage ERP. Speakers will share customer examples and best practices to help you evolve your e-commerce channel.

Getting started with an HR solution
Are you managing your employee data using Excel spreadsheets or multiple systems? Are you confident you can produce the needed evidence that your company is in compliance with regulations and can defend itself in a lawsuit? Do you spend significant time answering questions of managers and employees? Do you have insight in key performance indicators such as employee turnover rates, effectiveness of recruiting, compensation benchmarks, and more? Learn how a robust human resource management system will benefit your company.

Optimizing your business management processes to run your business better—service industry
Hear experts share their insights on ways to optimize your ERP solution to more effectively run your business in the service sector. If your company provides professional services such as accounting, legal, marketing, technology, and so on or consumer services such as financial planning, real estate, home health, property management, and so on, our Sage experts will share best practices, solutions, roadmaps, and other tips to make sure that you are getting the most out of your existing or potentially new ERP solution.

What's the outlook for the construction industry in 2016?
Come and learn what the outlook for the construction industry is for 2016. Where is the economy heading, which segments are growing or declining, and why?

Best practices in managing your distribution business
Distributors face many challenges from managing tight margins and global supply chains to optimizing their inventory and warehouse operations. Come and listen to our panel of experts provide advice to distribution companies on how to tackle many of the issues related to running their business and leveraging business management solutions to do it better.

Best practices in managing your manufacturing business—a customer-led roundtable
Join the manufacturing customer roundtable to discuss best practices and to learn from your peers.

Integrating Microsoft SharePoint with Sage solutions
Microsoft SharePoint helps businesses become more productive, increase their collaboration, and automate their business processes. Sage solutions enable businesses to run their day-to-day operations with efficiency and control. Integrating these two powerful platforms results in an advanced unified system that enables data transparency, ease of use, reduced data entry, dramatic enhancements in search and retrieval, seamless integration to Microsoft Office, increased security control and auditing capabilities, reduced costs, and increased collaboration and productivity. Attend this session to see how you can realize these benefits and more through the seamless integration of Microsoft SharePoint and your existing Sage solution.

Product lessons, interactive experiences, and deep dives

10:30 a.m.-11:15 a.m.   *continued*

Here is your stack of welcome papers; the water cooler is down the hall!
The employee onboarding process can make or break a new hire's experience with your corporate culture. The world has changed, and employees not only expect but deserve a streamlined and informative onboarding process. Learn how our cloud-based HR/payroll solutions lay a foundation that ensures your workers are left with a lasting first impression and can immediately assimilate and bring value to the team.

Gift and loyalty in the Digital Age
Consumer loyalty continues to challenge smaller businesses. Brand recognition is key, and finding ways to build brand awareness and compete with the larger competition is important to continued growth. In this panel, experts from Sage Payment Solutions, iMobile3, and Yiftee will discuss how new innovations in the gift and loyalty space have revolutionized brand recognition and created entirely new ways to engage and keep consumers coming back for more.

Start with why
How to apply Simon Sinek's principles to an accounting or bookkeeping practice and why it directly affects profit. The session will cover an overview of the golden circle, how to define your ideal client and service offering, how to differentiate while offering the same service, and how to define and express a why.

Small business roadmap: the Canadian market
Join Scott Munro, VP product management for Sage 50 and Sage One, as he unravels the roadmap for small business solutions in the Canadian marketplace.

11:45 a.m.-12:30 p.m.

Adding Sage HRMS to your Sage solution
We will cover the benefits on integrating Sage HRMS with your existing Sage solution.

How business intelligence tools give a competitive edge in the distribution and manufacturing industry
Using your company's data from your Sage ERP and other sources, critical and immediate business insights across sales, logistics, and purchasing within your operation, can you give you the competitive edge you need. Learn more from an expert panel that share BI best practices to run businesses better and gain visibility and insights.

My head is in the cloud, but my business is not
The cloud matters to the future of any fast-growing business, particularly ones that are small to medium size. While the cloud may seem new and maybe even a bit risky, when you learn all the facts, it's clear it's key to securely managing your business, growing the bottom line, improving operations, managing your IT spend, and securing your data.

What's all the fuss about building information modeling (BIM)
Building information modeling (BIM) has been all the buzz over the past few years, but how prevalent and useful is it to the construction industry today? Attend this session to learn about BIM from the construction industry perspective—early design and preconstruction to cost estimation and scheduling.

Are you running your construction business through a keyhole?
Gain deeper insights into your business so you know how healthy your business really is. Attend this session to learn how Sage can help you get the information you need to make better informed business decisions for your construction company. Leverage dashboards, reporting, inquiries, alerts, and more to stay on top of your business and in front of any issues before they happen.

Product lessons, interactive experiences, and deep dives

11:45 a.m.-12:30 p.m. *continued*

Hear from your peers: how CRM helped me overcome my marketing and sales challenges
Come and interact with a panel of CRM customers as they discuss the business challenges they faced and how their CRM (customer relationship management) solution helped them progress their business to the next level.

Discrete manufacturing: how to increase operational efficiency and accelerate growth
For metal fabrication, industrial equipment, or high-tech companies, operating faster with better insights on quality and cost can accelerate growth. In this session, we'll cover ways to accelerate customer inquiry response with accurate info, gain real-time control over work orders, and adapt quickly to compliance requirements.

Maximize your time and money with Sage Timeslips
Discover how Sage Timeslips can improve your business's overall efficiency while increasing profitability. Explore the function and features of this industry-leading time and billing software with this informative product overview session.

The EMV standard, what it means to small and medium-sized businesses, and how to get there
The magic date is October 15. It is what we call the liability shift from the issuer to the merchant. In this session, learn who is ultimately responsible, how this affects brick-and-mortar and card-not-present merchants, futureproof terminals, and what small and medium-sized business merchants need to consider to make this shift a reality.

On the road again with Sage One
What is new and what's next for Sage One? Learn about all of the new features that Sage One has introduced over the past six months and what is on the horizon.

Business intelligence: are you sharing too much, too little, or the wrong information with managers and employees?
Employees and managers want to see how your company is doing. So you created dashboards and put monitors on the walls to rally the team. Now, with mobile, everyone can see these on their smartphones. But should they? Just how open should you be about your company's performance? In this session, we will share how business scoreboards, collaboration, transparency, and gamification are powerful tools if used wisely. Moving from insight to action is critical to success as long as you're moving in the right direction as a team. We'll show ways to help you create alignment and raise accountability in your company using smart technologies and thoughtful scoreboard design.

2:00 p.m.-2:45 p.m.

How to prepare for the Affordable Care Act (ACA)
On top of all the political debates surrounding the health care reform, in 2015 the ACA requires any employer with 50 or more employees to report minimal essential coverage under employer-sponsored group health plans to the government and notify employees covered by those plans. Because new reporting requirements and the consequences of recent elections raise so many questions for employers, Sage is teaming up with BenefitMall, a leader in benefits solutions and services, to provide answers during this not-to-be-missed session.

Automating your estimating and takeoff process
Gone are the day of digitizer boards and paper plans. Today, best practice in the construction industry is to automate your estimating and takeoff processes so you can bid faster and more accurately. Attend this session to see how your estimators can be more productive and more efficient, easily build and modify estimates, share estimates with colleagues, create professional-looking proposals, and convert estimates easily into budgets once a job has been won.

Product lessons, interactive experiences, and deep dives

2:00 p.m.-2:45 p.m. *continued*

Maximizing value from your website
Today, your website is the face of your business to the world, but is it delivering more than just a pretty face? Are you deriving the maximum value from your website—getting leads, tracking inquiries? Attend this session to learn how you can effectively funnel information from your website directly to different departments in your company. Let your customers self-serve and answer their own questions with an online knowledgebase. Ensure every lead and inquiry is tracked and handled so you can deliver the best possible customer experience.

Unlock customer loyalty and increase sales with an e-commerce solution
We will demonstrate how you can unlock customer loyalty, simplify customer service, and increase sales—all with an easy-to-deploy and -manage web presence for your company.

Sage 500 ERP: inventory management in the new millennium
Customers will learn how to use warehouse automation and warehouse management tools in Sage 500 ERP.

Sage Fixed Assets: best practices in managing fixed assets—a customer roundtable
Join the Sage Fixed Assets customer roundtable to learn and discuss best practices in fixed asset management from your peers.

A glimpse into the ever-growing Sage ERP X3 solution and developer ecosystem
With hundreds of solution partners and developers globally, Sage ERP X3 has your business need covered. Join us to learn about our solutions ecosystem and get a detailed overview of recent additions.

Tokenization and the future of anytime, anywhere payments
With the ongoing shift from analog to digital payments and the clear and present danger of data theft, the payments industry is faced with significant challenges when it comes to protecting the integrity of transactions both online and offline. In this session, experts from Sage Payment Solutions will discuss tokenization as a promising solution, including the status of implementation and adoption by merchants and financial institutions, in delivering the promise of anytime, anywhere payments.

Shoebox to toolbox
The marketplace that we bookkeepers have known is changing rapidly and evolving from the traditional shoebox into automated workflow methods that may be unfamiliar. Are you feeling the urgency to move your bookkeeping business to a model that can grow with these changes and position it for higher profits and sustainability in spite of more automation? Come and join us as we explore the opportunities available to you, such as bookkeeping in the cloud, integrating new technologies, and the concept of "going paperless." There are many decisions to be made and many puzzle pieces to examine. At this session Dianne and Marge will speak from the battlefields with rational steps to accomplishing new tools, new services, and new revenue.

Excel gurus toolbox
Beyond PivotTables, which many users consider Excel's most powerful feature, Excel has many other great features and add-ins. In this session, you will examine the top Excel features and add-ins to make you more productive. Examples include Fuzzy Lookup, Analysis ToolPak, ActiveData, Conditional Formatting, Evaluate Formula, Custom Views, the Camera, Slicers, Sparklines, top hot keys, and much more. This is a must-see session if you want to improve your Excel skills.

Who is the gal with the pocket protector?
The thought of engaging with an accountant can be overwhelming if you are in the startup phase of your business. However, an accountant can quickly become your best friend. Learn why you should start a relationship with an accountant from day one, how to find one who matches your business goals, and the importance of how one can help shape the future of your business.

Product lessons, interactive experiences, and deep dives

2:00 p.m.-2:45 p.m. *continued*

A tale of two perspectives: service-based business owners vs. their accountants
Sometimes clients and consultants are moving in opposite directions to achieve the same goal. In this session, learn what insights the customer values and what metrics the consultant is after to move a service-based business to the next level. Together.

3:15 p.m.-4:00 p.m.

Why HR matters to your organization
A company is as good as its employees. We are used to talking about a company as if the organization itself is a person. But an organization does not have ideas, does not give service, and is by itself not efficient or productive. The people in the organization do and are. How we treat our employees and what we invest in our employees have a huge influence on the bottom line. Investing in and managing your human capital have in many cases a larger effect than investments in marketing or R and D.

The accountant/client relationship: it can be more effective and profitable than ever
Businesses need accountants to consult, grow, and thrive. But often the value of why they were selected in the first place is lost in data distractions and file sharing . . . with countless faxes, FedExs, dated and emailed spreadsheets, and missing, incomplete data, you both are missing out on the value and opportunity to optimally work together. Luckily Sage has some solutions!

Automate to work smarter, not harder, and reap the benefits in efficiency and growth
This panel discussion ties together the various resources to automate and simplify your business processes.

Learn more about Sage Enterprise Intelligence reporting for Sage 300 ERP
Sage Enterprise Intelligence goes beyond the world of spreadsheets and report writers to provide an intuitive, unified view of integrated data from various sources. It enables every business user, executive, and manager to create a view of data that is meaningful to their role and to analyze data with complete drill down, drill through, and slice and dice analytics that simplify the view and use of business intelligence.

Improving field productivity in the construction industry
Strong field productivity is important for any construction business. In this session, we will share what business concerns other Sage customers have about field productivity. Learn how leveraging mobile technology can help your business become more efficient and productive while keeping projects moving on schedule and on budget.

Tracking key performance indicators of a construction company
How do you know how healthy your company really is? You are working on projects today, but are they delivering profit to the company that you will need tomorrow? Attend this session to learn what's vital to track at your construction company to assess its financial health for the long term and learn what tools you can leverage to help you.

Tips for maximizing sales effectiveness
The more information a salesperson knows about his customer or prospect, the more effective he can be. Attend this session to learn how access to customer and prospect information can maximize the effectiveness of sales calls and improve the impression you make on your customers or your prospects. No business wants obstacles to its sales cycles. Learn how to identify and remove bottlenecks in your sales process using CRM and Sage Mobile Sales.

Sage ERP X3: demand planning for manufacturers
Material Resource Planning is a key to profitability for manufacturing businesses. Join us learn how Sage ERP X3 can improve material planning using actual and forecasted demand.

Product lessons, interactive experiences, and deep dives

3:15 p.m.-4:00 p.m. *continued*

The constant struggle for regulatory compliance
Staying compliant is a struggle for many companies. Learn how Sage can help you to stay compliant.

How safe is your data in the cloud?
Join this discussion as Sage and Amazon Web Services experts debate the question while debunking myths about the data security in the cloud.

Understanding user-defined reporting and bill layout design in Sage Timeslips
Learn to create useful user-defined reports. Gain a better understanding of how to create and modify bill layouts.

Transforming employee life-cycle management from paper to the cloud
Learn how leveraging cloud-based HR Solutions will bring a more holistic, consistent and pleasing workforce experience. Join us as we walk through the employee life-cycle from recruit to retire with a showcase on performance management, recruiting, talent management, and much more.

Get more customers and make more sales with tools in Sage 50—U.S. Edition
All your customer and product information is already in your software. Use the built-in tools in Sage 50 to spot new opportunities, increase your average ticket, and drive more sales.

What comes first—the chicken or the egg?
So you are starting a new business and you have made it through the typical startup questions every business has. What lesser-known things should you be asking that are not on your list? These are the questions usually left unanswered that are equally as important as getting a business license, phone number, and location. We will discuss how these can affect your small business venture.

The hidden gem: Sage 50 Time and Billing
Get ready to explore the full magnitude of Time and Billing within Sage 50. Many users and consultants haven't had experience using Sage Timeslips or explored how the time-tracking features in Sage 50 can be used to invoice a customer, track a service, pay an employee, and track against a project. Come and learn how this gem does it all for service-based businesses.

4:30 p.m.-5:15 p.m.

Compliance: Embrace employee analytics and stop rolling the dice
Learn the importance of compliance and why time and effort spent becoming compliant can save your company costly fines.

Are you leveraging all the reporting capabilities in your Sage ERP?
You have many reporting capabilities within your Sage ERP, plus other reporting solutions that can integrate with your Sage ERP. Learn more about what you already have built in and what could be best for your business needs. In this session, we'll cover Business Insights Explorer, SAP Crystal Reports, and Sage business intelligence solutions.

Risky business: How do you manage subcontractor compliance?
Managing vendor and subcontractor compliance is complex and can have major financial consequences if not done well. Learn how Sage can help you navigate through the muddy waters of compliance and ensure your subcontractors and vendors don't create risk or liability for you.

Product lessons, interactive experiences, and deep dives

4:30 p.m.-5:15 p.m. *continued*

Manage your complex construction payroll
Construction payroll goes way beyond regular payroll. You have complex reporting requirements and need to adhere to complex governmental regulations. Attend this session to learn how a construction-specific payroll can help you with your complex construction payroll needs.

How to excel at email marketing, marketing automation
Attend this session to understand the ways you can make the most effective use of email marketing and marketing automation in your business. Avoid the most common mistakes or learn how to easily correct them. Learn what tools can help you deploy, manage, refine, and measure your email marketing campaigns.

Growing up quickly also means growing up smart
The North American market is on the strongest trajectory since the recession. That's the great news. The challenge for many small to medium-sized businesses is how to manage that growth effectively, as many are still using the same basic accounting systems or piecemeal solutions they've been using for years. There truly is a better way.

Sage Inventory Advisor for manufacturers
We'll show you Sage Inventory Advisor, which gives manufacturers an effective tool to handle the complexities of your inventory and bill of materials requirements.

Hear how your peers got paid faster with Sage Payment Solutions
We're going to bust the myth that accepting payments such as credit cards or ACH is not applicable to your business because you sell only to business or your invoices are too large or it will cost you too much. Attend this session to learn how payments can help your business and see how other B-to-B customers are making payment work for them.

Outsourced payroll—is it right for your organization?
Tired of worrying about keeping track of filing and paying your payroll taxes on time? Stay in compliance and get protection from fines and penalties with Sage Payroll Solutions. See how easy it is to stay in control of your finances while taking the burden out of payroll management.

Business intelligence for the SMB
Merchants now have the opportunity to leverage payments data to gain insights into making more informed business decisions. This session will discuss how you can monitor your most important business metrics, engage with your best customers, and compare your business to competitors, all in one dashboard.

Power up your PivotTables
PivotTables have never been easier to build than they are in the latest versions of Excel. But how do you handle calculated fields and calculated items, data grouping, simple data summaries, special "show values as" data summaries, noncalendar fiscal years, or 4-4-5 calendar periods? What problems does the Excel Data Model present to experienced PivotTable users, and how do you work around these problems? Get these answers and more in this session. Content assumes that participants are already using basic PivotTables and are looking for intermediate to advanced techniques to solve specific problems.

Extend the power of Sage 50—U.S. Edition with these integrated add-ons
Get more value with less effort. Take advantage of these powerful add-on solutions that work right inside your software.

Product lessons, interactive experiences, and deep dives

4:30 p.m.-5:15 p.m. *continued*

Measuring your success on the business growth chart
You have made it through your first year in business . . . so, what is next? How do you manage, measure, and maintain your success? We'll show you how to figure out where you are and how to get to the next notch on the growth chart. You have crawled through your first year; now we will teach you how to walk, skip, and run.

Small business roadmap: the Canadian market
Join Scott Munro, VP product management for Sage 50 and Sage One, as he unravels the roadmap for small business solutions in the Canadian marketplace.

Dear Sage Accountants Network member . . .
Sage 50 customers have lots of questions. In this panel session, we'll ask Sage 50 consultants how they would address some questions or concerns as asked by real Canadian small business owners. Moderated by your Sage 50 partner advisory committee.

WEDNESDAY, JULY 29
Central Daylight Time

10:30 a.m.-11:15 a.m.

Getting and keeping the right talent
Make your workforce your biggest asset as opposed to your biggest liability. A study conducted by Bloomberg BNA revealed that attracting and retaining qualified employees is the number-one priority for small and midsized organizations. In this session we will discuss recruitment strategies, talent development strategies, and the power of the engaged employee. We will also address the balance between hard and soft skills and the need for cultural fit with your company.

Sage Enterprise Intelligence--business insight on the move
Learn how to do more with through visualization and drill down and through creating the business reports you need using browser or spreadsheet viewing and through mobile devices. Distribute current information to the right people and align your organization to key metrics that you care about.

Where is the construction industry headed with technology?
Attend this session to see where contractors are investing time and money in technology. Join us to learn from the results of this year's Sage construction IT survey.

What is social CRM, and why should it matter to your business?
Many businesses understand the importance of customer relationship management (CRM). But what is social CRM? In this session, learn the difference between customer relationship management and social CRM and how embracing social media in your business can help make every customer conversation count.

Everything you always wanted to know about fixed assets management
Join us for a lively roundtable discussion about the best practices in fixed asset management, which will include questions from the audience. Learn from the experts how to best manage your asset depreciation and tracking as well as your fixed assets under construction. Register now to understand what has been working and what has not.

Sage 300 ERP: inventory management in the new millennium
Customers will learn how to use warehouse automation and warehouse management tools in Sage 300 ERP.

Product lessons, interactive experiences, and deep dives

10:30 a.m.-11:15 a.m. *continued*

Sage ERP X3: how to improve inventory management
Sage ERP X3 offers a number of tools to help you better manage your inventory. From better planning to tracking, let us show you how.

Sage ERP X3: the road ahead
In this session, Sage ERP X3 customers will learn where we are headed with Sage ERP X3 and get a feel for both the individual features and the overall focus of upcoming releases.

Ensuring a successful software implementation for your company
Any software implementation requires planning, time, and resources to ensure project success. This session will arm you with the critical tools you need to ensure your software implementation is delivered on time and within budget.

Using Sage University as a career development tool for your teams
Did you realize that Sage offers all kinds of training through Sage University? We offer a variety of topics and in multiple formats: live online, recorded, and some classroom. Learn how to use Sage University to manage and track training opportunities for your teams.

What is the #1 problem international businesses run into in the United States? Tax compliance.
United States tax policy is some of the most complex in the world. With more than 12,000 jurisdictions, multiple types of tax, and an endless combination of how to charge them, errors are easy, and that opens your business up to hefty fines and penalties. For many international Sage customers, doing business in the United States is made much easier by automating tax compliance right in their Sage ERP. Sage Sales Tax automates the entire transactional tax process, freeing up your time to do what you do best. And it's as easy as turning on the lights.

Bringing the point of sale out of the storefront
Mobile technology and the advent of data delivery through wireless platforms are creating opportunities to redefine the physical retail experience. In this panel, experts from Sage Payment Solutions, eMobile POS, and Zuza will discuss how new mobile payment innovations are rapidly changing the face of retail, improving efficiency for small to midsized businesses, and radically evolving the purchase experience.

Choose the best payroll option for your business
Do-it-yourself? Have someone do it for you? Or find something in between? We'll cover the many payroll options and show you solutions to help save time and protect you from tax penalties.

Top seven #smallbiz trends
How trendy are you? Current trends may affect the way you operate your small business this year. Join us for a roundup of the top seven trends in small business—from cloud to coworking, we will highlight each trend and the impact it could have on your business.

The best-kept "not so secret" tips and tricks of Sage 50
There's something for everyone in this session. After years and years of new features, it's hard to stay on top of everything Sage 50 can do. Come to this session and check out some of the best time-saving tricks you may or may not know about.

Product lessons, interactive experiences, and deep dives

11:45 a.m.-12:30 p.m.

The changing workforce and you
Today's workforce is dispersed, tech savvy, multicultural, multigenerational, and ever changing. Can you handle it? Does this translate into a challenge, or does it offer you new opportunities? What are the consequences? How can you prepare your organization, and how should your leadership adapt to the new reality?

Food and beverage: managing compliance with expanding global regulations
Increasing regulatory demands placed on food and beverage companies place significant demands on your business. Let us show you how to simplify compliance with these regulations.

Sage 500 ERP: the road ahead
In this session Sage 500 ERP customers will learn where we are headed with Sage 500 ERP and get a feel for both the individual features and the overall focus of upcoming releases.

Sage 300 ERP: the road ahead
Be the first to know what's coming in 2015 and beyond for Sage 300 ERP. In this session our product team will provide you with vital information that will help you to plan for the future of your business. We will share our product strategy and roadmap with details on upcoming product releases and add-on solutions. Join us to learn about the exciting future of the Sage 300 ERP solution.

Sage 100 ERP: the road ahead
Attend this session to get a preview of some of the features that will be available in the next release of Sage 100 ERP, along with a few surprises that might be available sooner through product updates.

Sage 100 Contractor: the road ahead
Join us and learn about the vision for Sage 100 Contractor and future roadmap. Get a sneak peek at upcoming Sage 100 Contractor releases.

Sage 300 Construction and Real Estate: the road ahead
Join us and learn about the vision for Sage 300 Construction and Real Estate and future roadmap. Get a sneak peek at upcoming Sage 300 Construction and Real Estate releases.

"Procure to pay" and "order to cash" payment integration
Invoicing, billing, and other B2B payment processes are notoriously inefficient and paper-laden. To more effectively "electronify" B2B payments, Sage Payment Solutions has formed strategic and innovative integrations with third parties, including software providers, to form powerful B2B payment partnerships. Hear from Sage and its partners on how integrated payments has allowed B2B software partners to expand their reach and build momentum in electronic B2B payments. In addition, you will hear of payments innovation through technologies and products such as card-based payables, virtual P-cards, single-use cards, and EMV-based T and E cards.

Creating a remote CFO program
You can do more than bookkeeping or troubleshooting a data file for your clients. You can develop on ongoing relationship with your clients by creating a remote CFO program! Learn how to help your clients by creating a program to review their numbers on a monthly basis. But more than that, you can set an agenda to delve into business coaching—to help them improve their process and profitability. Explore other CFO duties, including analysis of gross margin, pricing, overhead, burn rate, cost allocations, billing rates, and more. All from the comfort of your own office!

The ABCs of social media for small businesses
Learn about benefits of the more popular social media platforms and how they could help your small business thrive. We will share some basic tools that can help you manage your social media platforms as well as some helpful tips and tricks for working social media efforts into an entrepreneur's already busy schedule.

Product lessons, interactive experiences, and deep dives

2:00 p.m.-2:45 p.m.

Staying in compliance with the Affordable Care Act (ACA) in 2015 and beyond
Staying on top of the Affordable Care Act is critical—and challenging—particularly when it comes to your obligations under the law. With all the delays, legislative changes, and shifting regulatory interpretations over the past few years, you may be feeling a little overwhelmed now that 2015 is here. As a trusted expert advising companies around the world for the past 30 years, Sage is ready to help support you through healthcare reform and answer your questions.

Get rid of the paper shuffle at your construction company by going paperless
Are you still routing paper invoices to be approved, wondering where that invoice or important document is in that huge pile on your desk, or walking paper invoices or documents around the office to be approved? Save trees and, more importantly, your time by going paperless. Join us at this session to learn how Sage can help you easily route, store, find, and manage the mountains of paperwork your construction company has on every project with Sage Paperless Construction.

Sage Fixed Assets 2015: the road ahead
In this session Sage Fixed Assets customers will learn about new features and functionality provided in Sage Fixed Assets 2015, as well as tips and tricks to get the most out of their system.

Happy birthday, Sage 300 Online!
It was exactly a year ago Sage 300 Online was born. What's been happening since? What does the future of the product look like? How have services, distributors, and others benefited from using it in their business?

Sage Estimating: the road ahead
Join us and learn about the vision for Sage Estimating and future roadmap. Get a sneak peek at upcoming Sage Estimating releases that are designed to help you win more business.

Learn how to improve intelligence with Sage ERP X3
Join us to learn how the improved intelligence with Sage ERP X3 version 7 has helped our customers succeed. Customers will tell their story in this session and answer questions you have.

Make budgeting and planning a breeze
Budgeting and planning are keys to running a successful business. Join us to learn how your company can improve this oftentimes manual, tedious process.

Leveraging inventory replenishment and Sage Inventory Advisor to improve your forecasting
Do you know that Sage has an inventory advisor product that can improve your ability to forecast inventory needs? Join us to learn how Sage Inventory Advisor and inventory replenishment can work together to improve your forecasting process.

The demise of the checkbook has been greatly exaggerated
As the world of electronic payments continues to evolve, checkbooks still dominate, accounting for as much as 40% of all payments! Everyone wants to talk about credit cards, but what is the merchant supposed to do when his customers want to pay by paper check or ACH? In the session, Sage will discuss how you can grow your revenue by accepting checks and ACH, the various solutions offered, and the safe and secure process for electronic deposits.

Product lessons, interactive experiences, and deep dives

2:00 p.m.-2:45 p.m. *continued*

Getting real results with social media marketing for small business
Have a Facebook page? Twitter account? Google+? Why isn't it working? This talk will show you how to get great results. Whether you wish to become the next Seth David or merely want to find new customers, we'll show you how to build, use, and leverage social media properly, efficiently. We'll talk about technology, tips, and tricks and help you develop some serious skills to brand you and your company and grow revenue.

Back to basics: expenses and cash flow management with Sage One
One-third of small businesses fail due to poor financial management. Do you know how much money you have coming in and going out at all times? Learn why you should integrate all of your financials with Sage One so you do not miss anything important. Instantly track incoming invoices and outgoing payments so you know how much money you have on hand. Because if you are not making money, you cannot stay in business.

Sage 50 Accounting Payroll 101
New to the world of payroll processing or want to bring this service in-house? It's all in the setup. Join this session and understand the basics of payroll processing, the tax calculator, benefits, and deductions.

HR for your ERP
Every business is a people business. At the heart of every successful business are the people who make things happen. It is your job to attract and retain the very best talent, plus keep current employees as positive and productive as possible. No easy task. Leverage your Sage ERP software to automate, streamline, and extend your human resources processes. Achieve profitable growth and outperform the competition by leveraging your employees skills and talents while giving them every opportunity to achieve their career goals. Learn how Sage HRMS can help you automate employee administration and time management and confidently process your payroll; support compliance with changing global and local HR regulations. Your company deserves it. Your employees deserve it.

3:15 p.m.-4:00 p.m.

15 factors to consider when processing payroll
When changing how you process payroll, there are numerous considerations that must be taken into account. You will want to think about the features that are important to your company and decide on a solution that meets your needs within budget. The key to selecting the right payroll solution for your organization is to make certain that all of the vendors you evaluate can meet your needs before you begin to narrow down your choices. As you gather requirements and create your Request for Proposal (RFP), you will need to consider the functional capabilities required to produce accurate payroll, the vendor qualities you value most, and finally, how you plan to implement a new solution. This session will discuss 15 factors to keep in mind.

Sage Intelligence: financial reporting
Transform your Sage ERP X3 data into meaningful information that provides better financial reporting. See hands-on demonstrations of best practices for using Sage Intelligence. Get a glimpse of Excel on steroids training and how it enhances users' experience of Sage Intelligence. See what is new with the most the most recent Sage Intelligence release.

Still managing job costs, change orders, and subcontracts in spreadsheets?
If you're managing job costs, change orders, and subcontracts manually or in spreadsheets, you're spending valuable time doing tasks that can easily be automated and vulnerable to errors that could be disastrous to your profit margin. If your accounting or ERP software doesn't manage construction-specific processes, then you need to attend this session to learn how Sage can help you with industry-specific solutions such as Sage 100 Contractor and Sage 300 Construction and Real Estate.

Product lessons, interactive experiences, and deep dives

3:15 p.m.-4:00 p.m. *continued*

Delivering customer service in the 21st century
Customer service is no longer solely being delivered through a call center during normal business hours. Today's customers expect multiple avenues through which to receive assistance 24/7 and 365 days a year. Attend this session to better understand the industry trends for delivering customer service and how you can meet the changing needs of your customers.

Sage Fixed Assets showcase: managing your fixed assets
Learn how you can easily manage your fixed assets and stay in full regulatory compliance in this live product demo of Sage Fixed Assets and Sage Fixed Assets Online.

Sage 300 ERP: the road ahead
Be the first to know what's coming in 2015 and beyond for Sage 300 ERP. In this session our product team will provide you with vital information that will help you to plan for the future of your business. We will share our product strategy and roadmap with details on upcoming product releases and add-on solutions. Join us to learn about the exciting future of the Sage 300 ERP solution.

Sage 100 ERP: the road ahead
Attend this session to get a preview of some of the features that will be in the next release of Sage 100 ERP, along with a few surprises that might be available sooner through product updates.

How wholesale and international trade companies optimize the supply chain and accelerate growth
For wholesale or international trade companies, gaining better insights on costs and margins can increase profitability and growth. In this session, you'll hear experts discuss how you can improve real-time visibility across your global supply chain, empower your growing mobile sales force, and optimize purchase conditions and margins.

Data protection and PCI
Customer data are buzz words we've been hearing in the news lately, which unfortunately won't be going away anytime soon. It's your responsibility to your customers to keep that information safe. In this session, you'll hear from Sage Payment Solutions on what tools and services can help keep your credit and debit card data current and protected from the bad guys.

The accountant entrepreneur—evolve your business model for maximum growth
Moving your practice—and your clients—to the cloud is about more than technology. It's a fundamental shift in your business model, a combination of broadening your abilities with today's technology and redesigning your business to maximize growth. There are compelling new business models for accountants who want to take charge of their future. This presentation presents a roadmap to help you tackle new services for new clients, how to select the right vertical market focus, and how to drive success by driving improvements in business processes with your clients.

The crossroads of funding for small businesses
You are at the money crossroads, and you have two options: crowd funding or private investors. Here is the lowdown on the who, what, where, when, and why of each. We will help you navigate the ins and outs.

Cash flow is not just about money in: expense management solutions from the cloud
Keeping on top of money going out is a critical component of cash flow management. Make it easier to manage with integrated banking and other cloud features that make expense management a snap for Sage 50 users!

Sage 50 Accounting Payroll 201
Sage 50 Accounting has multiple integrated payment solutions that allow for employee direct deposit payments and retirement savings plans. This session covers the bells and whistles that will bring your payroll processing to the next level.

Product lessons, interactive experiences, and deep dives

4:30 p.m.-5:15 p.m.

Getting your business on board with customer relationship management
Feel like your company could do better with customers and winning new business but not sure how to convince other decision makers in your company? Join us as we discuss how to get your business thinking CRM. We will talk about how to make the case, articulate the challenges you could solve with CRM, understand measurable benefits of CRM, and deliver a highly successful business case to management.

Get the most out of Sage 500 ERP
This session will highlight the benefits of moving to Sage 500 ERP 2014 and provide an outlook on Sage 500 ERP 2015.

Get the most out of moving to Sage 300 ERP
This session will highlight the benefits of moving to Sage 300 ERP and provide an outlook on Sage 300 ERP 2016.

Get the most out of Sage 300 Construction and Real Estate
You've already made an investment in Sage 300 Construction. Are you getting everything you can out of your investment? Studies show that companies only use 20% of what they have in their software. Beat the statistics and learn how you can get more out of the software you have today.

Get the most out of Sage 100 Contractor
You've already made an investment in Sage 100 Contractor. Are you getting everything you can out of your investment? Studies show that companies only use 20% of what they have in their software. Beat the statistics and learn how you can get more out of the software you have today.

Outsourced payroll—is it right for your organization?
Tired of worrying about keeping track of filing and paying your payroll taxes on time? Stay in compliance and get protection from fines and penalties with Sage Payroll Solutions. See how easy it is to stay in control of your finances while taking the burden out of payroll management.

Building a vision for your firm
Professionals who succeed today provide the tools, information, and technology their clients need. It's not just about the cloud. Today's firms have changed—whether you are a CPA firm, tax preparer, or bookkeeper. It's time to look at the different accounting service provider opportunities. Join Leslie Shiner in this facilitated discussion to share information with your peers. Topics include creating outsourced CFO programs, building customized systems (including cloud technologies), mastering the art of connecting software pieces (becoming a digital plumber), and finding ways to integrate systems that work best for your clients.

Service-based businesses grow through customer referrals
In a service-based business world, it's all about the customer recommendation. In this session learn how to maximize your customer referral opportunities, how to create a customer first culture, and how a few changes to your customer experience approach can grow your business.

Product lessons, interactive experiences, and deep dives

THURSDAY, JULY 29
Central Daylight Time

10:30 a.m.-11:15 a.m.

Sage 100 ERP: paperless office
Save time, money, and the environment by using the paperless office capabilities provided in Sage 100 ERP. Learn how to quickly and easily find files, view reports and forms, and print only the pages you want. And, when you need them again, retrieve them from the archives using intuitive search and sort tools, reducing the time you and your employees spend searching through old files and reports.

Become a power user of your Sage Intelligence solution and produce more meaningful information
See hands-on demonstrations of best practices for using Sage Intelligence.Get a glimpse of what Excel on steroids training looks like and how it enhances users' experience of Sage Intelligence.

Streamline your service operations, bolster your bottom line, and wow your customers
Would you like to give your field technicians access to vital information so they can get the job done right the first time? What if you could reduce unnecessary administrative overhead and improve customer service? Find out how Sage Service Operations can help streamline your service operation and help you get paid faster.

Get the most out of Sage 300 ERP
Come experience the new features available in Sage 300 ERP. More than just a road ahead session, you'll see a hands-on demo of the numerous new features that will help your company grow.

Best practices in fixed asset management
Keeping up with your fixed assets can feel like a full-time job. Join us for an overview of best practices in fixed asset management.

IT manager view: Sage ERP migration to Sage ERP X3 plan
When you're ready for a more comprehensive ERP, Sage ERP X3 is something you should consider. Participate in this session to identify project plan considerations—from an IT perspective—for migrating your Sage ERP to Sage ERP X3.

How to manage internal spend within your business
There are many benefits to using prepaid cards including improving efficiency and financial control. During this session, we will discuss how to control employee spending (unapproved purchases, overspending) and provide visibility to expenditures in real time (account balances, daily spending) for your business customers.

Pricing in practice: a new business model explored
This is an overview of how to scope, demonstrate value, and effectively price a client using the value pricing approach. This session explores an alternative business model to the time-based practice. The session will cover how to define a lead call structure and identify client pain points, techniques for demonstrating value beyond compliance, and how to translate scope into a price and present pricing options.

Getting paid just got easier
It's pretty hard to embrace the cloud while accepting only cash and cheque payment methods. The expectations of the market have changed, and convenience is the de facto standard of customer service. Learn how integrated payments by Moneris Solutions will do away with manual data entry and minimize errors.

Product lessons, interactive experiences, and deep dives

10:30 a.m.-11:15 a.m. *continued*

Measuring project profitability in Sage 50
Learn from an expert the options within Sage 50 for budgeting and measuring revenue and expenses against a defined project. In this session both departmental accounting and the Sage 50 Project/Job module will be explored.

11:45 a.m.-12:30 p.m.

Punching in for improved workforce management
Learn how a time and attendance system can vastly improve your ROI and help eliminate inaccurate timekeeping. An appropriate time and attendance system that meets your organizations needs can help to eliminate and even prevent many, if not most, of the negative aspects of inaccurate and unreliable timekeeping. Maintaining accurate and reliable time and attendance information allows you to keep a handle on labor costs, increases the accuracy of payroll, and reduces administration in the human resources (HR) department, thus saving time.

Sage 100 ERP: Visual Integrator
Open architecture is the catch phrase for business application software and databases these days. Companies that in the past may have put up with discrete applications running separately and may have had to perform software gymnastics to obtain integrated reporting are now demanding that these products work together. Learn how to use Visual Integrator to seamlessly integrate Sage 100 ERP data and other business applications.

Staying connected to your business while you are on the move
In a 24/7 world, you need to keep your business moving no matter where you are. Join this session to learn how you can keep your business moving through access to critical, up-to-date customer information as well as make informed decisions and give approvals while you are on the move.

Dear Sage Accountants Network member . . .
Sage 50 customers have lots of questions. In this panel session, we'll ask Sage 50 consultants how they would address some questions or concerns as asked by real Canadian small business owners. Moderated by your Sage 50 partner advisory committee.

Getting paid faster is always better!
Make life easier for you, your customers, and the companies you do business with by using the new Sage 300 ERP credit card processing module and other payments processing.

Trends impacting enterprises: creating and fostering workplace mobility
Mobile devices and applications can speed business processes and decision making, accelerate sales and productivity, and vastly improve customer engagement. Learn how your company can quickly adopt and adapt to the growing mobile workforce.

Update on Moneris/Sage partnership: state of the union
2014 was an exciting year for Sage and Moneris. Come hear from Moneris and Sage about the partnership, where we've been, and where we are headed in 2015 and beyond.

The radical accountant: new rules for the future-ready firm
Learn the fundamental tenets of a future-ready, customercentric firm built for today's rapidly changing business environment. Learn how working in the cloud streamlines workflows and delivers enhanced client services. Learn how the shift to social media channels can attract and serve profitable clients. Learn the basics of a new vision of customer-driven innovation in developing and marketing new products and services and in reinventing internal firm processes and procedures; create a new accounting firm business model of flexible, results-driven workplaces, client focus, and value pricing. This session is for those firm leaders looking for support and direction on how to change and take those crucial first steps.

Product lessons, interactive experiences, and deep dives

11:45 a.m.-12:30 p.m. *continued*

Think big and ignite your practice
Based on the ten commandments for entrepreneurs, this talk is designed to inform and inspire new business owners to achieve greatness. From the first day to business formation to raising capital, landing huge strategic partnerships to selling your firm, this talk will leave you wanting to get started IMMEDIATELY or to take your existing firm to a whole new level.

2:00 p.m.-2:45 p.m.

Sage HRMS 2016 and beyond
Join this campfire session to learn about the exciting things in store for Sage HRMS customers now and in the future. Prepare to be blown away. Marshmallows not included.

Sage 100 ERP: Customizer
To stay competitive, you need your accounting software and business productivity solutions to work together and offer indispensable functions like graphical reporting, integration, customization, and drill-down functionality. Learn more about how to use Customizer to modify Sage 100 ERP screens to work the way you run your business—even add user-defined fields and modify the user interface—all without programming.

You're still mailing your invoices?
Many businesses are making the transition from paper-based invoices to electronic delivery in order to speed the time from billing to receipt of payment. Attend this session to hear how different industries and business of all sizes get started with e-invoicing, their tips, success stories, and more.

How to evaluate and build a business case for technology purchases
Are you evaluating a new software solution for your business? Do you need to build a business case to show how your company will benefit from a technology purchase? Attend this session to see how you can set up an evaluation process designed to make sure you make the right decision and build a business case that shows how your business will benefit and what the real total cost of ownership is.

Get paid faster with Sage Payment Solutions
Whether you accept checks, credit cards, or electronic payments, you can streamline your payment process and consolidate all your payment types in one place while saving time and money! Come and learn more about Sage Payment Solutions and how integration with your Sage ERP helps you get paid faster.

Learn how to improve usability with Sage ERP X3
Join us to learn how the improved usability of Sage ERP X3 version 7 has helped our customers succeed. Customers will tell their story in this session and answer questions you have.

Take back control of your operations with Sage ERP X3, now available in the cloud
Companies looking to take back control of operations and scale with minimal overhead costs can benefit from the enterprise-class functionality of Sage ERP X3, now available in the cloud. Get an overview and demo of Sage ERP X3 and see how it can help your business grow faster.

Here is your stack of welcome papers; the water cooler is down the hall!
The employee onboarding process can make or break a new hire's experience with your corporate culture. The world has changed, and employees not only expect but deserve a streamlined and informative onboarding process. Learn how our cloud-based HR/payroll solutions lay a foundation that ensures your workers are left with a lasting first impression and can immediately assimilate and bring value to the team.

Product lessons, interactive experiences, and deep dives

2:00 p.m.-2:45 p.m. *continued*

Shoebox to toolbox
The marketplace that we bookkeepers have known is changing rapidly and evolving from the traditional shoebox into automated workflow methods that may be unfamiliar. Are you feeling the urgency to move your bookkeeping business to a model that can grow with these changes and position it for higher profits and sustainability in spite of more automation? Come and join us as we explore the opportunities available to you, such as bookkeeping in the cloud, integrating new technologies, and the concept of "going paperless." There are many decisions to be made and many puzzle pieces to examine. At this session Dianne and Marge will speak from the battlefields with rational steps to accomplishing new tools, new services, and new revenue.

3:15 p.m.-4:00 p.m.

Sage HRMS: Sage Employer Solutions roadmap
Listen as Sage Employer Solutions leaders discuss the roadmap for FY2015, FY2016, and beyond.

Get more out of Excel and more insights into your business—Sage business intelligence solutions for Sage 300 ERP and Sage 500 ERP
Learn how the power of Excel with your Sage 300 ERP or Sage 500 ERP combined with Sage Intelligence solutions can leverage the data you have and give you new powerful reports and insights while streamlining your reporting requirements across the business. Learn more about when Sage Intelligence Reporting or Sage Enterprise Intelligence may be the best fit.

The predicting predicament: how accurate are your construction company forecasts?
In today's economy, we all wish we had a crystal ball. What's our cash position going to be? Where will our profit margin end up at the end of our fiscal year? Find out how Sage can help you create more accurate forecasts to keep the health of your business on track with Sage 300 Construction and Real Estate.

How Sage customers are getting significant ROI from investing in Sage Inventory Advisor
With the right tool and best practices around inventory management, your business can save time and money and improve customer service through optimizing inventory levels. Come hear specific success stories of how to differentiate your business and deliver a strong ROI.

Sage 100 ERP: using Sage Payment Solutions
Come to this session to see how easy it is to process credit card payments in Sage 100 ERP with Sage Exchange. If you've recently upgraded from pre-2013 or are still running on an older version, you'll also want to see the advantages of using Level 3 processing and explore the new third-party payments processing service.

Learn how to improve mobility with Sage ERP X3
Join us to learn how the improved mobility with Sage ERP X3 version 7 has helped our customers succeed. Customers will tell their story in this session and answer questions you have.

From quote to delivery
Participate in this customer panel to discuss tips and tricks that take you from landing the quote to delivering the product on your customer's doorstep.

Transforming employee life-cycle management from paper to the cloud
Learn how leveraging cloud-based HR Solutions will bring a more holistic, consistent, and pleasing workforce experience. Join us as we walk through the employee life-cycle from recruit to retire with a showcase on performance management, recruiting, talent management, and much more.

Product lessons, interactive experiences, and deep dives

3:15 p.m.-4:00 p.m. *continued*

Getting real results with social media marketing in your accounting practice
Learn how to build your practice and leverage the power of social media to acquire clients and get tons of attention. Learn how to build and leverage content and video. We'll discuss building the right website and search engine optimization (SEO). Learn about sales acquisition techniques, customer relationship management, email campaigns, analytics, pay per click marketing, and of course social media.

How Sage 100 ERP can move your business forward now and into the future
In this session we will explore how you can get more out of Sage 100 ERP to streamline your business processes, improve access to key business insights, stay compliant with the latest government mandates, and grow your business into future.