Session Catalog for Sage Summit 2014
Sunday, July 27 2014 - Friday, August 01 2014
Las Vegas

SAL-479: Sage business partners: Creating a new future--Partnering in the age of the cloud

- **Tracks:** Strengthening Sales, Marketing, and Customer Relationships
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Insights

This session is dedicated to the possibility that partners will be more successful in the future if they are willing to transform their business model to better reflect the realities of the new market place. This is hard work as it requires us to think differently about our preconceived notions of the past and future. If you are interested in actively participating in the creation of the future, this session is for you. This session is for ALL partners of Sage regardless of product.

Mon July 28 03:30 PM - 05:00 PM PDT
Location: South Seas E   Full
Speaker: Ed Kless (Sage)

BUS-456: You need to be a little crazy to start and run your own business

- **Tracks:** Business Performance in the Digital Age
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Business Thought Leadership

The best way to debunk myths about start-up business is to tell the truth: You have to be crazy to start a business. Entrepreneurs live at the complex intersection of business, financial health, physical well-being, spiritual wholeness, and family life. Tidbits of insight will vaporize isolation, encourage self-reflection, and refresh the spirit of anyone running his or her own business. Barry discusses what it really takes to be successful in both business and your life.

Mon July 28 05:30 PM - 06:15 PM PDT
Location: Lead large theater
Speaker: Barry Moltz

MAX-438: Mr. Spock and Homer Simpson: The two sides of human economic behavior

- **Tracks:** Maximizing Your Workforce and Benefits
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Business Thought Leadership

This session will explore how we humans are comprised of both Mr. Spock (our rational side) and Homer Simpson (our irrational side) and how to optimize decisions from both sides. Learn why economists assume people are "rational" even though, at times, this assumption seems to be false. For example, why do we leave tips in restaurants we will never visit again? Anyone who wants to gain a better understanding of human behavior, explore the ideas of the world's most innovative economists, as well as engage in a thought-provoking and stimulating discussion on a variety of everyday issues confronting people everywhere will find this session rewarding and challenging.

Mon July 28 05:30 PM - 06:15 PM PDT
Location: Profit large theater
Speaker: Ron Baker (Founder, VeraSage Institute)

RIS-530: Who's watching me? How to protect your customers' sensitive information

- **Tracks:** Managing Risk and Data Security
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Business Thought Leadership

We've all seen the headlines: threats are everywhere. They're targeted. They're sophisticated. They're sneaky. In 2014, Trustwave tested thousands of businesses, analyzed millions of websites and applications, and tracked billions of emails so we could calculate real security threats to you and your business. The 2014 Trustwave Global Security Report from the Trustwave SpiderLabs elite research and threat intelligence team highlights these trends. During this presentation, Greg Rosenberg from Trustwave will review these trends and provide lessons on how to help prepare your business and your teams for what's ahead in 2014 and beyond.

Mon July 28 05:30 PM - 06:15 PM PDT
Location: Innovate large theater
Speaker: Greg Rosenberg (Trustwave)

SAL-459: Break through the competition clutter

- **Tracks:** Strengthening Sales, Marketing, and Customer Relationships
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Business Thought Leadership

No one ever said building a business would be easy. Some entrepreneurs say being in business for yourself is even harder today than it was just 5 years ago. There is no doubt the Great Recession has had a significant impact on small businesses. Yet despite all the challenges there are some businesses that break-tthrough to success. Are you ready to stop struggling and soar to success? Discover how small tweaks in the way you're currently doing business can transform your business results. Learn how to create the right team, the right products, the right customers at the right time. Because we all know what creates your success today won't work tomorrow.

Mon July 28 05:30 PM - 06:15 PM PDT
        Location: Connect large theater
        Speaker: Susan Solovic (THE Small Business Expert, Susan Solovic Media)

BUS-463: Innovate or perish

- **Tracks:** Business Performance in the Digital Age
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Business Thought Leadership

Ignore the inbound marketing trend at your own peril. Today there's a fundamental shift in buyers, the buying process, products (in the cloud, for example), and consequently, in marketing. If you don't change/innovate/restructure your marketing to adapt, you may regret it in a very short time (less than a year). Learn how your marketing strategy can take advantage of this shift and the top five best practices other partners have employed.

Mon July 28 06:15 PM - 07:00 PM PDT
        Location: Lead large theater   ⊘ Full
        Speaker: Cheryl Strege (President, The Partner Marketing Group)

SAL-464: 30 marketing tips in 30 minutes

- **Tracks:** Strengthening Sales, Marketing, and Customer Relationships
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Business Thought Leadership

This popular session is a fast-paced look at 30 marketing tips in 30 minutes that will have you on the edge of your seat! There's something for every marketer with tips from the world of social marketing, blogging, creating better websites, developing compelling content, and much more. Every attendee will take home new ideas that can be acted upon immediately to revitalize your marketing efforts.

Mon July 28 06:15 PM - 07:00 PM PDT
        Location: Connect large theater   ⊘ Full
        Speaker: Cheryl Salazar (Senior Consultant, The Partner Marketing Group)

BUS-441: Bootstrappers Guide to Social Media Marketing

- **Tracks:** Business Performance in the Digital Age
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Business Thought Leadership

Presented by Jonah Berger

Tue July 29 10:30 AM - 11:15 AM PDT
        Location: Connect large theater
        Speaker: Jonah Berger (James G. Campbell Associate Professor of Marketing, Wharton School, University of Pennsylvania)

BUS-455: How valuable is your company? Why it's not what you think and what you can do about it

- **Tracks:** Business Performance in the Digital Age
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Business Thought Leadership

It doesn't matter whether you plan to sell your business next year or ten years from now. The more important question is, what is your business really worth today, and how you can increase its value every year? During this presentation Gene Marks will help you focus on what you need to do to build value in your company to to position it to be sold . . . next year or ten years from now. You will walk away with critical, real-life tactics for operating your company at its highest level.

Tue July 29 10:30 AM - 11:15 AM PDT
  Location: Profit large theater   ⊘ Full
  Speaker: Gene Marks (Columnist, Author, Small Business Owner, The Marks Group PC)

BUS-466: If I made a profit, where's my cash?

- **Tracks:** Business Performance in the Digital Age
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Business Thought Leadership

Whether you are a business owner, a software consultant, or an accountant working with businesses, you have probably found yourself on at least one side of this question. Cash flow is one of the most important and least understood measures of a business. In this session, you'll learn where to find the missing cash, how to educate your team about the relationship among the three main financial statements, and how to improve your overall business results. Leave the session with tools and insights that will help you get your cash flowing in the right direction.

Tue July 29 10:30 AM - 11:15 AM PDT
  Location: Profit small theater   ⊘ Full
  Speaker: Geni Whitehouse (Speaker, Author, Consultant, Nerd, Even a Nerd)
Wed July 30 03:00 PM - 03:45 PM PDT
  Location: Profit large theater
  Speaker: Geni Whitehouse (Speaker, Author, Consultant, Nerd, Even a Nerd)

BUS-471: The Millennials: They are different

- **Tracks:** Business Performance in the Digital Age
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Business Thought Leadership

A growing business must keep pace with the constantly changing world. One of the biggest shifts your company will confront in the second half of this decade is the growing power and influence of the Millennial Generation. Here's how to attract and retain 20-something employees and sell to young customers: Today's young adults have a different set of priorities, especially around the blurring of work and personal life. Millennials derive meaning by working for and doing business with "good guys"; they want to tweet about the great things your company is doing for your community. The old ways of giving back are less relevant to this generation: Civic organizations like Kiwanis or Shriners are shrinking. Young people are planting trees, they're taking food to the streets, and they're building homes for the poor. Good news: Your growing company is poised to effect change as you move beyond sponsoring Little League and become a regional powerhouse both in creating jobs and improving your larger community. Bad news: The ROI of corporate financial donations is shrinking. You need to be about more than writing a check and taking a tax deduction. Find something you and your employees can get passionate about. &Tangible rewards: You'll be doing well by doing good. You'll attract publicity that can't be purchased, no matter how big your marketing budgets. Your business becomes a part of the solution and attracts the best and brightest of the Millennial generation.

Tue July 29 10:30 AM - 11:15 AM PDT
  Location: Lead large theater
  Speaker: Karen Klein (Columnist, Bloomberg BusinessWeek, Bloomberg)

MAX-555: Go Paperless with Sage ERP Document Management by Altec

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 ERP [Accpac], Sage 500 ERP [MAS 500], Sage ERP X3
- **Session Type:** Solution Insights

Does your company suffer from paper pains and inefficiency? Are you searching for a smart document management solution that goes beyond paper scanning? In this session we'll profile "The day in the life of" various employees throughout your organization, identify their paper pains and inefficiences then showcase benefits with using a document management solution to go paperless. Sage's Exclusive Endorsed Document Management Solution by Altec solution is the answer to working faster and more effectively! Go Paperless in Any Department. Any Process!

Tue July 29 10:30 AM - 11:15 AM PDT
  Location: Innovate small theater   ⊘ Full
  Speaker: Doug Tanner (Senior Sales Engineer, Altec)

BUS-137: Sage 300 ERP: Road ahead

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 300 ERP [Accpac]
- **Session Type:** Solution Deep Dives

Be the first to know what's coming from the Sage 300 ERP team in 2015 and beyond. 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.

Tue July 29 10:30 AM - 12:00 PM PDT
  Location: South Seas G   ⊘ Full

Speakers: Donal De Paor (Senior Product Manager, Sage), Karen Hyman (Manager, Product Marketing, Sage), Guillermo Tellez

BUS-176: Sage 100 ERP technical tips and analysis for beginners and intermediate users

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200]
- **Session Type:** Solution Deep Dives

Join us to learn beginner and intermediate technical tips and tricks for troubleshooting Sage 100 ERP. We'll cover common challenges ranging from credit card processing, paperless office, and more.

Tue July 29 10:30 AM - 12:00 PM PDT
      Location: South Seas E
      Speakers: Ronnie Aspe, Steffen Urban (Customer Support Senior Specialist, Sage)

BUS-232: Moving to the cloud: Who's coming with you?

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage Accountants Network
- **Session Type:** Solution Deep Dives

This session will help you understand the value proposition of Sage cloud solution Sage One: what it is, whom it's for, and how you can use it in your practice. We will also cover how to talk to your clients about the cloud, how to find new clients that want to work in the cloud, how to get your clients to make the move to the cloud, and how to optimize your practice using the cloud.

Tue July 29 10:30 AM - 12:00 PM PDT
      Location: Palm B
      Speakers: Hugo Croft-Levesque (Regional Field Sales Consultant, Sage), Erin Thompson (Marketing Manager, Sage)

BUS-271: Sage 50--Canadian Edition: Inventory 101

- **Tracks:** Business Performance in the Digital Age
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Deep Dives

Start to use Sage 50--Canadian Edition Inventory module with ease! Understand how to set up and create items and services; learn the pros and cons of various costing scenarios; explore the basic adjustments and how inventory and service items effect other modules in Sage 50.

Tue July 29 10:30 AM - 12:00 PM PDT
      Location: Palm C
      Speaker: Harjot Aujla (Customer Support Specialist, Sage)

BUS-277: Sage 50--U.S Edition Intelligence Reporting: financial workshop (hands-on)

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 50 Accounting—U.S. Edition [Peachtree]
- **Session Type:** Solution Deep Dives

This session will cover Financial Report Designer enhancements, custom mapping and row reporting, working with report trees, account filtering, creating distribution instructions, and automated scheduling.A must-attend for report-writing enthusiasts!

Tue July 29 10:30 AM - 12:00 PM PDT
      Location: Lagoon IJ   🚫 Full
      Speaker: Ruth Gray (Product Specialist, Sage)

BUS-280: Sage business partners: Sage CRM partner roundtable

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage CRM
- **Session Type:** Solution Deep Dives

Come and meet with Sage CRM product managers and developers to help shape the future of Sage CRM. Tell us how we can help you win against the competition and win more business.

Tue July 29 10:30 AM - 12:00 PM PDT
      Location: Lagoon AB
      Speakers: Clare Cummins (Manager, Product Management, Sage CRM, Sage), Mark Janecek (Sr. Product Manager, Sage), Robert Lawson Jr. (Field Sales Engineer III - Sage CRM, Sage), Ling Yao (Sr. Product Manager, Sage)

BUS-289: Sage ERP X3 version 7: Lights. Cameras. Action. Launch!

- **Tracks:** Business Performance in the Digital Age
- **Products:** General interest, no specific Sage product, Sage ERP X3
- **Session Type:** Solution Deep Dives

Sage ERP X3 version 7 introduces an entirely redesigned user experience and improved functionality to support manufacturing, inventory, purchasing, sales, and financial processes. The redesigned user experience increases adoption of best practices and productivity across the organization, plus mobile access allows users to do business anywhere. Join this session to hear about the early adopter program, version 7 implementations, and what comes next for Sage ERP X3.

Tue July 29 10:30 AM - 12:00 PM PDT
    Location: South Seas F
    Speakers: Donna Armstrong (Vice President, Sage), Allan Fine (Senior Solution Engineer, Sage), Joe Langner

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BUS-330: Sage Intelligence Report Designer Add-in: Revolutionizing financial reporting for Sage 100 and 500 ERP (Hands-on)

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 500 ERP [MAS 500]
- **Session Type:** Solution Deep Dives

Take control of all design aspects using the Sage Intelligence Report Designer. Learn more about the new Excel financial formulas, in-memory processing engine, and enhancements made to improve performance and felxibility over reporting layouts.

Tue July 29 10:30 AM - 12:00 PM PDT
    Location: Lagoon KL   ⊘ Full
    Speaker: Susan Moore (Principal Trainer, Sage)

Wed July 30 10:00 AM - 11:00 AM PDT
    Location: Lagoon IJ   ⊘ Full
    Speaker: Susan Moore (Principal Trainer, Sage)

Wed July 30 11:30 AM - 12:30 PM PDT
    Location: Lagoon IJ   ⊘ Full
    Speaker: Susan Moore (Principal Trainer, Sage)

BUS-368: Construction and real estate keynote

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 100 Contractor [Master Builder], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 Trade Specialty [Timberline Enterprise], Sage Construction Anywhere, Sage Estimating [Timberline Estimating]
- **Session Type:** Solution Insights

Join the growing Sage community of construction and real estate professionals to hear Jon Witty, VP/general manager of Sage Construction and Real Estate, talk about what the industry trends and issues are and how Sage is looking to help your business into the future.

Tue July 29 10:30 AM - 12:00 PM PDT
    Location: South Seas A
    Speaker: Jon Witty (Vice President, General Manager, Sage)

BUS-397: Import and export menu revealed for Sage 50--Canadian Edition (Hands-on)

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 50 Accounting—Canadian Edition [Simply Accounting]
- **Session Type:** Solution Deep Dives

Unlock the power of the import and export features. This hands-on session enables you to learn how to electronically file government forms, format an import file, and import information into your company.

Tue July 29 10:30 AM - 12:00 PM PDT
    Location: Lagoon CD
    Speaker: Julianne Connell (Trainer, Sage)

BUS-404: Sage Fixed Assets: The road ahead

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage Fixed Assets [FAS]
- **Session Type:** Solution Deep Dives

Over the past few years, Sage has made significant investments into Sage Fixed Assets, including a new look, new features, and improved naming conventions. As we continue with this investment strategy, we have even more improvements planned for the years ahead. Join us for a behind-the-scenes look of upcoming enhancements and connected services; and learn about future product direction for Sage Fixed Assets.

Tue July 29 10:30 AM - 12:00 PM PDT
    Location: Banyan A
    Speaker: William Huang (Sen. Product Manager, Sage)

BUS-510: Creating a lean, automated warehouse to drive productivity up and errors down

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200]
- **Session Type:** Solution Insights

Sage 100 ERP is a powerful ERP system with an abundance of data to assist in running your business as efficiently as possible. However, what if that data wasn't accurate? What if that data wasn't entered in a timely manner? Spend some time with ScanForce to learn about options that are available to automate processes you are currently performing in Sage 100 ERP. In this session, we will explore how to perform your most common warehouse transactions more efficiently to help you keep inventory levels accurate, as well as exploring some recommended processes for increasing employee productivity. Getting a handle on inventory can be intimidating, especially when discussing more advanced warehouse procedures such as directed picking, wave picking, split picking, pick and pack, pallet tracking/license plating, and directed put away. We will outline how each of these concepts can help streamline your warehouse, and shed light on how they can be seamlessly integrated into the Sage 100 processes you are familiar with.

Tue July 29 10:30 AM - 12:00 PM PDT
    Location: South Seas D   ⊘ Full
    Speakers: Dan Rodriguez (Scanforce), Steve Showalter (Scanforce)

BUS-551: Tips for navigating the BI market for Sage products from a panel of experts

- **Tracks:** Business Performance in the Digital Age

- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Insights

How do you make sense of the BI options in the Sage market? There are so many products, and so many claims, and so many price levels — how is a customer or reseller to navigate it all? This session steers away from the old product focus. Instead, panelists will discuss strategies for evaluation. After all, there is no one, best product for everyone. Each customer has to consider the organization's need for reporting and data analysis, its approach to problems, and how the various needs within its departments and roles influence the choice of tools. The panel will try to educate, not recommend or promote. Join us for what promises to be a lively discussion at Sage Summit in Las Vegas. Panelists will include the founder of DataSelf Analytics, a Sage Intelligence product manager, and a sales director from Net@Work - a leading Sage reseller who works with several BI solutions.

Tue July 29 10:30 AM - 12:00 PM PDT
        Location: Jasmine C
        Speaker: Joni Girardi (CEO, DataSelf Corp)

BUS-559: Increasing user adoption

- **Tracks:** Business Performance in the Digital Age
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Business Thought Leadership

This session is dedicated to the possibility that we can increase the level of adoption of new or even old systems in our businesses. Increasing user adoption is hard because it requires us to realize that we can't "make them" do anything; rather we have to change the way we interact ourselves. If you are interesting in having a conversation about increasing user adoption, you are invited to attend this session facilitated by Ed Kless, Sage senior director of partner development and strategy.

Tue July 29 10:30 AM - 12:00 PM PDT
        Location: Palm E
        Speaker: Ed Kless (Sage)

BUS-563: Sage 100 ERP Intelligence Reporting: Seamlessly convert your FRx reports

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200]
- **Session Type:** Solution Deep Dives

FRx reports can be efficiently converted to Sage 100 ERP Intelligence Reporting using the powerful functionality of the Sage Intelligence Report Designer. Join us to learn how to simply export existing Excel financial spreadsheets into Excel and link them. We will share a comprehensive conversion guide and take you through a step-by-step conversion process. Furthermore, discover how to use the drag-and-drop Excel financial formulas, which communicate with a new In-Memory processing engine for brilliant performance and greatly enhanced flexibility.

Tue July 29 10:30 AM - 12:00 PM PDT
        Location: South Seas C
        Speaker: Sandra Smith (Sage Intelligence Product Specialist Partner Enablement, Sage)

BUS-578: MasterCard/Yiftee: What's new in the $110 B gift card market

- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Business Thought Leadership

Learn what's new in the rapidly growing gift card market. Sage offers proven in-store gift and loyalty card solutions allowing consumers to pick up gift cards when it's convenient to purchase and deliver them personally. Yiftee, an eGifting service, provides merchants a way to reach consumers who want to send gifts to employees, clients, friends and family at local stores like yours via email, text or Facebook. Yiftee gifts are virtual gift vouchers, powered by MasterCard. For merchants who want to expand their online presence and become eGift enabled, Yiftee is a free mobile/online sales & marketing channel for merchants that allows customers to find their businesses from anywhere and send virtual gift vouchers that are local to the recipient.

Tue July 29 10:30 AM - 12:00 PM PDT
        Location: Banyan C
        Speaker: Lori Laub (Co-founder, Yiftee)

BUS-579: Real-time Excel budgeting and reporting for on-premises and cloud for Sage 100, 300, and 500 ERP and Sage ERP X3

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 ERP [Accpac], Sage 500 ERP [MAS 500]
- **Session Type:** Solution Insights

BizNet will be showcasing the next generation of BizInsight. This session will highlight Excel Cloud budgeting and planning with write-back; BizDesktop for creating user-defined functions, on the fly, for any Excel data; new inventory management functionality and enhanced publishing and distribution capabilities. The session will also present key new features in BizNet's new platform, such as new caching approach for performance, security, and ease of installation.

Tue July 29 10:30 AM - 12:00 PM PDT
      Location: Banyan D
      Speaker: Denise Hutchison (Sage Sales Channel Manager, BizNet Software)

IND-219: Manage your employee payroll in Sage 50 Accounting--U.S. Edition (hands-on)

- **Tracks:** Industry Best Practices
- **Products:** Sage 50 Accounting—U.S. Edition [Peachtree]
- **Session Type:** Solution Deep Dives

Looking to learn payroll? Come experience the day in a life of payroll processor.

Tue July 29 10:30 AM - 12:00 PM PDT
      Location: Lagoon EF
      Speaker: Nakia Christian (Trainer)
Wed July 30 02:00 PM - 03:30 PM PDT
      Location: Lagoon EF
      Speaker: Nakia Christian (Trainer)

IND-342: Sage 500 ERP: Collections and cash management simplified in Sage 500 ERP

- **Tracks:** Industry Best Practices
- **Products:** Sage 500 ERP [MAS 500]
- **Session Type:** Solution Deep Dives

This session will highlight the new options for processing cash receipts, advances in Cash Management, and new cloud capabilities. Come see how managing collections and cash flow can be simplified using recent advancements to make your life easier.

Tue July 29 10:30 AM - 12:00 PM PDT
      Location: South Seas H
      Speaker: Don Farber (VP Sales Marketing, Vineyardsoft Corporation)

MAX-179: How do you do that? Tips and best practices from Sage HRMS users

- **Tracks:** Maximizing Your Workforce and Benefits
- **Products:** Sage HRMS [Abra]
- **Session Type:** Solution Deep Dives

A panel of Sage HRMS users will address how to use the system to avoid lawsuits, prepare for audits, track skills and experience, administer benefits, and much more.

Tue July 29 10:30 AM - 12:00 PM PDT
      Location: South Seas J
      Speaker: Robin Rothman (Product Marketing Manager, Sage)

MAX-501: LEGO serious play session for accounting professionals

- **Tracks:** Maximizing Your Workforce and Benefits
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Insights

LEGO serious play uses LEGO bricks and elements and a unique method where people are empowered to "think through their fingers," unleashing insight, inspiration, and imagination. In a very direct way, you will be able to see what everyone knows inside the company--and what they don't know they know! Within a surprisingly short time, an organization can have a clear, shared direction with people who are confidently aligned and committed to a course of action.

Tue July 29 10:30 AM - 12:00 PM PDT
      Location: Lagoon GH   🚫 Full
      Speaker: Nadia La Russa (President, Signature Financial Services)

RIS-500: Malware everywhere

- **Tracks:** Managing Risk and Data Security
- **Products:** Sage Payment Solutions
- **Session Type:** Solution Insights

We've all seen the headlines - there's malware everywhere. It could already be inside your organization without your knowledge. How can you improve detection, strengthen protection, and prepare to mitigate fast if an incident occurs? Join Trustwave's Security Engineer and QSA for our Malware Everywhere presentation where you'll learn: • Malware attack vectors and the sad state of self-detection • The anatomy of an attack and how malware gets inside • Strategies for better detection, protection and response

Tue July 29 10:30 AM - 12:00 PM PDT
      Location: Jasmine B
      Speaker: Greg Rosenberg, CISA QSA (Security engineer, Trustwave)

SAL-367: Improving your presentation skills

- **Tracks:** Strengthening Sales, Marketing, and Customer Relationships
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP

[Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Insights

Open the doors to improving your communication skills whether you are consulting, training, or just speaking. This session provides you with worthwhile concepts and tools to ensure your next presentation is not dull and boring. Come have some fun and learn some best practices for your next presentation.

Tue July 29 10:30 AM - 12:00 PM PDT
    Location: Jasmine A   ⊘ Full
    Speaker: Gregory Dyer (Manager, Training & Education, Sage)

Wed July 30 02:00 PM - 03:30 PM PDT
    Location: South Seas A
    Speaker: Gregory Dyer (Manager, Training & Education, Sage)

SAL-518: Is your future bright or scary? Understanding emerging cloud/SaaS applications and how they all fit together

- **Tracks:** Strengthening Sales, Marketing, and Customer Relationships
- **Products:** Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 ERP [Accpac], Sage 500 ERP [MAS 500], Sage CRM, Sage ERP X3
- **Session Type:** Solution Insights

With lots of cloud/SaaS applications emerging, it's difficult to keep up with the market and see how they all fit together and how your business may benefit from using them. We'll take a look at some of the emerging trends and popular cloud products for e-commerce, CRM, customer service automation, product information management, quote generation, product configurators, email campaign systems, and marketing automation systems. We'll discuss some of the business pain points they attempt to solve, how they overlap, and how mobile is impacting them all.

Tue July 29 10:30 AM - 12:00 PM PDT
    Location: South Seas B
    Speaker: Brian Seidel (CEO, Website Pipeline)

BUS-445: The venture capital checklist: How to get what you're after

- **Tracks:** Business Performance in the Digital Age
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Business Thought Leadership

Venture is back. After a brief but impactful drought it is once again possible to find funding for small to medium-sized business. When is it right for your business to take on outside partners, what should you look for in those partners, and what kind of deal makes sense for you? Let's talk.

Tue July 29 11:30 AM - 12:15 PM PDT
    Location: Profit large theater
    Speaker: Bruce Croxon (Co-Founder, Round13 Capital)

BUS-469: Key digital trends and the implications on your business

- **Tracks:** Business Performance in the Digital Age
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Business Thought Leadership

Future is here. Acceleration of everything. So what to do in a world turned upside down? Lessons learned from leading at speed: 1) Cultivate a culture of impact, 2) Make organizational change your weapon, 3) Lead by influence, 4) Think 10x.

Tue July 29 11:30 AM - 12:15 PM PDT
    Location: Connect large theater
    Speaker: Jay Bowden (Industry Director - Tech B2B, Google)

BUS-517: Unlock the power of your supply chain software solutions: The economic value of automation, efficiency and visibility featuring JB Weld and South Texas Lighthouse for the Blind

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 ERP [Accpac], Sage ERP X3
- **Session Type:** Solution Insights

Join CFO, Don Burke, of JB Weld and Director of IT, Michael Edwards, of South Texas Lighthouse for the Blind as they explain how having the right strategy, software solutions and reporting systems for Warehouse Automation drive business growth while reducing complexity and risk. Learn how implementing Edisoft's Merchant QuikPAK™ Warehouse and Shipping Automation Solution has resulted in: - Eliminating the re-keying of ERP order and shipment data - Increased staff productivity - Greater visibility into the overall costs of their shipments and cost of their end-to-end shipping process This session will include an overview of corporate KPIs used to evaluate Edisoft's Key Solution™ sets. Host and moderator, Kelvin Takhar, GM and VP of Sales for Edisoft Inc., will also share valuable insights for both manufacturers and distributors seeking to optimize their Supply Chain by integrating orders and shipments with Sage ERP 100, 300 and X3.

Tue July 29 11:30 AM - 12:15 PM PDT
    Location: Lead small theater
    Speaker: Kelvin Takhar (GM, VP of Sales and Marketing, Edisoft Inc.)

BUS-529: Put the fun back into inventory management with mobile and cloud technology

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 500 ERP [MAS 500]
- **Session Type:** Solution Insights

Every company has unique needs when it comes to the level of automation they are interested in implementing with their distribution operation. Scanco has 25 years of experience structuring products and solutions with that flexibility in mind. Learn about tricks for simplifying inventory management that will not only scale with but drive your company's growth. New cloud-based solutions have allowed a greater diversity of scanning hardware to enter the mobile market and become competitive to your bottom dollar. "Never "sync" again and make accuracy the rule in your warehouse with cloud software solutions. Join us for an energetic overview of enhancements that are sure to supercharge your Sage ERP.

Tue July 29   11:30 AM - 12:15 PM PDT
Location: Innovate small theater
Speakers: Devin Ambron (Director of Business Development and Marketing, Scanco), Shaun Boros (Partner, Scanco), Cody Smith (National Account Manager, Scanco)

IND-534: All in the family: What family-owned business owners need to know to survive and thrive

- **Tracks:** Industry Best Practices
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Business Thought Leadership

Connie Certusi, executive vice president and general manager for Small Business Accounting Solutions at Sage, will moderate this interactive panel representing various parts of the family-owned business puzzle. You'll hear them discussing topics important to any family-owned business, including when to pass down the business (and tips and tricks for doing so), how to settle conflict, and much more.

Tue July 29   11:30 AM - 12:15 PM PDT
Location: Sage Booth Theater
Speakers: Connie Certusi (EVP and GM, Small Business Solutions, Sage North America), Carrie Enders (RE Suspension), Roger Nielsen (Abbey Color), Gary O'Donnell (Snoozer Pet Products)

MAX-440: Replacing the annual performance appraisal ritual

- **Tracks:** Maximizing Your Workforce and Benefits
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Business Thought Leadership

Most organizations and employees are dissatisfied with the performance appraisal process, so it remains a curiosity why this annual ritual continues to exist. Performance appraisals don't drive careers; they are an incidental effect of other dynamic systems. In essence, appraisals are the paper-shuffling ritual that sanctifies decisions already made. This session will explore three proven replacements for the annual performance appraisal: Peter Drucker's manager's letter, after action reviews, and key predictive indicators.

Tue July 29 11:30 AM - 12:15 PM PDT
Location: Lead large theater
Speaker: Ron Baker (Founder, VeraSage Institute)

SAL-108: What is social CRM, and why should it matter to your business?

- **Tracks:** Strengthening Sales, Marketing, and Customer Relationships
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Insights

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.

Tue July 29 11:30 AM - 12:15 PM PDT
Location: Connect small theater   🔶 Full
Speakers: David Beard (Sage), Gregory Tirico (Director, Digital Media and Content, Sage)

SAL-461: The cloud, the cloud: Simple truths for business

- **Tracks:** Strengthening Sales, Marketing, and Customer Relationships
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Business Thought Leadership

Is the cloud everything it is cracked up to be for small business? In this informative and entertaining seminar, USA TODAY Senior Small Business Columnist Steve Strauss dispels the myths and helps you understand how to make the cloud work for you. What apps work the best in the cloud, which should you avoid, and how can you best take advantage of the power that cloud computing has to offer? Let's find out!

Tue July 29 11:30 AM - 12:15 PM PDT
        Location: Innovate large theater
        Speaker: Steve Strauss (Writer and author, USA TODAY)
Tue July 29 05:30 PM - 06:15 PM PDT
        Location: Innovate large theater
        Speaker: Steve Strauss (Writer and author, USA TODAY)

BUS-524: Microsoft SharePoint: The benefits of document management in the cloud

- **Tracks:** Business Performance in the Digital Age
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Insights

Microsoft's SharePoint collaboration platform helps businesses become more productive, manage their documents, increase their collaboration, and automate their business processes. SharePoint Online delivers the powerful features of SharePoint without the associated overhead of managing the infrastructure on your own. Flexible management options ensure that you still retain the control you need to meet the compliance requirements of your organization. With SharePoint in the cloud, you can now manage all your organization's documents anytime, from anywhere, on any device. Join Kyle Conquy, ECM practice director at Net@Work, as he discusses the benefits of document management in the cloud with Microsoft SharePoint.

Tue July 29 12:00 PM - 02:00 PM PDT
        Location: Shorelines AB   🔶 Full
        Speaker: Kyle Conquy (ECM Practice Director, Net@Work)

BUS-532: Reduce the time you spend updating your Sage Excel spreadsheets by 80%.

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 ERP [Accpac], Sage 500 ERP [MAS 500], Sage ERP X3
- **Session Type:** Solution Insights

In this session you will learn how BizNet Software's BizInsight Excel Suite for Sage can enable you to create live drag-and-drop Excel reports within minutes. Convert your existing Excel spreadsheets into connected information you can trust to make informed timely business decisions. Create live financial statements, top customer reports, vendor spend analysis, and more, all within the tool you use every day, Microsoft Excel.

Tue July 29 12:00 PM - 02:00 PM PDT
        Location: Shorelines AB   🔶 Full
        Speaker: Denise Hutchison (Sage Sales Channel Manager, BizNet Software)

BUS-589: How to drive software change in your company

- **Tracks:** Business Performance in the Digital Age
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Insights

Tue July 29 12:00 PM - 02:00 PM PDT   🔶 Full
        Location: Shorelines AB

IND-516: Minimize inventory loss, increase efficiency, and maximize your time with the industry-leading ACS Multi-Bin Warehouse Management and Manufacturing Automation System for Sage 100 ERP

- **Tracks:** Industry Best Practices
- **Products:** Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200]
- **Session Type:** Solution Insights

You rely on your ERP software to tell you how much inventory you have, how much demand there is, and what you need to produce more of. But can it tell you where your inventory is? Or tell your warehouse staff how to efficiently pick and pack goods to fill that demand? Can it give you a complete breakdown of your ability to build your inventory? Join us for a roundtable session on how ACS Warehouse Management and Manufacturing Automation can help streamline your picking process, organize your warehouse staff, and increase your production efficiency. After a short introduction to the software suite we will open up for specific questions on your warehouse or manufacturing hurdles and how you can overcome them. Integrated directly into Sage 100 ERP, ACS Warehouse Management can help you get beyond the basics and into true inventory management. Track and ship inventory by eaches, case packs, master packs, pallets, and more. Direct pickers to specific bin locations for the most logical pulls, following the flow of the warehouse. Track vendor lots and expiration dates of components and finished goods for FDA compliance. This system integrates with the top scanning solutions on the market. With a focus on increased efficiency and workflow transparency, the Manufacturing Automation suite gives you more information and flexibility when working through the Sage 100 ERP Work Order Module. Work Order Dashboard provides a single location to view open work orders and drill-down to transactions, operations, and scheduling without changing screens. Efficiency options help reduce Work Order Entry time. Build availability is integrated directly into the SO screen, allowing users to view components on hand for an item build.

Tue July 29 12:00 PM - 02:00 PM PDT
        Location: Shorelines AB   🔶 Full
        Speakers: Ronald Chompf (Owner, ACS Group, Inc.), Ron Jacobs (Partner, ACS Group, Inc.)

NAV-523: Solve sales tax complexity with automation and compliance

- **Tracks:** Navigating the Regulatory Landscape
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Insights

Vertex SMB offers a scalable, comprehensive, cloud-based solution for sales and use tax with no up-front costs and a pay-as-you-go pricing model. With seamless integration to the Sage family of products, TaxCentral handles tax calculations and returns in one comprehensive solution, completing the fully automated process with a signature-ready PDF ready for filing and remittance. The benefits of having this single source solution include the most recent tax rates and rules to substantially reduce audit penalties, real time reporting for more productive operations, and efficiency in producing signature-ready returns with immediate integration to your tax calculation detail. Join our session to learn how we can make your sales tax process stress free and compliant with TaxCentral.

Tue July 29	12:00 PM - 02:00 PM PDT
	Location: Shorelines AB
	Speakers: Diana DiBello (Director, Channel Customer Support, Vertex SMB), Cathleen Harris (Manager, Development Partners, Vertex SMB)

Full

BUS-102: How Sage mobile and cloud enables your success - today and in the future

- **Tracks:** Business Performance in the Digital Age
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Insights

Learn how you can use today's mobile and cloud technology to be successful conducting business anytime and anywhere, and be prepared for the future. See how our newest Sage Cloud and Mobile solutions drive growth and success with fast deployment, secure access, and flexibility when conditions change. New and future mobile apps will keep you connected to your customers and arm you with the tools you need to provide a better customer experience.

Tue July 29	12:30 PM - 01:15 PM PDT
	Location: Innovate small theater
	Speaker: Sean Leonard (Sr Product Manager Mobile and Web apps, Sage)
Wed July 30	02:00 PM - 02:45 PM PDT
	Location: Innovate small theater
	Speaker: Sean Leonard (Sr Product Manager Mobile and Web apps, Sage)

Full

Full

IND-536: Looking good at any stage: Real challenges and solutions from real business owners

- **Tracks:** Industry Best Practices
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Business Thought Leadership

This lively session, moderated by Sage North America CFO Marc Scheipe, will focus on being successful at any stage of business evolution. Three business owners in different stages of their business lifecycle will share real-life issues and how they overcame them to survive, grow, and thrive.

Tue July 29	12:30 PM - 01:15 PM PDT
	Location: Sage Booth Theater
	Speakers: Scott Harris (Catoctin Creek Distilling Company), Roger Nielsen (Abbey Color), Marc Scheipe (CFO, Sage North America), Anisha Virani (Sunblest)

Full

NAV-560: MasterCard on politics, the economy, and your business

- **Tracks:** Navigating the Regulatory Landscape
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Business Thought Leadership

Do political elections drive the economy, or does the economy ultimately determine elections? Join Tucker Foote, SVP of Public Policy at MasterCard, as he tackles this question through an engaging analysis and unique perspective on today's political marketplace with a specific focus on the political trends that could directly impact your business.

Tue July 29	12:30 PM - 01:15 PM PDT
	Location: Profit large theater
	Speaker: Tucker Foote (SVP Global Public Policy, MasterCard)

SAL-453: No rest for the weary

- **Tracks:** Strengthening Sales, Marketing, and Customer Relationships
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Business Thought Leadership

It's nearly impossible for small business owners to find the time to run a business, plan for the future, and still have time for a life. Sometimes being a business owner feels like being trapped on a hamster wheel. Learn out how you can make yourself and your staff more productive.

Tue July 29 12:30 PM - 01:15 PM PDT
      Location: Connect large theater   ⊘ Full
      Speaker: Rieva Lesonsky (CEO and Founder, GrowBiz Media)

SAL-460: Break through the competition clutter

- **Tracks:** Strengthening Sales, Marketing, and Customer Relationships
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Business Thought Leadership

No one ever said building a business would be easy. Some entrepreneurs say being in business for yourself is even harder today than it was just five years ago. There is no doubt the Great Recession has had a significant impact on small businesses. Yet despite all the challenges there are some businesses that break through to achieve success. Are you ready to stop struggling and soar to success? Discover how small tweaks in the way you're currently doing business can transform your business results. Learn how to create the right team and right products, and find the right customers—all at the right time. Because we all know what creates your success today won't work tomorrow.

Tue July 29 12:30 PM - 01:15 PM PDT
      Location: Lead large theater
      Speaker: Susan Solovic (THE Small Business Expert, Susan Solovic Media)

BUS-459: Avoid the tornado when moving to the cloud: Seven steps for Accounting Professionals

- **Tracks:** Business Performance in the Digital Age
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Business Thought Leadership

Are you planning to move your applications and data to the cloud but you're afraid of creating a disaster? Deciding to move to the cloud is the first step, but then what? How many 'connected' systems need to be moved, and in what order? If you move the accounting software, what about the payroll, the merchant accounts, the e-commerce, and all of the other business processes? It's critical that you plan the transition carefully, and this session will give you a seven-step checklist to avoid creating a tornado.

Tue July 29 01:30 PM - 02:15 PM PDT
      Location: Innovate large theater
      Speaker: Doug Sleeter (Founder and President, The Sleeter Group)

BUS-546: Microsoft: Finding Clear Skies of Productivity in a Storm of Options - Office365!

- **Tracks:** Business Performance in the Digital Age
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Business Thought Leadership

The Office platform allows you to build deep contextual solutions right within Office products that work both on-premises and in the cloud. You can also build native apps for the popular mobile platforms and connect them to the O365 platform. Learn about Office365 and how it will benefit your business.

Tue July 29 01:30 PM - 02:15 PM PDT
      Location: Lead large theater
      Speaker: Dene Clever (Microsoft)

IND-330: All-access pass: Get fast answers anytime, anywhere with Sage online resources

- **Tracks:** Industry Best Practices
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Insights

This overview with Q and A showcases the benefits of using Sage Self-Service, Sage City, and Sage University to get the most out of your Sage solution--no matter which (or how many) you have. Key take-aways include how to navigate the sites, where to go for what information, customer successes, and a preview of future improvements.

Tue July 29 01:30 PM - 02:15 PM PDT
    Location: Connect small theater   🚫 Full
    Speaker: Bradford Smith (Executive Vice President Customer Experience, Sage)

IND-538: Human capital best practices: Hiring people you won't need to fire

- **Tracks:** Maximizing Your Workforce and Benefits
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Business Thought Leadership

This lively session on hiring people you don't need to fire will be moderated by Sage North America Chief People Officer Lisa Codispoti. HR professionals for three small and mid-sized businesses will talk about hiring and staffing challenges and solutions, as well as creative approaches to staffing problems.

Tue   01:30 PM - 02:15 PM PDT
July 29 **Location:** Sage Booth Theater   🚫 Full
    Speakers: Lisa Codispoti (Chief People Officer, Sage North America), Marion Maijkot (3. MOM Bookkeeping & Training Centre), Jock Narusaki (DK Restaurants / Sansei Seafood Restaurant), Nicole Rompal-Pearson (Agri-Valley Irrigation, Inc.)

MAX-134: Sage HRMS: Connecting employee information in ways no other human resource solution can

- **Tracks:** Maximizing Your Workforce and Benefits
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Insights

Industry experts will provide an overview of available solutions to manage you employee life cycle and how this will positivelty effect the bottom line. Human capital management is not just for large enterprises.

Tue July 29 01:30 PM - 02:15 PM PDT
    Location: Lead small theater   🚫 Full
    Speaker: Scott Pope (Field Sales Engineer, Sage)

Wed July 30 11:00 AM - 11:45 AM PDT
    Location: Lead small theater   🚫 Full
    Speaker: Scott Pope (Field Sales Engineer, Sage)

Thu July 31 01:00 PM - 01:45 PM PDT
    Location: Lead small theater   🚫 Full
    Speaker: Scott Pope (Field Sales Engineer, Sage)

RIS-454: Cash flow: The latest ideas to better manage your cash flow

- **Tracks:** Managing Risk and Data Security
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Business Thought Leadership

If you're not thinking all the time about ways to manage your cash and grow your business then there probably won't be any business some day in the future. Gene Marks will make you laugh and keep you on your toes with dozens of the latest methods, ideas, and thoughts for reducing expenses and building profits . . . in essence: generating more cash for your business. You will learn cost-effective ways for squeezing more profits, boosting your bottom line, and keeping a few more customers happy.

Tue July 29 01:30 PM - 02:15 PM PDT
    Location: Profit large theater   🚫 Full
    Speaker: Gene Marks (Columnist, Author, Small Business Owner, The Marks Group PC)

SAL-470: Top tips for boosting online presence: Google products from free to paid

- **Tracks:** Strengthening Sales, Marketing, and Customer Relationships
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Business Thought Leadership

Join Greg Powel, an eight-year Google veteran, to learn some basic tips to get your business online and reach more customers. He'll discuss ways to leverage free and paid tools offered by Google to help get your business featured on Google Search, Google+, Google Maps, and YouTube. You'll get smarter about your customers by leveraging insights from Google Analytics and amplify your success by advertising with Google AdWords.

Tue July 29 01:30 PM - 02:15 PM PDT
        Location: Connect large theater   ⊘ Full
        Speaker: Greg Powel (Account Executive, Google, Inc.)

BUS-107: Achieve success in a mobile world with Sage 100 and 300 ERP mobile apps

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 ERP [Accpac], Sage Connected Services
- **Session Type:** Solution Deep Dives

See how Sage Mobile Sales, Sage Mobile Service, and Sage Billing and Payment will help you close larger deals, provide better customer service, and get paid faster. For a low monthly fee, these exciting mobile apps and web solutions connect your Sage 100 or 300 ERP system through the cloud to your field sales reps' tablets or your service tech's phone or automatically sends invoices to your customers, which reduces your AR costs and provides real-time visibility into receivables.

Tue July 29 01:30 PM - 02:30 PM PDT
        Location: South Seas J
        Speakers: Andrea Ainslie (Sage), Karen Hyman (Manager, Product Marketing, Sage), Sean Leonard (Sr Product Manager Mobile and Web apps, Sage), Jeffrey Mills, Jennifer Schwarz (Product Manager, Sage)

Wed July 30 02:00 PM - 03:30 PM PDT
        Location: Palm A   ⊘ Full
        Speakers: Andrea Ainslie (Sage), Karen Hyman (Manager, Product Marketing, Sage), Sean Leonard (Sr Product Manager Mobile and Web apps, Sage), Jeffrey Mills, Jennifer Schwarz (Product Manager, Sage)

BUS-114: Sage ERP X3: Test drive Sage ERP X3 v7 (Hands-on)

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage ERP X3
- **Session Type:** Solution Insights

Sage ERP X3 version 7 introduces an entirely redesigned user experience and improved functionality to support manufacturing, inventory, purchasing, sales, and financial processes. The redesigned user experience increases adoption of best practices and productivity across the organization, plus mobile access allows users to do business anywhere. Sign up for this session to experience ERP in a whole new way.

Tue July 29 01:30 PM - 02:30 PM PDT
        Location: Lagoon KL
        Speakers: Linda Adams (Sr. Director RD, Sage ERP X3, Sage), Zach Bellhy (Solution Engineer, Sage), Denis Cohen Salmon (Head of Sales Performance Support and Presales Center, Sage), Alain De Martin De Vivies (Sage), Bobby Delamater, Lisa Dorsey (Project Manager, Sage ERP X3, Sage), Bruno Gonzalez (Sage), Scott Graybill (Senior Technical Consultant, Sage), Regina Gutcher (Product Business Analyst, Sage), Karen Hayward (X3 Trainer, Sage), Danielle Holt (Director, Product Management - Sage ERP X3, Sage), James Kraeuter (Technical Services Manager, Sage), Jeffery Law (Sr. Manager, Sage ERP X3 RD, Sage), Bruno Marchand (Sage), Daniel Nery (Sage PSG Senior Manager, Sage), Scott Shifko (Senior Technical Consultant, Sage), Sally Swoboda (Sr. Business Analyst, Sage)   ⊘ Full

Wed July 30 10:00 AM - 11:00 AM PDT
        Location: Lagoon KL
        Speakers: Linda Adams (Sr. Director RD, Sage ERP X3, Sage), Zach Bellhy (Solution Engineer, Sage), Denis Cohen Salmon (Head of Sales Performance Support and Presales Center, Sage), Alain De Martin De Vivies (Sage), Lisa Dorsey (Project Manager, Sage ERP X3, Sage), Scott Graybill (Senior Technical Consultant, Sage), Regina Gutcher (Product Business Analyst, Sage), Karen Hayward (X3 Trainer, Sage), James Kraeuter (Technical Services Manager, Sage), Jeffery Law (Sr. Manager, Sage ERP X3 RD, Sage), Bruno Marchand (Sage), Daniel Nery (Sage PSG Senior Manager, Sage), Scott Shifko (Senior Technical Consultant, Sage), Beth Spreitzer (Senior Software Engineer, Sage)   ⊘ Full

Thu July 31 11:30 AM - 12:30 PM PDT
        Location: Lagoon KL
        Speakers: Linda Adams (Sr. Director RD, Sage ERP X3, Sage), Zach Bellhy (Solution Engineer, Sage), Denis Cohen Salmon (Head of Sales Performance Support and Presales Center, Sage), Alain De Martin De Vivies (Sage), Lisa Dorsey (Project Manager, Sage ERP X3, Sage), Scott Graybill (Senior Technical Consultant, Sage), Regina Gutcher (Product Business Analyst, Sage), Karen Hayward (X3 Trainer, Sage), Danielle Holt (Director, Product Management - Sage ERP X3, Sage), James Kraeuter (Technical Services Manager, Sage), Jeffery Law (Sr. Manager, Sage ERP X3 RD, Sage), Bruno Marchand (Sage), Scott Shifko (Senior Technical Consultant, Sage), Beth Spreitzer (Senior Software Engineer, Sage), Sally Swoboda (Sr. Business Analyst, Sage)   ⊘ Full

Thu July 31 02:00 PM - 03:30 PM PDT
        Location: Lagoon KL
        Speakers: Zach Bellhy (Solution Engineer, Sage), Alain De Martin De Vivies (Sage), Bobby Delamater, Lisa Dorsey (Project Manager, Sage ERP X3, Sage), Bruno Gonzalez (Sage), Scott Graybill (Senior Technical Consultant, Sage), Regina Gutcher (Product Business Analyst, Sage), Danielle Holt (Director, Product Management - Sage ERP X3, Sage), Bruno Marchand (Sage), Douglas Thorpe (Senior Trainer, Sage)   ⊘ Full

Thu July 31 04:00 PM - 05:00 PM PDT
        Location: Lagoon KL
        Speakers: Linda Adams (Sr. Director RD, Sage ERP X3, Sage), Zach Bellhy (Solution Engineer, Sage), Denis Cohen Salmon (Head of Sales Performance Support and Presales Center, Sage), Alain De Martin De Vivies (Sage), Bobby Delamater, Lisa Dorsey (Project Manager, Sage ERP X3, Sage), Bruno Gonzalez (Sage), Scott Graybill (Senior Technical Consultant, Sage), Regina Gutcher (Product Business Analyst, Sage), Karen Hayward (X3 Trainer, Sage), Danielle Holt (Director, Product Management - Sage ERP X3, Sage), Jeffery Law (Sr. Manager, Sage ERP X3 RD, Sage), Bruno Marchand (Sage), Scott Shifko (Senior Technical Consultant, Sage), Beth Spreitzer (Senior Software Engineer, Sage), Sally Swoboda (Sr. Business Analyst, Sage)   ⊘ Full

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BUS-128: Cloud and mobility trends

- **Tracks:** Business Performance in the Digital Age
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Insights

This session will provide an overview of mobile and cloud trends and some insight into what the future may look like. We'll introduce you to the next generation of business applications as well as devices such as Google Glass and wearables and help you understand what it all means for your business.

Tue July 29 01:30 PM - 02:30 PM PDT
Location: Banyan B
Speaker: Stephen Smith

BUS-131: Sage business partners: Competitive insights for Sage ERP X3

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage ERP X3
- **Session Type:** Solution Deep Dives

Join this session and learn from the experts on how best to position and message Sage ERP X3 when up against mid-market ERP competitors. This session is designed to teach you how to communicate the benefits of Sage ERP X3 while providing effective demonstration tips and tactics to keep the competition at bay.

Tue July 29 01:30 PM - 02:30 PM PDT
Location: Jasmine G
Speakers: Chester Childers, Matthew Groom (Product Marketing Manager, Sage)

BUS-138: Sage 100 ERP: Road ahead--Part one

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200]
- **Session Type:** Solution Deep Dives

Part 1: Be the first to know what's coming from the Sage 100 ERP team later in 2014 and beyond. 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'll 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 100 ERP solution and how to become part of the VIP program.

Tue July 29 01:30 PM - 02:30 PM PDT
Location: South Seas F
Speakers: Karen Hyman (Manager, Product Marketing, Sage), Deborah Nelson (Product Manager - Sage 100 ERP, Sage)

BUS-146: Sage business partners: What's new with Sage ERP X3 version 7: Usability and mobility

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage ERP X3
- **Session Type:** Solution Deep Dives

Join this session to see the latest and greatest features built into Sage ERP X3 v7. This session will cover the new usability features, personalization, and mobile apps available with the newly released Sage ERP X3 v7.

Tue July 29 01:30 PM - 02:30 PM PDT
Location: Banyan A
Speakers: Allan Fine (Senior Solution Engineer, Sage), Jeffrey Mills

BUS-347: Sage 500 ERP: The road ahead

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 500 ERP [MAS 500]
- **Session Type:** Solution Deep Dives

This is your opportunity to see where we are headed with Sage 500 ERP and get a feel for both the individual features and the overall focus of upcoming releases.

Tue July 29 01:30 PM - 02:30 PM PDT
Location: South Seas E
Speaker: Linda Cade (Senior Product Manager, Sage)

BUS-358: The cloud identity crisis

- **Tracks:** Business Performance in the Digital Age
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Insights

As you look to move to a mixture of on-premises applications and cloud solutions, the issue of identity management has become increasingly more important. Where internal applications can generally be set up to be managed through your local network tools such as your Windows network user, most cloud solutions do not support those options. As a result your users are faced with even more user names and passwords to track. A few cloud solutions reuse Google or Facebook IDs and passwords to create a single sign-on experience; however, do you really want to trust your core business applications to social networking identities that are a target to be hacked? And when an employee leaves your company, how do you remove his access from all of these cloud solutions? This session will help provide solutions to lessen these challenges.

Tue July 29 01:30 PM - 02:30 PM PDT
Location: Jasmine C
Speaker: John Manry

BUS-362: The power of payment processing with Sage 50--Canadian Edition (hands-on)

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 50 Accounting—Canadian Edition [Simply Accounting]
- **Session Type:** Solution Deep Dives

Plug in and go paperless. Learn about the services available for accepting credit cards, paying employees, paying vendors, and receiving customer payments electronically.

Tue July 29 01:30 PM - 02:30 PM PDT
        Location: Lagoon CD
        Speaker: Julianne Connell (Trainer, Sage)

Wed July 30 11:30 AM - 12:30 PM PDT
        Location: Lagoon CD
        Speaker: Julie Connell (Trainer, Sage)

BUS-373: The value of an integrated payments solution: A customer's view

- **Tracks:** Business Performance in the Digital Age
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Deep Dives

In this session you will see what a world with a fully integrated payment environment will look like. The Sage payment management system (by Sage Exchange) can make the complex simple by giving you access to all the payment solutions you need, all in one place with a single sign-on, and all automatically synched to your back-office systems. See how this works through the eyes of a customer.

Tue July 29 01:30 PM - 02:30 PM PDT
        Location: Palm C
        Speakers: Donald Weary (VP Product Management, Sage), Jon Zimmermann (Sr. Product Manager, Sage)

BUS-378: Sage business partners: The road ahead for Sage Timeslips

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage Timeslips
- **Session Type:** Solution Deep Dives

Discuss and provide a high-level overview of the Sage Timeslips roadmap. Discussions will include the database changes, certification requirements, and high-level plans for the roll out of the new database.

Tue July 29 01:30 PM - 02:30 PM PDT
        Location: Jasmine F
        Speaker: James Reese (Product Manager Timeslips, Sage)

BUS-410: Power up your report writing skills with Sage 50--U.S. Intelligence Reporting 2015

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum]
- **Session Type:** Solution Deep Dives

It is time to power up your report writing skills and learn about the exciting new features in Sage 50--U.S. Intelligence Reporting 2015. Take control of all design aspects using the Sage Intelligence Report Designer. See how to add value to your business through the powerful new Report Designer wizard -based interface and drag/drop Excel financial formulas that communicate with a new In-Memory processing engine, as well as other enhancements made to improve your reporting experience.

Tue July 29 01:30 PM - 02:30 PM PDT
        Location: South Seas I
        Speaker: Jose Soeiro (Account Manager, Sage Alchemex)

BUS-507: Aatrix eFiling, a powerful and popular solution

- **Tracks:** Business Performance in the Digital Age
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Insights

Aatrix Software has partnered with Sage to provide the most comprehensive and powerful payroll reporting and efiling solution available to Sage customers. See how this easy-to-use solution makes the onerous task of filing unemployment, withholding, new hire, W-2s, 1099s, and certified payroll reports and payments a breeze. Aatrix delivers guaranteed compliance, a comprehensive reminder system, and a powerful administration site to file and manage over 330 payroll reports. 941, W-2, and eftps processes will be demonstrated.

Tue July 29 01:30 PM - 02:30 PM PDT
        Location: Banyan F
        Speakers: Jessica Bohn (Forms Product Manager, Aatrix Software), Steve Lunseth (CEO, Aatrix Software), Bruce Senti (New Market Manager, Aatrix Software)

BUS-511: Maximize every opportunity in 2014 and beyond! Join us to find out how Sage CRM clients are benefitting from Mobile CRM, an integrated customer management approach and CRM in the cloud

- **Tracks:** Business Performance in the Digital Age

- **Products:** Sage CRM
- **Session Type:** Solution Insights

These real live examples will include using CRM as a hub to integrate data from a combination of 20 accounting systems and 23 types of lab management systems (on both local servers and private Amazon cloud) and using handheld devices to access Sage CRM and get contracts and job sheets signed-off remotely, allowing the autogeneration of invoices.

Tue July 29 01:30 PM - 02:30 PM PDT
    Location: Banyan E
    Speaker: Fran Meggs (Director, Enbu Consulting)

BUS-520: Become a one-stop shop for all your customers' IT-as-a-service needs

- **Tracks:** Business Performance in the Digital Age
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Insights

Together with the CloudRunner platform, these essential ITaaS capabilities abstract the complexity of technology from the user. With you as their trusted adviser for ongoing IT administration and management, SMBs can focus on their primary business. You become the easy choice.

Tue July 29 01:30 PM - 02:30 PM PDT
    Location: South Seas D
    Speaker: Darrin Swan (Dell)

BUS-526: Learn how to control spending from one place . . . Paramount's WorkPlace

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 ERP [Accpac], Sage 500 ERP [MAS 500]
- **Session Type:** Solution Insights

Paramount Technologies is pleased to present a preview session of the 100% web-based WorkPlace Suite. WorkPlace is a best-of-breed application for requisition, purchasing, invoice automation, time, and expense management. Solutions can be deployed individually or together, providing a single web portal for all employees in an organization to submit key information for approval and processing. The WorkPlace preview session will be broken down into three main areas of focus. Each area will cover the benefits of the solution, an overview of the best-of-breed functionality and examples of the out-of-the-box integration with Sage 100 ERP, Sage 300 ERP, and Sage 500 ERP. eProcurement: Learn how web-based requisitions, purchasing, receiving, and invoice automation can be deployed separately or in a combined eProsurement suite. Areas of focus include advanced workflow, online catalogs, punch-out, and vertical specific features. Expense management: Learn about the ever-growing demand for expense management solutions and how WorkPlace can meet the needs of your customers. Key features and different deployment methods from on-premises to Software as a Service to hybrid environments will be reviewed. Integration with the various Sage ERP Project modules to automatically enforce project security, budgets, and update commitments. Time: Paramount Technologies has been deploying web-based time entry for over 12 years. Learn how to use the Time Entry interface. Integration with the various Sage ERP Project modules to automatically enforce project security, budgets, and update commitments.

Tue July 29 01:30 PM - 02:30 PM PDT
    Location: South Seas H
    Speakers: Anthony Brown (Sage Channel Manager, Paramount Technologies), David Munro (Director of Business Development, Paramount Technologies)

BUS-565: XM Symphony - Sage ERP X3, Sage 300 ERP Integrated Cloud Solutions: Mobile Sales, B2B/B2C eCommerce, Secure Payments

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 300 ERP [Accpac], Sage ERP X3
- **Session Type:** Solution Insights

XM Symphony is an e-commerce platform that easily adapts and scales to the unique selling and buying scenarios for your specific industry needs. Deliver consistent, engaging, and personalized shopping and service experiences on any device, anywhere your customers shop. Enable multichannel commerce for B2C and B2B businesses by seamlessly connecting e-commerce with order management within your Sage ERP to include customer service, inventory, merchandising, marketing, and financials. (seminar and live demo)

Tue July 29 01:30 PM - 02:30 PM PDT
    Location: Jasmine B
    Speaker: Jim McLean (President, XM Developments)

BUS-568: Sage Enterprise Intelligence for Sage 300 ERP

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 300 ERP [Accpac]
- **Session Type:** Solution Deep Dives

Transform your Sage 300 ERP data into meaningful information that provides real decision-making power. Create personalized dashboards with data visualization, drill down, and browsing capabilities on any mobile device. Get the right information to the right people and align your organization to key objectives.

Tue July 29 01:30 PM - 02:30 PM PDT
    Location: Palm B   🔸 Full
    Speaker: Donal De Paor (Senior Product Manager, Sage)

BUS-584: Integrating Microsoft SharePoint with Sage solutions

- **Tracks:** Business Performance in the Digital Age

- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Insights

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 inceased 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.

Tue July 29 01:30 PM - 02:30 PM PDT
    Location: Jasmine A

IND-189: Speedy delivery: How to manage your distribution business with Sage ERP X3

- **Tracks:** Industry Best Practices
- **Products:** Sage ERP X3
- **Session Type:** Solution Deep Dives

Join this session to be part of a customer discussion on how Sage ERP X3 has helped distribution companies grow their business. John Hill from Carson Home Accents will discuss how they have improved their business model with Sage ERP X3.

Tue July 29 01:30 PM - 02:30 PM PDT
    Location: South Seas C
    Speakers: Brendan Dorney (Strategic Manager Sage ERP X3, Sage), John Hill (CFO, Carson Home Accents)

IND-203: Sage business partners: Ins and outs of the Sage 50--U.S. installation: Part 1

- **Tracks:** Managing Risk and Data Security
- **Products:** Sage 50 Accounting—U.S. Edition [Peachtree]
- **Session Type:** Solution Deep Dives

In this two-part session attendees will learn how to correctly install Sage 50--U.S. Edition, what folders and file sets are installed and where, and what to do if files in a specific location are damaged or missing.

Tue July 29 01:30 PM - 02:30 PM PDT
    Location: Jasmine E
    Speaker: Nakia Christian (Trainer)

IND-378: Construction megatrends emerging from the recession: What every construction financial manager must know

- **Tracks:** Industry Best Practices
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Insights

Brian Moore from FMI talks about the megatrends impacting all contractors: civil and commercial, general and specialty. Join this session to understand the megatrends and adopt strategically sound, competitive responses to position your company to thrive in the construction industry of the twenty-first century.

Tue July 29 01:30 PM - 02:30 PM PDT
    Location: South Seas A
    Speakers: Brian Moore (Principal, FMI Corporation), Barbara Nelson (VP of Marketing, Sage)

IND-388: Sage Fixed Assets: Tips and tricks of Sage Fixed Assets 2014.1 (hands-on)

- **Tracks:** Industry Best Practices
- **Products:** Sage Fixed Assets [FAS]
- **Session Type:** Solution Deep Dives

Over the past two years, major improvements were made to the Sage Fixed Assets products, including a new look, features, and naming conventions. If it has been a while since you have seen Sage Fixed Assets, this session is for you. Get hands-on experience using Sage Fixed Assets 2014.1 while learning useful tips and tricks.

Tue July 29 01:30 PM - 02:30 PM PDT
    Location: Lagoon IJ   🔶 Full
    Speaker: Ann Thornsen (Trainer, Sage)

IND-400: Sage ERP X3 for process manufacturing

- **Tracks:** Industry Best Practices
- **Products:** Sage ERP X3
- **Session Type:** Solution Insights

New to Sage Summit? Want to learn about Sage ERP X3? Sign up for this session to see a demonstration of Sage ERP X3 for process manufacturing.

Tue July 29 01:30 PM - 02:30 PM PDT
    Location: Palm D

	Speakers: Kelly Gezo (Strategic Account Manager Sage ERP X3, Sage), Wendy Murray (Senior Solution Engineer, Sage), Mark Pinard (Sr. Solution Engineer, Sage ERP X3, Sage)
Wed July 30	10:00 AM - 11:00 AM PDT **Location:** Palm D **Speakers:** Chester Childers, Wendy Murray (Senior Solution Engineer, Sage)
Thu July 31	10:00 AM - 11:00 AM PDT **Location:** Palm D **Speakers:** Wendy Murray (Senior Solution Engineer, Sage), Mark Pinard (Sr. Solution Engineer, Sage ERP X3, Sage)

IND-499: Accountant business model transformation: A real-life case study

- **Tracks:** Industry Best Practices
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Insights

Transitioning your business to the cloud requires more than just a shift in accounting solutions. To achieve the firm of your dreams, you need to look seriously at making a business model transformation and then rip off the Band-Aid! It can be tough, and it can be scary, but only you can take the steps and make the tough choices to move towards your dream practice. In this session host Jason Blumer, CPA, shares with you the adventures and mishaps on the path to transitioning his own firm to something strongly resembling the vision he had for it.

Tue July 29 01:30 PM - 02:30 PM PDT
        Location: Palm A
        Speaker: Jason Blumer, CPA (Chief Innovation Officer, President, Blumer CPAs)

MAX-243: Processes to deliver exceptional human resources services

- **Tracks:** Maximizing Your Workforce and Benefits
- **Products:** Sage HRMS [Abra]
- **Session Type:** Solution Deep Dives

In this session we will discuss the importance of automating process and requests in order to deliver exceptional human resources services to your organization. Learn how tools available in the Sage HRMS portfolio can help your human resources department design, deploy, and manage automated processes. The objective of this session is to educate HR, benefits, and payroll professionals about tools available to automate many of their paper processes and forms, approval processes, and workflow.

Tue July 29 01:30 PM - 02:30 PM PDT
        Location: Banyan C
        Speaker: Reinaldo Camera (Senior Field Sales Engineer, Sage)

MAX-558: Healing leadership

- **Tracks:** Maximizing Your Workforce and Benefits
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Business Thought Leadership

This session is dedicated to the possibility that the majority of leadership thinking is wrong as it is ultimate based on manipulation--trying to "get someone to do something." Coming to terms with this idea is difficult and not for everyone because it requires us to examine some of our most deeply held beliefs and either dismiss them or at least think differently about them. If you are interesting in having a conversation about healing leadership, you are invited to attend this session facilitated by Ed Kless, Sage senior director of partner development and strategy. This material is based on the work of Howard Hansen and Steve Geske, who have presented at previous Sage Summit events.

Tue July 29 01:30 PM - 02:30 PM PDT
        Location: Palm E
        Speaker: Ed Kless (Sage)

NAV-514: How to easily recall products, comply with regulations and track customer complaints with Sage ERP X3

- **Tracks:** Navigating the Regulatory Landscape
- **Products:** Sage ERP X3
- **Session Type:** Solution Insights

In this session your will see how simple it can be to carry out a product recall and manage the compliance requirements of customer product issues. Solutions for product recall, attaching notes/memos, and managing customer complaints will be demonstrated. Those in the food & beverage, pharmaceutical and chemical industries should attend this session.

Tue July 29 01:30 PM - 02:30 PM PDT
        Location: Banyan D
        Speakers: William Newcomer (Solutions Engineering Manager, NEXTEC GROUP), Christopher Williamson (General Manager - X3 Division, NEXTEC GROUP)

RIS-577: MasterCard: The importance of knowing, maximizing and safeguarding your business' credit score

- **Tracks:** Managing Risk and Data Security
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100

Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Business Thought Leadership

We all know that the economy's slow recovery has impacted the ability of small businesses to secure loans. But there are ways that small business owners can be better prepared to approach a bank for a loan or a line of credit. Panelists from MasterCard, Experian and Bank of America will describe those best practices, as well as the top factors that influence banks and credit decisions.

Tue July 29 01:30 PM - 02:30 PM PDT
   Location: South Seas B
   Speakers: Eugene DeSilva (SVP Commercial Products, MasterCard), Jeanne Kelly (Author)

SAL-281: Sage CRM: The road ahead--product vision and roadmap

- **Tracks:** Strengthening Sales, Marketing, and Customer Relationships
- **Products:** Sage CRM
- **Session Type:** Solution Insights

Join us and learn about the vision for Sage CRM and future roadmap. Get a sneak peek at upcoming Sage CRM releases that are designed to help you win more business and improve your customer retention.

Tue July 29 01:30 PM - 02:30 PM PDT
   Location: South Seas G
   Speakers: Clare Cummins (Manager, Product Management, Sage CRM, Sage), Sean Mooney (Sage)

BUS-239: Sage One: What is new and what is next

- **Tracks:** Business Performance in the Digital Age
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Insights

This is your opportunity to see the latest version of Sage One in action and to get a preview of what's next. By attending, you'll learn about the types of businesses for which Sage One was designed, the problems it solves, and when it is the right fit for your business.

Tue July 29 02:30 PM - 03:15 PM PDT
   Location: Profit small theater
   Speakers: Scott Munro (Sage), Michael Savory (Product Manager, Sage)   Full
Tue July 29 05:30 PM - 06:15 PM PDT
   Location: Lead small theater
   Speakers: Scott Munro (Sage), Michael Savory (Product Manager, Sage)   Full
Wed July 30 11:00 AM - 11:45 AM PDT
   Location: Innovate small theater
   Speakers: Scott Munro (Sage), Michael Savory (Product Manager, Sage)   Full

IND-539: Now what? What to do when you're no longer a small business

- **Tracks:** Industry Best Practices
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Business Thought Leadership

Please edit the session description as such: "In this dynamic session, you'll hear stories from two companies that have experienced growth spurts for various reasons – acquisitions, industry trends, market growth, and new business opportunities. These two executives will discuss challenges they faced and the solutions that helped them continue to grow and experience success. Barry Moltz, a small business consultant, author, and speaker, will lead the discussion.

Tue July 29 02:30 PM - 03:15 PM PDT
   Location: Sage Booth Theater   Full
   Speakers: Barry Moltz (Speaker, Consultant, Author), Andrew Schuman (Hammond's Candies), Anisha Virani (Sunblest)

NAV-149: Doing business in a global world: What should I consider?

- **Tracks:** Navigating the Regulatory Landscape
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Insights

What should I consider if I want to go global? Join us for the session to see how Sage ERP, Sage CRM, Sage Payments, Sage HRMS, and Sage Inventory Advisor can help you go global by effectively managing local and national compliance issues, multicurrency, multi-language, payroll, taxes, payment processing, inventory locations, and more.

Tue July 29 02:30 PM - 03:15 PM PDT
        Location: Lead small theater   🔶 Full
        Speakers: Sophie Leguillette (Vice President, Marketing, Sage), Christophe Letellier (CEO, Sage MME Sage ERP X3, Sage)

NAV-533: Navigating the conflict between regulation and innovation

- **Tracks:** Navigating the Regulatory Landscape
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Business Thought Leadership

Every day, we see a struggle between innovation and the regulatory framework in this country. Car-sharing services like Uber and Lyft have had to fight against laws protecting cab drivers. Google Glass has run afoul of motor-vehicle laws. Autonomous cars have been held back by state insurance requirements. The list goes on. But that shouldn't stop small and medium-sized business owners from continuing to innovate and disrupt. We will discuss how to see where your product or service might conflict with Byzantine regulations, how you can innovate around current laws, and how and when to dig in and fight regulators to protect your business.

Tue July 29 02:30 PM - 03:15 PM PDT
        Location: Profit large theater
        Speaker: Ray Hennessey (Editorial Director, Entrepreneur.com)

RIS-477: What's in your wallet? Let your customers pay on their terms

- **Tracks:** Managing Risk and Data Security
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Business Thought Leadership

Customer preferences for different types of payment forms are reasonably well documented. Cash is still important, debit is more popular than credit, and most customers have a dominant payment preference. The increasing proliferation of mobile points-of-sale (our research shows that more than 40% of card-present merchants have a mobile POS) raises questions on whether these preferences will change as mobile payments become more mainstream. Will prepaid accounts--like Starbucks--become more widespread? Will private label cards see a comeback? What role will ACH play? The answer to each of these questions has significant implications for how merchants think, not only about payments acceptance, but also about the kind of experience they want to deliver to their customers. This session will share Oliver Wyman's perspectives based on its proprietary research and industry experience.

Tue July 29 02:30 PM - 03:15 PM PDT
        Location: Innovate large theater
        Speaker: Inderpreet Batra (Partner, Oliver Wyman)

SAL-442: Crafting contagious ideas

- **Tracks:** Strengthening Sales, Marketing, and Customer Relationships
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Business Thought Leadership

Jonah Berger combines groundbreaking research and powerful stories as he addresses why ideas spread, some products get more word of mouth than others, and certain online content goes viral. Through rigorous academic research, he put together a framework for crafting contagious content using the acronym STEPPS: social currency, triggers, emotion, public, practical value, and stories. In presentations, he reveals the science behind word of mouth and these six key factors that push people to share content and demonstrates how to leverage the concepts to craft viral messages. Young and full of energy, he is interactive with his audience, quickly demonstrating that the products and services that get the most word of mouth aren't necessarily the ones we think they are. Berger also uses funny and compelling viral video examples to reinforce his message and keep his presentation engaging. Berger provides a set of specific, actionable techniques for helping information spread and ideas catch on. This is knowledge organizations can put to use whether they are selling a product, crafting a new corporate culture, or just trying to get the word out.

Tue July 29 02:30 PM - 03:15 PM PDT
        Location: Connect large theater   🔶 Full
        Speaker: Jonah Berger (James G. Campbell Associate Professor of Marketing, Wharton School, University of Pennsylvania)

BUS-112: Benefits to staying current with Sage 300 ERP, what's new in 2014

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 300 ERP [Accpac]
- **Session Type:** Solution Deep Dives

Are you still using older versions of Sage 300 ERP (formerly Sage ERP Accpac)? Join us at this session to learn about the benefits of moving to the most current release of Sage 300 ERP 2014. If you are still using 6.0, 5.6, or even older versions, we'll show you all the great features you have missed . . .

Tue July 29 03:00 PM - 04:00 PM PDT
        Location: South Seas A
        Speakers: Donal De Paor (Senior Product Manager, Sage), Richard Jang (Product Analyst, Sage)

BUS-139: Sage 100 ERP: Road ahead--Part two

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200]
- **Session Type:** Solution Deep Dives

Part 2. Be the first to know what's coming from the Sage 100 ERP team later in 2014 and beyond. 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'll 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 100 ERP solution and how to become part of the VIP program.

Tue July 29 03:00 PM - 04:00 PM PDT
      Location: South Seas F
      Speaker: Deborah Nelson (Product Manager - Sage 100 ERP, Sage)

BUS-169: Sage business partners: Performing a hardware requirements analysis for Sage ERP X3

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage ERP X3
- **Session Type:** Solution Deep Dives

In this session Sage ERP X3 experts will discuss the hardware requirements needed to successfully run the solution as well as provide insight on how to talk to customers about managing disaster recovery and optimizing Sage ERP X3 for growth.

Tue July 29 03:00 PM - 04:00 PM PDT
      Location: Jasmine G
      Speakers: Ian de Leon (Solution Engineer, Sage), Bruno Gonzalez (Sage), James Kraeuter (Technical Services Manager, Sage), Bruno Marchand (Sage)

BUS-248: Real world examples of how Sage 50--U.S. Edition Intelligence Reporting has changed lives

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum]
- **Session Type:** Solution Deep Dives

Join Sage 50--U.S. Edition partners Dave and Darlene Smith and Debra Doyle as they showcase reports they have created for their customers. See the positive impact these have had on the businesses concerned and the additional insight they have provided for the business owners.

Tue July 29 03:00 PM - 04:00 PM PDT
      Location: South Seas D
      Speakers: Debra Doyle (Solutions Consultant, Accounting Business Solutions By JCS), Dave Smith (Co-Owner, Phase One Computing Services, Inc.), Darlene Smith (Co-Owner, Phase One Computing Services, Inc.), Jose Soeiro (Account Manager, Sage Alchemex)

BUS-250: Revolutionizing financial reporting for Sage 300 ERP (Hands-on)

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 300 ERP [Accpac]
- **Session Type:** Solution Deep Dives

Hands on: Get an in-depth look and experience it for yourself, the powerful new Report Designer features available in Sage Intelligence Financial Reporting for Sage 300 ERP 2014. See a wizard-based interface as well as drag/drop Excel financial formulas that communicate with a new In-Memory processing engine.

Tue July 29 03:00 PM - 04:00 PM PDT
      Location: Lagoon IJ   ⊘ Full
      Speaker: Susan Moore (Principal Trainer, Sage)
Tue July 29 04:30 PM - 05:30 PM PDT
      Location: Lagoon IJ   ⊘ Full
      Speaker: Susan Moore (Principal Trainer, Sage)
Thu July 31 10:00 AM - 11:00 AM PDT
      Location: Lagoon KL   ⊘ Full
      Speaker: Susan Moore (Principal Trainer, Sage)

BUS-284: Sage Enterprise Intelligence and how it gives visibility into my business

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage ERP X3
- **Session Type:** Solution Deep Dives

Join this session to hear customer success stories from those who have implemented Sage Enterprise Intelligence and how it has helped them gain control and visibility into their business.

Tue July 29 03:00 PM - 04:00 PM PDT
      Location: South Seas C
      Speaker: Jeff Anderson (Product Manager, Sage)

BUS-304: Sage ERP X3 community collaboration on finance

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage ERP X3
- **Session Type:** Solution Deep Dives

This roundtable session is an opportunity to network with other Sage ERP X3 customers with similar job roles. This session will focus on the area of Finance. The roundtable discussions will cover key business problems and give you an opportunity to learn how other Sage ERP X3 customers manage the solutions.

Tue	03:00 PM - 04:00 PM PDT
July	**Location:** Lagoon GH
29	**Speakers:** Linda Adams (Sr. Director RD, Sage ERP X3, Sage), Grant Ball (Sage), Dominique Bopp (Software evangelist, Sage), Denis Cohen Salmon (Head of Sales Performance Support and Presales Center, Sage), Alain De Martin De Vivies (Sage), Scott Graybill (Senior Technical Consultant, Sage), Danielle Holt (Sage), Jeffery Law (Sr. Manager, Sage ERP X3 RD, Sage), Bruno Marchand (Solution expert - Presales, Sage), Russell Slaymaker (Sage ERP X3 Portfolio Manager, Sage), Sally Swoboda (Sr. Business Analyst, Sage)

BUS-328: Sage Intelligence: Run your business better

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 ERP [Accpac], Sage 500 ERP [MAS 500], Sage ERP X3
- **Session Type:** Solution Deep Dives

Join Steve Coull, Eric Anderson, and others to hear real-world scenarios on how Sage Intelligence can help CEOs, business owners, and managers make informed decisions to gain and maintain a competitive edge. See this powerful tool consolidate information, track progress, and encourage collaboration among teams.

Tue July 29 03:00 PM - 04:00 PM PDT
   Location: South Seas G   🚫 Full
   Speaker: Stephen Coull (Sales Director, Sage)

BUS-329: Hidden secrets and forgotten Features of Sage 50--Canadian Edition

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 50 Accounting—Canadian Edition [Simply Accounting]
- **Session Type:** Solution Insights

Use these little-known features to work smarter and more efficiently, to gain more control of your business, and to be more successful.

Tue July 29 03:00 PM - 04:00 PM PDT
   Location: South Seas I
   Speaker: Jim Collins, CPA, CGA (Principal Business Analyst, Sage)

BUS-380: Do you know how healthy your construction business is?

- **Tracks:** Business Performance in the Digital Age
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Insights

Join this expert panel to discuss best practices to identify, obtain, analyze, and act on KPIs to ensure your construction business is healthy.

Tue July 29 03:00 PM - 04:00 PM PDT
   Location: Jasmine C
   Speaker: Agnieszka Herba (Product Marketing Manager, Assoc., Sage)

BUS-387: Sage Fixed Assets: Best practices for a flawless year-end close

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage Fixed Assets [FAS]
- **Session Type:** Solution Deep Dives

Let's talk about how to navigate the annual closing process with the least amount of stress. This is a beginner-level presentation where we'll focus on accounting for fixed assets--disposals, additions, and transfers--and what steps you should follow during closing. We'll cover both the tax books and internal books. Open discussion time will be included for sharing tips about your own closing process.

Tue July 29 03:00 PM - 04:00 PM PDT
   Location: Banyan E
   Speaker: Ann Thornsen (Trainer, Sage)

BUS-491: Power! Power! Power! Doing more with Microsoft Excel

- **Tracks:** Business Performance in the Digital Age
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Deep Dives

New spreadsheet auditing tools in Microsoft Excel give you great power. Explore the PowerPivot, PowerMaps, and PowerQuery functionality and take your Excel use to the next powerful level. (Yes, this session is all about power!)

Tue July 29 03:00 PM - 04:00 PM PDT
   Location: South Seas E
   Speaker: Brian Tankersley, CPA, CITP, CGMA (Director, Strategic Relationships, K2 Enterprises, K2 Enterprises)

BUS-549: Sage ERP X3: Sage Enterprise Intelligence (Hands-on)

- **Tracks:** Business Performance in the Digital Age

- **Products:** Sage ERP X3
- **Session Type:** Solution Deep Dives

Seeing the right information at the right time in the right format can make all the difference. Join this session to experience how easy viewing your important data really can be for every type of user. In this hands-on session you will learn how to build intelligent dashboards with Sage Enterprise Intelligence.

Tue July 29	03:00 PM - 04:00 PM PDT **Location:** Lagoon EF **Speakers:** Jeff Anderson (Product Manager, Sage), Karen Hayward (X3 Trainer, Sage), Scott Shifko (Senior Technical Consultant, Sage)	⊘ Full
Thu July 31	10:00 AM - 11:00 AM PDT **Location:** Lagoon CD **Speakers:** Jeff Anderson (Product Manager, Sage), Karen Hayward (X3 Trainer, Sage), Scott Shifko (Senior Technical Consultant, Sage)	

IND-186: Sage Fixed Assets: Where's your stuff?

- **Tracks:** Industry Best Practices
- **Products:** Sage Fixed Assets [FAS]
- **Session Type:** Solution Deep Dives

Many businesses understand the benefits of depreciating their fixed assets but not the critical connection to tracking them. Learn how to improve the bottom line by reducing theft and duplicate purchases, as well as the unintended negative effects of keeping assets on the books that are no longer being utilized.

Tue July 29 03:00 PM - 04:00 PM PDT
    Location: Banyan F
    Speaker: Suzanne Pedone (CEO, Inventory Management Solutions)

IND-204: Sage business partners: Ins and outs of the Sage 50--U.S. installation: Part 2

- **Tracks:** Industry Best Practices
- **Products:** Sage 50 Accounting—U.S. Edition [Peachtree]
- **Session Type:** Solution Deep Dives

After completing part 1 of this two-part session, you will continue to learn how to correctly install Sage 50--U.S. Edition, what folders and file sets are installed and where, and what to do if files in a specific location are damaged or missing. Must attend part 1.

Tue July 29 03:00 PM - 04:00 PM PDT
    Location: Jasmine E
    Speaker: Nakia Christian (Trainer)

IND-206: Sage business partners: Ins and outs of the Sage 50--Canadian Edition installation

- **Tracks:** Industry Best Practices
- **Products:** Sage 50 Accounting—Canadian Edition [Simply Accounting]
- **Session Type:** Solution Deep Dives

In this session attendees will learn how to correctly install Sage 50--Canadian Edition on a network, what folders and file sets are installed and where, and what to do if files in a specific location are damaged or missing.

Tue July 29 03:00 PM - 04:00 PM PDT
    Location: Banyan D
    Speaker: Julie Connell (Trainer, Sage)

IND-224: Mastering inventory counts in Sage ERP X3

- **Tracks:** Industry Best Practices
- **Products:** Sage ERP X3
- **Session Type:** Solution Deep Dives

Sign up for this session to learn how to maximize your use of inventory counts in Sage ERP X3. John Babcock from Satellite Industries and Gene Louie from Rahr will explain how they manage inventory using Sage ERP X3 and provide from customer insights. This session will cover setup for cycle vs. annual, locking and unlocking inventory, handling zero counts, posting adjustments, deltas and much more. This session is applicable to Sage ERP X3 V5, V6, and version 7.

Tue July 29	03:00 PM - 04:00 PM PDT **Location:** South Seas J **Speakers:** John Babcock (Chief Financial Officer, Satellite Industries, Inc), Gene Louie (Corp Controller, Rahr Corporation), Daniel Nery (Sage PSG Senior Manager, Sage)

IND-278: Sage City backstreet tour: Getting the most out of your online community

- **Tracks:** Industry Best Practices
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Insights

Thousands of Sage users are interacting on a daily basis on Sage City. These conversations are resulting in answers to questions, expanded networks, and increased knowledge. Participants are not only learning how to get more out of their Sage product but also tips for running their business and best

practices in their industry. Don't be intimated to join the conversation. Come to this session and learn how to navigate and participate in this thriving community.

Tue July 29	03:00 PM - 04:00 PM PDT
	Location: Jasmine A
	Speakers: Matthew Chinn (Director, Online Support Experience, Sage), Derek Vink (Online Community Manager, Sage), Marisa Wright (Social Media Specialist, Sage)
Thu July 31	04:00 PM - 05:00 PM PDT
	Location: South Seas F
	Speakers: Matthew Chinn (Director, Online Support Experience, Sage), Derek Vink (Online Community Manager, Sage), Marisa Wright (Social Media Specialist, Sage)

IND-351: Sage business partners: Increase your profits by selling more Sage products to your construction and real estate customers

- **Tracks:** Industry Best Practices
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Insights

Join this session to learn how other partners are successfully cross-selling multiple Sage solutions to Sage Construction and Real Estate customers.

Tue July 29	03:00 PM - 04:00 PM PDT
	Location: Jasmine F
	Speaker: Todd Juhnke (Regional Sales Manager, Sage)

IND-405: Sage ERP X3 for distribution

- **Tracks:** Industry Best Practices
- **Products:** Sage ERP X3
- **Session Type:** Solution Insights

New to Sage Summit? Want to learn about Sage ERP X3? Sign up for this session to see a demonstration of Sage ERP X3 for distribution.

Tue July 29	03:00 PM - 04:00 PM PDT
	Location: Palm D
	Speakers: Richard Burtt (Channel Dev. Manager - Sage ERP X3, Sage), William Dyer (Solution Engineer Sage ERP X3, Sage), Wendy Murray (Senior Solution Engineer, Sage)
Wed July 30	11:30 AM - 12:30 PM PDT
	Location: Palm D
	Speakers: William Dyer (Solution Engineer Sage ERP X3, Sage), Wendy Murray (Senior Solution Engineer, Sage)
Thu July 31	11:30 AM - 12:30 PM PDT
	Location: Palm D
	Speakers: Chester Childers, Wendy Murray (Senior Solution Engineer, Sage)

IND-417: Is BIM a unicorn or a reality in winning more work in construction?

- **Tracks:** Industry Best Practices
- **Products:** Sage Estimating [Timberline Estimating]
- **Session Type:** Solution Deep Dives

Beyond a fairy tale, hear how a contractor uses Sage Estimating and Building Information Modelling (BIM) to win work.

Tue July 29	03:00 PM - 04:00 PM PDT
	Location: Jasmine B
	Speaker: Philip Larson (Product Mgr, Sr)

IND-497: Developing a business strategy for accounting and bookkeeping practices

- **Tracks:** Industry Best Practices
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Deep Dives

What is your strategy for your business? What is your mission? What is your vision? What are your strengths, weakness, opportunities, and threats? How are your products and services different from your competitors? Michael Porter defines strategy as choosing to perform activities differently than rivals do. This session will illustrate different methods and techniques that have been implemented by other businesses in order to assist in developing and refining your business strategy.

Tue July 29	03:00 PM - 04:00 PM PDT
	Location: Palm B
	Speaker: Jennifer Elder, CPA, CMA, CIA, CFF, CGMA

MAX-137: Create your own reports with SAP Crystal Reports for Sage HRMS: Part 1 (hands-on)

- **Tracks:** Maximizing Your Workforce and Benefits
- **Products:** Sage HRMS [Abra]
- **Session Type:** Solution Deep Dives

Class 1: The basics (beginners). The Sage HRMS database contains a wealth of information, information that should not stay 'bottled up' in the system, but should be made of use to support the organization. This hands-on session shows you how to 'uncork' the data and create your own reports with SAP Crystal Reports.

Tue July 29 03:00 PM - 04:00 PM PDT
    Location: Lagoon CD   ⊘ Full
    Speaker: Clay Stauffer (Trainer and Curriculum Developer, Sage)

MAX-434: Sage business partners: Employer solutions, looking ahead

- **Tracks:** Maximizing Your Workforce and Benefits
- **Products:** Sage HRMS [Abra]
- **Session Type:** Solution Insights

Johnny Laurent will address the channel partners, discussing changes in the economy, market, channel, and strategy and the consequences for the near future.

Tue July 29 03:00 PM - 04:00 PM PDT
    Location: Palm E
    Speakers: Mark Butje (Sr. Director, Product Marketing, Sage), Jennifer Dungan (Director of Product Management, Sage)

SAL-145: Delivering customer service in the twenty-first century with Sage CRM

- **Tracks:** Strengthening Sales, Marketing, and Customer Relationships
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Insights

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.

Tue July 29 03:00 PM - 04:00 PM PDT
    Location: Banyan C
    Speakers: Robert Lawson Jr. (Field Sales Engineer III - Sage CRM, Sage), Fran Meggs (Director, Enbu Consulting)

SAL-199: Improve your lead generation efforts

- **Tracks:** Strengthening Sales, Marketing, and Customer Relationships
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Insights

In today's market conditions, once successful lead generation campaigns are struggling, and conversion rates are at an all-time low. Attend this session to learn how to improve your company's approach to lead generation and dramatically boost sales.

Tue July 29 03:00 PM - 04:00 PM PDT
    Location: Banyan B
    Speakers: Danny Estrada (Net@Work), Emily Nardone (Sr. Marketing Manager, Sage), Brian Wyatt (Sr. Director, Marketing, Sage)

SAL-223: Managing your sales team effectively

- **Tracks:** Strengthening Sales, Marketing, and Customer Relationships
- **Products:** Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage CRM
- **Session Type:** Solution Deep Dives

Do you wish you had visibility into what your salespeople are doing? Is your sales team missing their forecast? Are you concerned about what leads you are missing or not following up on? Attend this session to learn how Sage CRM can provide your organization with the tools that individual salespeople need to manage their activities and the visibility management needs to keep a pulse on your business. Topics to include managing quota, forecasting, reporting, and dashboards.

Tue July 29 03:00 PM - 04:00 PM PDT
    Location: Banyan A
    Speakers: Dan Cousins (Sage CRM Practice Manager, DCAA), Tom Nolan (Sage)

SAL-332: Mapping the journey along the customer lifecycle

- **Tracks:** Strengthening Sales, Marketing, and Customer Relationships
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Insights

Learn the value of how to map your customer's journey throughout the entire lifecycle. Understand how to identify key moments of truth and how to leverage the voice of the customer to create and deliver more value to your customers in order to drive their success and grow your business.

Tue July 29 03:00 PM - 04:00 PM PDT
      Location: South Seas B
      Speaker: Charlie Colquhoun (Snr Dir Customer Experience Management, Sage)

SAL-394: Update on Sage North America accountant strategy

- **Tracks:** Strengthening Sales, Marketing, and Customer Relationships
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Deep Dives

Sage Accountant Solutions GM Jennifer Warawa will share the market insights, drivers, and strategy from the Sage Accountant Solutions group in North America. Also, get a glimpse into some of the solutions offered by Sage exclusively to accounting professionals from a practice management perspective.

Tue July 29 03:00 PM - 04:00 PM PDT
      Location: Palm C
      Speaker: Jennifer Warawa (Vice President General Manager, Sage Accountant Solutions, Sage)

BUS-452: What's hot: The latest small business trends and ideas

- **Tracks:** Business Performance in the Digital Age
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Business Thought Leadership

From the newest "hot" food to clean tech to the $50 billion industry that's poised for even stronger growth for at least the next 20 years, this session will show small business owners what new ideas and trends they should jump on and apply to their businesses.

Tue July 29 03:30 PM - 04:15 PM PDT
      Location: Connect large theater
      Speaker: Rieva Lesonsky (CEO and Founder, GrowBiz Media)

BUS-462: Lessons from the lean startup

- **Tracks:** Business Performance in the Digital Age
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Business Thought Leadership

In this seminar, USA TODAY Small Business Columnist Steve Strauss shares vital lessons for how to create a startup that lasts. The keys are to start small, test, see what works, watch what your customers do, and then roll out a bigger version once you know what is working and what isn't. Along the way, you must expect to get some things wrong, so find out what to do and how to best make adjustments. That is the way of the lean startup.

Tue July 29 03:30 PM - 04:15 PM PDT
      Location: Profit large theater
      Speaker: Steve Strauss (Writer and author, USA TODAY)

BUS-540: Discover Sage ERP X3 version 7

- **Tracks:** Business Performance in the Digital Age
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Insights

Do you know what makes your business grow? Explore the newly released Sage ERP X3 version 7 and discover how this new web and mobile ERP system can help midsized businesses grow a more profitable business.

Tue July 29 03:30 PM - 04:15 PM PDT
      Location: Lead small theater   ⊘ Full
      Speaker: Jeffrey Mills
Wed July 30 12:00 PM - 12:45 PM PDT
      Location: Profit small theater   ⊘ Full
      Speaker: Jeffrey Mills

BUS-545: Microsoft: Look Who's Talking: Cortana on Windows Devices

- **Tracks:** Business Performance in the Digital Age
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Business Thought Leadership

Windows and devices--smartphones, tablets and notebooks. Take a look at the latest devices on the market and meet Cortana, your new personal assistant. Find out what's new in Windows 8.1. See how Microsoft offers the devices and experiences you love along with the services your business needs.

Tue July 29 03:30 PM - 04:15 PM PDT
        Location: Innovate large theater
        Speaker: Joey Snow (Microsoft)

IND-548: Women in the workforce: Working to grow, thrive, and win

- **Tracks:** Industry Best Practices
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Business Thought Leadership

Susan Solovic, THE Small Business Expert--an award-winning entrepreneur, media personality, bestselling author, sought-after keynote speaker, and attorney--will lead a lively open discussion of challenges and best practices for female business professionals. You'll hear these successful women executives discussing topics important to any business looking to grow, thrive, and win.

Tue   03:30 PM - 04:15 PM PDT
July 29 **Location:** Sage Booth Theater   ⊘ Full
        Speakers: Christina Aldan (Luckygirl Designs), Lisa Kianoff (L. Kianoff & Associates), Susan Solovic (THE Small Business Expert, Susan Solovic Media), Latisha Swartz (Corporate Controller, HealthSmart Preferred Care, Inc.)

MAX-407: Surviving the shift change in accounting practices

- **Tracks:** Maximizing Your Workforce and Benefits
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Business Thought Leadership

Can you hear the shift change whistle? Because today the whistle is blowing for the accounting profession. The shift change is the transfer of the retiring baby boomers to the next generation of leaders who will be taking the helm in the next few years. Except this time it is not the same as the shipyard. This time the incoming shift will require a new set of skills and tools to continue the work of the prior shift. This time it is different. The cause of the shift change is the rapidly changing and complex hypercompetitive environment that has become the new normal. Tom uses research and extensive experience working with accounting firms to talk about the five fundamental shifts in play, leadership, learning, technology, generations, and the workplace, and what accounting leaders need to know to successfully navigate these changes.

Tue July 29 03:30 PM - 04:15 PM PDT
        Location: Lead large theater
        Speaker: Tom Hood, CPA, CITP, CGMA (CEO, MD Association of CPAs)

BUS-227: Sage 50 Accounting--U.S. Edition product vision and mobile cloud solutions: Part 1

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 50 Accounting—U.S. Edition [Peachtree]
- **Session Type:** Solution Insights

The roadmap starts with a specific look at Sage 50 Accounting 2015 (formerly Peachtree) and beyond to the future direction of this product line. Attendees will learn the vision Sage has regarding mobility and online connected services.

Tue July 29 04:30 PM - 05:15 PM PDT
        Location: Innovate small theater   ⊘ Full
        Speakers: Scott Munro (Sage), Matt Russell (Product Manager, Sage)

BUS-228: Give your back office a break with completely integrated payment solutions

- **Tracks:** Business Performance in the Digital Age
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Insights

Logic would tell you that the more forms of payment you accept (credit card, check, ACH), the more complicated it will be to manage those different payments. This session will change that logic by showing you how you can accept all these forms of payment and create a seamless integration into your back-office accounting systems. And as a bonus, you will have a real-time view of your cash flow to better operate your business.

Tue July 29 04:30 PM - 05:15 PM PDT

        Location: Profit small theater   ⊘ Full

        Speakers: Donald Weary (VP Product Management, Sage), Jon Zimmermann (Sr. Product Manager, Sage)

BUS-444: Vision and values in a growing company

- **Tracks:** Business Performance in the Digital Age
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Business Thought Leadership

Bruce Croxon was part of a team that grew a small online business to 100 million in sales and a 180 million-dollar exit. Since being on the "Dragons' Den" (Canadian equivalent to "Shark Tank"), he has been asked repeatedly the secret of his success. It's about core values. Let's discuss.

Tue July 29 04:30 PM - 05:15 PM PDT

        Location: Lead large theater

        Speaker: Bruce Croxon (Co-Founder, Round13 Capital)

BUS-449: Digital selling: How to consistently attract and retain more customers in a noisy world

- **Tracks:** Business Performance in the Digital Age
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Business Thought Leadership

Whether you're a small business owner or a marketing executive for large company, it's no secret that finding and keeping customers is more challenging than ever. After all, 92% of consumers (b2b and b2c) look online before making purchasing decisions. With seemingly endless options and an overload of information, how can you effectively attract and retain quality customers? This all translates into immense opportunity to increase visibility, attract more customers, and build an unstoppable brand, especially if you understand how to shift your selling strategy and mindset.

Tue July 29 04:30 PM - 05:15 PM PDT

        Location: Connect large theater

        Speaker: Shama Hyder (CEO, The Marketing Zen Group)

Tue July 29 06:30 PM - 07:15 PM PDT

        Location: Connect large theater

        Speaker: Shama Hyder (CEO, The Marketing Zen Group)

IND-556: It is a small world after all: Managing global shipping

- **Tracks:** Industry Best Practices
- **Products:** Sage 500 ERP [MAS 500], Sage Construction Anywhere, Sage ERP X3
- **Session Type:** Solution Insights

Let our customers showcase how Sage can manage U.S. and international lcoations on one platform to ship from any carrier. Would you like to have an automated one-click process to provide customs filing from the U.S. with AESDirect? Don't want to see accessorial charges on carrier bills or waste time auditing carrier bills? Want to provide your operations and customers visibility of packages from any carrier across the world? The world is smaller than you think when managing shipping operations. Come for the session to learn how Sage and ProcessWeaver can manage your shipping operations.

Tue July 29 04:30 PM - 05:15 PM PDT

        Location: Innovate large theater

        Speakers: Brendan Cosgrove (Vice President, ProcessWeaver), Michael DePasquale (Group Enterprise Systems Manager, Avon Rubber)

SAL-535: Lead the pack: Using customer experience to differentiate your business

- **Tracks:** Strengthening Sales, Marketing, and Customer Relationships
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Business Thought Leadership

This panel session, moderated by Sage EVP for Customer Experience Brad Smith, will focus on customer experience as an important business driver. How is top-notch customer service one of the best differentiators in a crowded market space? How important is listening? How can you get employees to believe in customer experience and be as passionate about you are about it?

Tue July 29 04:30 PM - 05:15 PM PDT

        Location: Sage Booth Theater

        Speakers: Carrie Enders (RE Suspension), Rita Kelly (Multicom), Tom Petrillo (Neill-TSP), Brad Smith (EVP, Customer Experience, Sage North America)

BUS-116: Sage 100 ERP Customizer scripting for beginner and intermediate users

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200]
- **Session Type:** Solution Deep Dives

Attend this beginner and intermediate session on Sage 100 ERP Customizer and Customizer scripting to learn more about how this great tool can be used to customize your system to increase your productivity, reduce errors, and provide better customer service. We'll demonstrate how you can use Customizer features to increase sales and your bottomline.

Tue July 29 04:30 PM - 05:30 PM PDT
      Location: South Seas F
      Speakers: Kent Mackall (Senior Software Engineer, Sage), Elliott Pritchard (Advisory Software Engineer, Sage)

BUS-213: Business intelligence for the CEO: How Sage Intelligence can improve decision making

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 ERP [Accpac], Sage 500 ERP [MAS 500], Sage ERP X3
- **Session Type:** Solution Deep Dives

Are you a CEO of a midsized company? Using Sage Intelligence, you and your team gain access to real-time consolidated info from across your business and make informed business decisions. This important Sage ERP solution can save your company time and money. Teams will collaborate better, and you'll get an excellent ROI.

Tue July 29 04:30 PM - 05:30 PM PDT
      Location: South Seas G
      Speakers: Stephen Coull (Sales Director, Sage), Michael Nardini (Product Specialist - Sage Intelligence, Sage)

BUS-246: Sage business partners: Sage ERP X3: Project management best practices

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage ERP X3
- **Session Type:** Solution Deep Dives

Join this session to learn how best to use SmartSheet and track a project through to completion. This session will cover how to work with customers to ensure the success of a Sage ERP X3 implementation project.

Tue July 29 04:30 PM - 05:30 PM PDT
      Location: Jasmine G
      Speakers: David Fogel (Professional Services, Sage), Daniel Nery (Sage PSG Senior Manager, Sage)

BUS-283: Sage Enterprise Intelligence Add-in for Excel: it slices and dices (Hands-On)

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage ERP X3
- **Session Type:** Solution Deep Dives

Slice and dice your data like never before with the Sage Enterprise Intelligence Add-in for Microsoft Excel. Leverage data from your ERP database, such as Sage ERP X3, and create powerful dimensionality for your reports within Excel, all powered by Sage Enterprise Intelligence.

Tue July 29 04:30 PM - 05:30 PM PDT
      Location: Lagoon EF   🚫 Full
      Speakers: Ian de Leon (Solution Engineer, Sage), Karen Hayward (X3 Trainer, Sage)
Thu July 31 02:00 PM - 03:30 PM PDT
      Location: Lagoon EF   🚫 Full
      Speakers: Ian de Leon (Solution Engineer, Sage), Karen Hayward (X3 Trainer, Sage)

BUS-342: Sage Timeslips tips and tricks

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage Timeslips
- **Session Type:** Solution Deep Dives

Attend this session to learn tips and tricks to help make your use of the Sage Timeslips application more efficient. During this session you will be able to identify shortcuts as well as gain insight into some of the highly customizable options that will make for better use of your time during the time capture and billing process. This session promises to give you all the tips and tricks you have been looking for!

Tue July 29 04:30 PM - 05:30 PM PDT
      Location: Jasmine C
      Speaker: James Reese (Product Manager Timeslips, Sage)

BUS-343: Sage 500 ERP: Moving the ERP out of the back office: The Sage Data Cloud and mobility for Sage 500 ERP

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 500 ERP [MAS 500]
- **Session Type:** Solution Deep Dives

The ERP is not just for the back office any longer. This session highlights the new Sage Data Cloud as well as the mobile solutions available for Sage 500 ERP customers. Put the tasks and information required to grow your business at the fingertips of your staff.

Tue July 29 04:30 PM - 05:30 PM PDT
      Location: South Seas H
      Speakers: Jonathan Abebe (Sage), Richard Zervakos (Sage 500 Account Manager, Sage)

BUS-379: Tips and tricks for patching Sage ERP X3

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage ERP X3
- **Session Type:** Solution Deep Dives

Learn valuable tips and tricks to Sage ERP X3 patching and the included patch utilities. This session will go quickly past the basics and will add some best practices and insights from patching experts.

Tue July 29 04:30 PM - 05:30 PM PDT
    Location: South Seas A
    Speakers: Bruno Gonzalez (Sage), Scott Graybill (Senior Technical Consultant, Sage)

BUS-396: The power of Intelligence Reporting for Sage 50--Canadian Edition

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 50 Accounting—Canadian Edition [Simply Accounting]
- **Session Type:** Solution Deep Dives

Jump-start your Intelligence Reporting acumen! Learn how to quickly create and modify existing Excel dashboards, use the Report Designer to build your own custom balance sheet and income statement, incorporate your favorite performance ratios, and perform what-if scenarios.

Tue July 29 04:30 PM - 05:30 PM PDT
    Location: South Seas J
    Speaker: Martin Gould (President, CLM Business Analysis Ltd.)

Thu July 31 04:00 PM - 05:00 PM PDT
    Location: Banyan F
    Speaker: Martin Gould (President, CLM Business Analysis Ltd.)

BUS-406: Sage ERP X3 for financials

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage ERP X3
- **Session Type:** Solution Insights

New to Sage Summit? Want to learn about Sage ERP X3? Sign up for this session to see a demonstration of Sage ERP X3 for financials.

Tue July 29 04:30 PM - 05:30 PM PDT
    Location: Palm D
    Speakers: Grant Ball (Sage), Richard Burtt (Channel Dev. Manager - Sage ERP X3, Sage), Erin McGrane-Curran (Channel Manager, Sage), Wendy Murray (Senior Solution Engineer, Sage)

Wed July 30 04:00 PM - 05:00 PM PDT
    Location: Palm D
    Speakers: Randy Bacchus, Grant Ball (Sage)

Thu July 31 04:00 PM - 05:00 PM PDT
    Location: Palm D
    Speakers: Grant Ball (Sage), Wendy Murray (Senior Solution Engineer, Sage)

BUS-423: An overview of reporting solutions for your Sage 100 ERP system

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200]
- **Session Type:** Solution Deep Dives

Many reporting solutions are available to you for your Sage 100 ERP system. Learn which of the built-in and add-on reporting tools are the best for your different business needs. We'll cover Business Insights Explorer, SAP Crystal Reports, Intelligence Reporting, and more.

Tue July 29 04:30 PM - 05:30 PM PDT
    Location: South Seas E
    Speakers: Deborah Hill (Sales Engineer, Sage), Johnnie Woodward (Field Sales Engineer, Sage)

BUS-489: Security and privacy in a cloudy world

- **Tracks:** Business Performance in the Digital Age
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Deep Dives

The rise of cloud computing has been one of the highlights of the last few years. The notion that information technology can be delivered in a highly scalable way is generating excitement and concern for accountants and business owners alike. Explore the concerns of security and privacy in a cloud-driven world.

Tue July 29 04:30 PM - 05:30 PM PDT
    Location: Palm B
    Speaker: Brian Tankersley, CPA, CITP, CGMA (Director, Strategic Relationships, K2 Enterprises, K2 Enterprises)

IND-121: Do you really know how healthy your construction business is? Get the most out of Sage 300 Construction and Real Estate using MyAssistant and executive dashboard

- **Tracks:** Industry Best Practices
- **Products:** Sage 300 Construction and Real Estate [Timberline Office]
- **Session Type:** Solution Deep Dives

Seemingly automagically, MyAssistant can proactively monitor and alert you and your team to conditions that might negatively impact the health of your business. Using the richness of Sage 300 Construction and Real Estate information, learn the magic tricks to monitor business health and proactively alert you to potential problems while you still have time to fix them. Learn how the executive dashboard in Sage 300 Construction and Real Estate can help your boss answer his own questions about the business.

Tue July 29 04:30 PM - 05:30 PM PDT
        Location: Jasmine A   🔶 Full
        Speaker: Jeff Adams (Sr. Product Manager, Sage)

IND-122: Do you really know how healthy your construction business is? Get the most out of Sage 100 Contractor dashboards and alerts

- **Tracks:** Industry Best Practices
- **Products:** Sage 100 Contractor [Master Builder]
- **Session Type:** Solution Deep Dives

With Sage 100 Contractor, learn how to gain greater visibility about the health of your construction business using the customizable dashboard to quickly and effectively make important decisions without digging through stacks of reports or emails. Create a custom view into the processes and metrics that matter most to you. Learn how to create alerts to notify you of important business conditions needing your attention. And learn how to get more out of your reports when you want or need more detailed information.

Tue July 29 04:30 PM - 05:30 PM PDT
        Location: Jasmine B
        Speaker: Angela Duncan (Sr. Product Manager, Sage)

IND-126: Sage Inventory Advisor customer panel

- **Tracks:** Industry Best Practices
- **Products:** Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 ERP [Accpac], Sage 500 ERP [MAS 500], Sage ERP X3
- **Session Type:** Solution Deep Dives

Sage Inventory Advisor customers will provide valuable insights into how this easy-to-use web-based solution has helped them manage their inventory more effectively, and profitably, working with their Sage ERP. One customer saved over $300,000 in just five months!

Tue July 29 04:30 PM - 05:30 PM PDT
        Location: South Seas B
        Speakers: Craig De Kock (Managing Director, Netstock), Siobhan Finders (Product Manager, Sage), Tom Wilson (Product Specialist - Sage Inventory Advisor, Sage)

IND-222: Managing your food process manufacturing with Sage ERP X3

- **Tracks:** Industry Best Practices
- **Products:** Sage ERP X3
- **Session Type:** Solution Deep Dives

Attend this session to learn insightful guidelines and tactics for running Sage ERP X3 in a process manufacturing environment from other Sage ERP X3 customers. You will explore the features of Sage ERP X3 as they apply to process manufacturing and learn how your peers have leveraged Sage ERP X3 to help maximize their process manufacturing operations.

Tue July 29 04:30 PM - 05:30 PM PDT
        Location: Lagoon GH
        Speakers: Matthew Groom (Product Marketing Manager, Sage), Christine Rota (Whitsons Culinary Group), Melissa Stone (IT Manager, SK Food Group)

IND-389: Sage Fixed Assets: Basic reporting in Sage Fixed Assets (hands-on)

- **Tracks:** Industry Best Practices
- **Products:** Sage Fixed Assets [FAS]
- **Session Type:** Solution Deep Dives

Get on the fast track to taking full advantage of the more than 30 powerful reports built in to Sage Fixed Assets--Depreciation. With a variety of features and options in each one, this hands-on session will help you gain a basic understanding of what is available so you can easily select the right report for the analysis you need.

Tue July 29 04:30 PM - 05:30 PM PDT
        Location: Lagoon KL   🔶 Full
        Speakers: Brent Neitz (Sr. Manager, Sales, Sage), Ann Thornsen (Trainer, Sage)

IND-428: Sage business partners: Worried about losing to the competition for construction accounting and estimating ?

- **Tracks:** Industry Best Practices
- **Products:** Sage 100 Contractor [Master Builder], Sage 300 Construction and Real Estate [Timberline Office], Sage Estimating [Timberline Estimating]
- **Session Type:** Solution Insights

Learn how to crush the competition. Hear Sage Construction and Real Estate partners share winning strategies against key accounting and estimating competitors in construction industry.

Tue July 29 04:30 PM - 05:30 PM PDT
        Location: Jasmine F
        Speaker: Todd Juhnke (Regional Sales Manager, Sage)

MAX-138: Create your own reports with SAP Crystal Reports for Sage HRMS: Part 2 (hands-on)

- **Tracks:** Maximizing Your Workforce and Benefits
- **Products:** Sage HRMS [Abra]
- **Session Type:** Solution Deep Dives

Class 2: Beyond the basics (Intermediate). The Sage HRMS database contains a wealth of information, information that should not stay 'bottled' in the system, but should be made of use to support the organization. This hands-on session shows you how to 'uncork' the data and create your own reports with SAP Crystal Reports.

Tue July 29 04:30 PM - 05:30 PM PDT
    Location: Lagoon CD   ⦸ Full
    Speaker: Clay Stauffer (Trainer and Curriculum Developer, Sage)

MAX-221: Managing Generation Y

- **Tracks:** Maximizing Your Workforce and Benefits
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Insights

Are you struggling with managing the younger Generation Y employees? Come and learn what motivates them and how you can grow your business with them.

Tue July 29 04:30 PM - 05:30 PM PDT
    Location: South Seas C
    Speakers: Deana Dearry (HRMS Regional Sales Manager - Western US and Canada, Sage), Jennifer Schwarz (Product Manager, Sage)

MAX-331: Improving your ROI through Sage University

- **Tracks:** Maximizing Your Workforce and Benefits
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Insights

So much of what you get out of your software depends on users' knowing what it can do and how to use it. In this session, you will receive practical tools for identifying training needs and creating development plans using the tools and services available on Sage University.

Tue July 29 04:30 PM - 05:30 PM PDT
    Location: Banyan C
    Speakers: Robin Deleone (Sr. Product Manager, Learning Services, Sage), Lane Giles (Sr. Dir, Learning Services, Sage)
Wed July 30 10:00 AM - 11:00 AM PDT
    Location: Jasmine A
    Speakers: Robin Deleone (Sr. Product Manager, Learning Services, Sage), Lane Giles (Sr. Dir, Learning Services, Sage)

MAX-481: Recruit the best talent with Sage HRMS Cyber Recruiter

- **Tracks:** Maximizing Your Workforce and Benefits
- **Products:** Sage HRMS [Abra]
- **Session Type:** Solution Deep Dives

Maximizing your ROEI begins with recruiting and hiring the best talent. Sage HRMS makes it easy to work with recruiters and hiring managers to recruit applicants, onboard new hires, and build a strategic workforce. This sessions will show you how Sage HRMS Cyber Recruiter can help fill open positions more quickly and efficiently.

Tue July 29 04:30 PM - 05:30 PM PDT
    Location: Banyan D
    Speakers: Mark Butje (Sr. Director, Product Marketing, Sage), Sean Pomeroy (Top Dog, Visibility Software)

MAX-495: Communicating with clients and customers

- **Tracks:** Maximizing Your Workforce and Benefits
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Deep Dives

How you communicate with your clients can make or break your career! We will discuss different clients' personality styles and demonstrate the different ways to communicate information to them. See how recognizing their personality style(s) can turn communication breakdowns into breakthroughs.

Tue July 29 04:30 PM - 05:30 PM PDT
    Location: Palm A
    Speaker: Peter Margaritis (Peter A. Margaritis, LLC)

RIS-343: The future of secure file sharing

- **Tracks:** Managing Risk and Data Security
- **Products:** Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage CRM, Sage ERP X3, Sage Fixed Assets [FAS]

- **Session Type:** Solution Deep Dives

What if you could easily and securely share your invoices, sales orders, work orders, and estimates with your employees from anywhere and at anytime? Would it be even better if you could also share those and other business docs, images, and videos with your employees as well as your customers and business partners? Come see what's possible.

Tue July 29 04:30 PM - 05:30 PM PDT
  Location: South Seas I
  Speakers: Karen Hyman (Manager, Product Marketing, Sage), Sean Leonard (Sr Product Manager Mobile and Web apps, Sage)

RIS-358: When the numbers don't make sense: Reconciling inventory management in Sage 500 ERP

- **Tracks:** Managing Risk and Data Security
- **Products:** Sage 500 ERP [MAS 500]
- **Session Type:** Solution Deep Dives

Do your inventory quantity numbers make sense? Do you know what to do when they don't? The session guides you through the processes needed to determine the correct numbers, synch the number across various reports, and maintain the integrity of those numbers consistently.

Tue July 29 04:30 PM - 05:30 PM PDT
  Location: South Seas D
  Speaker: Phillip Kennedy (Sr. Support Analyst, Sage)

SAL-177: How do you know what incoming customer communication should be your highest priority?

- **Tracks:** Strengthening Sales, Marketing, and Customer Relationships
- **Products:** Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage CRM
- **Session Type:** Solution Insights

Does your company deal with a relentless flow of email and inquiries from your customers? How do you know which are the important emails? Learn how you can effectively manage incoming email and inquiries through automation in Sage CRM, saving hours every day and allowing you to focus on delivering value to your customers.

Tue July 29 04:30 PM - 05:30 PM PDT
  Location: Banyan F
  Speaker: Tom Nolan (Sage)

SAL-187: How to excel at email marketing and marketing automation

- **Tracks:** Strengthening Sales, Marketing, and Customer Relationships
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Insights

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, and refine your email marketing campaigns.

Tue July 29 04:30 PM - 05:30 PM PDT
  Location: Banyan B
  Speakers: Danny Estrada (Net@Work), Brian Wyatt (Sr. Director, Marketing, Sage)

SAL-308: Sage ERP X3: Learn how Sage ERP X3 is mobilizing your sales team

- **Tracks:** Strengthening Sales, Marketing, and Customer Relationships
- **Products:** Sage ERP X3
- **Session Type:** Solution Deep Dives

Learn how to mobilize your organization and sales teams with Sage ERP X3. Session will include demonstrations of the mobile solutions for Sage ERP X3: Sage ERP X3 Sales App, Sage Inventory Advisor, Sage Enterprise Intelligence, and Sage ERP X3 mobile toolkit.

Tue July 29 04:30 PM - 05:30 PM PDT
  Location: Banyan E
  Speakers: Jeff Anderson (Product Manager, Sage), Randy Bacchus

SAL-345: Set your salespeople up for success

- **Tracks:** Strengthening Sales, Marketing, and Customer Relationships
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Insights

The more information a salesperson knows about his or her customer or prospect, the more effective he or she 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 prospective clients.

Tue July 29 04:30 PM - 05:30 PM PDT
    Location: Banyan A
    Speaker: William Levesque (Sage)

SAL-370: The Sage Canada market strategy

- **Tracks:** Strengthening Sales, Marketing, and Customer Relationships
- **Products:** Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 300 ERP [Accpac], Sage ERP X3
- **Session Type:** Solution Deep Dives

General Manager of Sage 50 Canadian Edition and VP of Canadian Market Strategy Nancy Harris will share with you the strategy and approach to increasing market share and strengthening the Sage footprint in the Canadian market.

Tue July 29 04:30 PM - 05:30 PM PDT
    Location: Palm C
    Speaker: Nancy Harris (SVP/GM Canada, Sage)

SAL-395: Sage business partners: Selling Sage Fixed Assets is a win-win for you and your customer

- **Tracks:** Strengthening Sales, Marketing, and Customer Relationships
- **Products:** Sage Fixed Assets [FAS]
- **Session Type:** Solution Deep Dives

Whether you're selling to large or small companies, wholesalers, retailers, service providers, or manufacturers, chances are good you have many customers whose bottom line would benefit from an automated fixed asset management process. This introductory session prepares you to uncover and confidently discuss the business pains that are solved by Sage Fixed Assets. Help your customers see the financial and time-saving benefits of addressing this often overlooked aspect of managing a business while enjoying larger deals in addition to increased customer satisfaction and retention.

Tue July 29 04:30 PM - 05:30 PM PDT
    Location: Palm E
    Speaker: Robert Bassett (Director of Sales, Sage)

SAL-553: The will, skill, and drill of selling more than you ever thought possible

- **Tracks:** Strengthening Sales, Marketing, and Customer Relationships
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Business Thought Leadership

Selling is a skill and an art, but it can also be a process-driven activity. The more methodical your approach, the greater success you will achieve. The steps of selling, identifying appropriate prospects and their needs, developing a value proposition, presenting a solution, and enabling a decision are all predictable and necessary. In this session, learn the basic concepts and principles for developing a methodical approach to selling and business development.

Tue July 29 04:30 PM - 05:30 PM PDT
    Location: Jasmine E
    Speaker: Robert Johnson (Avalara Evangelist, Avalara)

BUS-467: Top business tax mistakes

- **Tracks:** Business Performance in the Digital Age
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Business Thought Leadership

You try to do the right thing. You think you have crossed all of your T's and dotted all of your I's, but there are so many tax and reporting rules, it's easy to miss something important. And with federal, state, and local authorities constantly looking for more revenue, it's hard to sleep at night. What you need is a quick overview of the various laws that impact your business. Attend this session to understand the implications of relevant rules and regulations and tools to help keep you in compliance. Leave with a checklist you can use to make sure all of your business bases have been covered.

Tue July 29 05:30 PM - 06:15 PM PDT
    Location: Profit large theater
    Speaker: Geni Whitehouse (Speaker, Author, Consultant, Nerd, Even a Nerd)
Wed July 30 10:00 AM - 10:45 AM PDT
    Location: Profit large theater
    Speaker: Geni Whitehouse (Speaker, Author, Consultant, Nerd, Even a Nerd)

BUS-541: Why BI? Get the business insight you need to equip your business for growth

- **Tracks:** Business Performance in the Digital Age
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Insights

BI has become quite the buzzword! Attend this session to understand what business intelligence is, how it can save you time and improve your access to information, and why it can help you to grow your business with confidence.

Tue July 29 05:30 PM - 06:15 PM PDT
      Location: Lead large theater
      Speaker: Stephen Coull (Sales Director, Sage)

SAL-409: Mobile, web, and brick and mortar payments: Optimize your sales channels

- **Tracks:** Strengthening Sales, Marketing, and Customer Relationships
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Insights

Learn how to optimize sales channels no matter where and how you accept payment with your back office by simple integration with no IT resources necessary. This is all possible and simple with Sage ingrated payment and back-office accounting solutions.

Tue July 29 05:30 PM - 06:15 PM PDT
      Location: Connect small theater
      Speakers: Donald Weary (VP Product Management, Sage), Jon Zimmermann (Sr. Product Manager, Sage)

BUS-542: Looking for your competitive edge? Sage Intelligence can help!

- **Tracks:** Business Performance in the Digital Age
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Insights

Streamline reporting, improve decision making, and drive profitability! By empowering you to access real-time data across your organization, get better insight into your business, and improve collaboration among your teams, Sage Intelligence can generate a competitive advantage. Learn how Sage Intelligence helps you to easily control, automate, and analyze your data in Excel so that everyone in the organization can visualize current performance—and plan how to best achieve company objectives.

Tue July 29 06:30 PM - 07:15 PM PDT
      Location: Innovate large theater
      Speaker: Mike Brennan

MAX-439: Mr. Spock and Homer Simpson: The two sides of human economic behavior

- **Tracks:** Maximizing Your Workforce and Benefits
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Business Thought Leadership

This session will explore how we humans are comprised of both Mr. Spock (our rational side) and Homer Simpson (our irrational side) and how to optimize decisions from both sides. Learn why economists assume people are "rational" even though, at times, this assumption seems to be false. For example, why do we leave tips in restaurants we will never visit again? Anyone who wants to gain a better understanding of human behavior, explore the ideas of the world's most innovative economists, as well as engage in a thought-provoking and stimulating discussion on a variety of everyday issues confronting people everywhere will find this session rewarding and challenging.

Tue July 29 06:30 PM - 07:15 PM PDT
      Location: Lead large theater   🚫 Full
      Speaker: Ron Baker (Founder, VeraSage Institute)

SAL-519: Website Pipeline: Revolutionizing manufacturing and distribution with Customer Self-Service Portals (E-Commerce)

- **Tracks:** Strengthening Sales, Marketing, and Customer Relationships
- **Products:** Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 ERP [Accpac], Sage 500 ERP [MAS 500], Sage ERP X3
- **Session Type:** Solution Insights

If you are a manufacturer or distributor using Sage 100, 300, or 500 ERP or Sage ERP X3, you have customer service people processing inquiries and transactions from your customer all day long. They come in through phone, fax, and email, and they wait for a customer service person to process them. Right now they have to come in that way because a lot of the answers for the inquiries (inventory availability, pricing, product info, order status, shipment tracking, open invoices, payments applied, and so on) and the workflow for the transactions (orders, invoice payments, returns, and so on) are housed in your ERP system. Banks had the same problem in the early 1980s. You had to go to the bank and wait in line for a teller for every inquiry and transaction. The ATM revolutionized customer service for banks, because it allowed customers to securely get into that back-end system through a portal--they could access 24/7. They worked so well that by the end of the '80s, you would not do business with a bank unless it had ATMs. Website Pipeline has a cloud-based e-commerce portal that is an ATM for wholesale distribution and manufacturers using Sage ERPs. You can hire our portal to allow customers and remote employees to self-service. In addition to core portal, have an optional public catalog and webstore that allows anonymous customers to shop and buy.

Tue July 29 06:30 PM - 07:15 PM PDT
Location: Profit large theater
Speaker: Brian Seidel (CEO, Website Pipeline)

BUS-465: Bartenders' guide to the cloud

- **Tracks:** Business Performance in the Digital Age
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Business Thought Leadership

In learning to tend bar, the challenge is remembering the various components that make up any variety of cocktails; from a simple martini, gin and tonic, a Rob Roy, to a margarita--if you mess up the combinations, the result is not what is desired. When moving to the cloud, the same concept must be followed. If you simply pick out various cloud offerings without a strategy in place, your success will be limited. In this prescriptive breakout session learn how to determine what cloud-focused products could be used and follow a pathway to success, how these products fit your current (and future) portfolio, and how you can maximize your entire strategy. Additionally, learn what offerings make sense for your market and what products offer natural cross-sell/up-sell pathways. Are you in the SMB market? Do you focus on a certain vertical? Is your target market SMB, enterprise, or small business? Do you have a strong affinity within managed services or not? All of these variables must be understood and taken into consideration with creating a cloud strategy. Based upon two years of cloud experience Ken Thoreson, Acumen Management Group, will share with you various scenarios and plans to drive an increase in your "wallet share" of your client's IT budget. Takeaways: how to increase your wallet share of your clients business--the average cloud partner will have 6-8 new offerings, marketing your cloud practice using social media and email, creating "gravity" where clients and prospect will want to buy from you, and learning how to easily cross-sell/up-sell your cloud practice with account planning.

Wed July 30 10:00 AM - 10:45 AM PDT
Location: Innovate large theater
Speaker: Ken Thoreson (President, Acumen Management Group, Ltd.)
Wed July 30 03:00 PM - 03:45 PM PDT
Location: Innovate large theater
Speaker: Ken Thoreson (President, Acumen Management Group, Ltd.)

BUS-508: E-filing, more than a trend, an essential business tool

- **Tracks:** Business Performance in the Digital Age
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Insights

E-filing continues to grow. With state and federal legislation requiring agencies to take advantage of the cost savings provided by moving reporting and communication from businesses to electronic means, e-filing will eventually become the only accepted reporting process. Aatrix has been the industry leader in electronic filing for over 15 years, and its patented technology is now available to over 285,000 businesses.

Wed July 30 10:00 AM - 10:45 AM PDT
Location: Profit small theater
Speakers: Jessica Bohn (Aatrix), Steve Lunseth (CEO, Aatrix Software), Bruce Senti (New Market Manager, Aatrix Software)

BUS-509: Creating a lean, automated warehouse to drive productivity up and errors down

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200]
- **Session Type:** Solution Insights

Sage 100 ERP is a powerful ERP system with an abundance of data to assist in running your business as efficiently as possible. However, what if that data wasn't accurate? What if that data wasn't entered in a timely manner? Spend some time with ScanForce to learn about options that are available to automate processes you are currently performing in Sage 100 ERP. In this session, we will explore how to perform your most common warehouse transactions more efficiently to help you keep inventory levels accurate, as well as exploring some recommended processes for increasing employee productivity. Getting a handle on inventory can be intimidating, especially when discussing more advanced warehouse procedures such as directed picking, wave picking, split picking, pick and pack, pallet tracking/license plating, and directed put away. We will outline how each of these concepts can help streamline your warehouse and shed light on how they can be seamlessly integrated into the Sage 100 processes you are familiar with.

Wed July 30 10:00 AM - 10:45 AM PDT
Location: Lead small theater　　　　　　　　　　　　⊘ Full
Speakers: Dan Rodriguez (Scanforce), Steve Showalter (Scanforce)

MAX-468: Educating employees on new Affordable Care Act

- **Tracks:** Maximizing Your Workforce and Benefits
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Business Thought Leadership

Healthcare in the U.S. is changing. The Affordable Care Act, along with rising costs and technological advances are encouraging what many view as the New Age of the Customer in healthcare. This talk will provide an overview of new developments in the healthcare industry and offer insights for employers about what their employees need with regard to access to and education about their healthcare benefits.

Wed July 30 10:00 AM - 10:45 AM PDT
      Location: Lead large theater
      Speaker: Lisa Zamosky (Healthcare Columnist, Los Angeles Times)

Wed July 30 03:00 PM - 03:45 PM PDT
      Location: Lead large theater
      Speaker: Lisa Zamosky (Healthcare Columnist, Los Angeles Times)

SAL-423: Your salesforce aren't the only salespeople in your organization

- **Tracks:** Strengthening Sales, Marketing, and Customer Relationships
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Insights

Who interacts with your customers more frequently, your sales team or customer service team? Could your sales team benefit by knowing what your customer service team knows about your customers? Learn how Sage can provide a 360-degree view of all interactions your company has with your customers, so you can provide better service and optimize revenue opportunity.

Wed July 30 10:00 AM - 10:45 AM PDT
      Location: Connect small theater
      Speaker: William Levesque (Sage)

BUS-106: Building a business case for technology

- **Tracks:** Business Performance in the Digital Age
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Insights

Are you evaluating a new software solution for your business? 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.

Wed July 30 10:00 AM - 11:00 AM PDT
      Location: Banyan B
      Speakers: Danny Estrada (CRM Practice Director, Net@Work), Thomas Nolan (Head of Sage CRM On-Premise, Sage)

BUS-160: Getting information out of your system: Overview of reporting solutions in Sage 300 ERP

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 300 ERP [Accpac]
- **Session Type:** Solution Deep Dives

Many reporting solutions are available to you for your Sage 300 ERP system. Learn which of the built-in and add-on reporting tools are the best for your different business needs. We'll cover SAP Crystal Reports, Intelligence Reporting, Sage Financial Reporter, and more.

Wed July 30 10:00 AM - 11:00 AM PDT
      Location: South Seas E
      Speakers: Randy Bacchus, Deborah Hill (Sales Engineer, Sage)

BUS-236: Sage 300 Online overview and roadmap

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 300 ERP [Accpac], Sage Accountants Network
- **Session Type:** Solution Deep Dives

Come to this session to see how Sage 300 Online enables you to get more done with anytime, anywhere access, connecting all areas of your company, and make better business decisions. We'll cover how it will grow with you when needed and how easily you can add users and specialized functionality. Sage 300 Online includes powerful financials, multicurrency and multilanguage, intuitive date entry screens such as Visual Process Flows, and an easy-to-learn, flexible user interface. We'll show you how your executives will get analytics on all parts of the company and cover the architecture and technologies used to develop web applications. We will also share our plans for the exciting future of Sage 300 Online.

Wed July 30 10:00 AM - 11:00 AM PDT
      Location: South Seas A
      Speakers: Deborah Hill (Sales Engineer, Sage), Karen Hyman (Manager, Product Marketing, Sage), Guillermo Tellez

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BUS-238: Explore the tools available for troubleshooting challenging support issues

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage ERP X3
- **Session Type:** Solution Deep Dives

Join this session as it focuses on standard tools used by the Sage ERP X3 support team to evaluate support cases. This session is designed to elevate the power levels of partners and customers when identifying and troubleshooting problems with Sage ERP X3.

Wed July 30 10:00 AM - 11:00 AM PDT
      Location: Palm E
      Speakers: Bobby Delamater, Bruno Gonzalez (Sage)

BUS-274: Sage 50 Accounting--Canadian Edition tips and tricks

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 50 Accounting—Canadian Edition [Simply Accounting]
- **Session Type:** Solution Deep Dives

Are you using Sage 50 Accounting--Canadian Edition as efficiently as possible? Over the years, there have been a number of enhancements, both big and small made to improve the software's ease of use. Even the most avid Sage 50 user may walk away from this session with a new trick or two!

Wed July 30 10:00 AM - 11:00 AM PDT
Location: Palm C
Speaker: Alistair Ellis (Senior Product Manager, Sage)

BUS-310: Sage ERP X3: Leverage the Business Intelligence Capabilities of Sage ERP X3- version 7 (Hands-on)

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage ERP X3
- **Session Type:** Solution Deep Dives

Learn how to set up landing pages and advanced requestors in Sage ERP X3 version 7, and exporting data into Excel using the new add-in.

Wed July 30 10:00 AM - 11:00 AM PDT
Location: Lagoon CD   ⊘ Full
Speakers: Scott Shifko (Senior Technical Consultant, Sage), Douglas Thorpe (Senior Trainer, Sage)

BUS-355: Sage 500 ERP: Shaping the future of Sage 500 ERP

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 500 ERP [MAS 500]
- **Session Type:** Solution Deep Dives

This is your opportunity to see where we are headed with Sage 500 ERP and get a feel for both the individual features and the overall focus of upcoming releases as well as give direct input on the feature development.

Wed July 30 10:00 AM - 11:00 AM PDT
Location: Lagoon GH
Speaker: Linda Cade (Senior Product Manager, Sage)

BUS-360: Sage 500 ERP: Electronic cash receipt options in Sage 500 ERP

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 500 ERP [MAS 500]
- **Session Type:** Solution Deep Dives

Your customers want options to pay other than by check, but you're puzzled about how that would work in Sage 500 ERP. No worries! This session explains the options and demonstrates the power of credit card processing and electronic funds transfers from beginning to end.

Wed July 30 10:00 AM - 11:00 AM PDT
Location: South Seas D
Speakers: Jonathan Abebe (Sage), Richard Zervakos (Sage 500 Account Manager, Sage)

BUS-364: Sage business partners: Helping customers discover ERP solutions for their future--roundtable

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 ERP [Accpac], Sage 500 ERP [MAS 500], Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage ERP X3
- **Session Type:** Solution Insights

Since Sage first announced the product retirement of Sage Pro ERP and Sage PFW ERP, our partners have worked diligently to inform and educate customers about migration opportunities. Many Sage 100 ERP, Sage 300 ERP, and Sage ERP X3 partners have built a successful migration practice. Hear from some of these partners how they work with their top customers find the right solution for their future.

Wed July 30 10:00 AM - 11:00 AM PDT
Location: Lagoon AB
Speakers: Christy Hudson (Product Manager, Sage), Daniel Oh (Director, Inside Sales, Sage)

BUS-381: How much visibility do you have into the future of your construction business: The predicting predicament

- **Tracks:** Business Performance in the Digital Age
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Insights

Join this customer panel discuss how to stay ahead of the competition and manage razor-thin margins. Construction companies need more than rear-view metrics. Best practices in predicting what might happen in the future so you can take action today, including forecasting and revenue recognition techniques.

Wed July 30 10:00 AM - 11:00 AM PDT
Location: Jasmine C
Speaker: Diane Haines (Sr Dir, Product Marketing, Sage)

BUS-417: Sage 100 ERP: Customizer scripting for advanced users

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200]
- **Session Type:** Solution Deep Dives

Take your Sage 100 ERP Customizer and Customizer scripting skills to the next level by attending this session to learn advanced scripting techniques to enhance your system. This session is not for beginners, and all attendees should have a basic understanding of scripting.

Wed July 30 10:00 AM - 11:00 AM PDT
       Location: South Seas F
       Speakers: Kent Mackall (Senior Software Engineer, Sage), Elliott Pritchard (Advisory Software Engineer, Sage)

BUS-433: Sage Mobile Service overview

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 ERP [Accpac]
- **Session Type:** Solution Deep Dives

If you go to your customers' places of business or to their home to make repairs, service equipment, and other job ticket projects, you'll want to attend this 30-minute session. With our new Sage Mobile Service app your dispatchers schedule work and send the information to the field tech so they can access work orders, review customer service history, get customer signoff for completed work, and take immediate payment, all while on site. Exceed customer expectations and provide the type of service that generates repeat business and those all-important referrals.

Wed July 30 10:00 AM - 11:00 AM PDT
       Location: South Seas C
       Speaker: Andrea Ainslie (Sage)

BUS-530: Sage Fixed Assets Online

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage Fixed Assets [FAS]
- **Session Type:** Solution Deep Dives

As more and more companies move their financial application to the cloud, the business case for Sage Fixed Assets Online has become stronger. Learn how our latest cloud-based fixed asset management solution can help businesses of all sizes to manage their fixed assets with a simple, easy to navigate user interface, automated depreciation methods, and easier financial and tax reporting. Learn more about Sage Fixed Assets Online, and about managing fixed asset in the cloud.

Wed July 30 10:00 AM - 11:00 AM PDT
       Location: South Seas B
       Speaker: William Huang (Sen. Product Manager, Sage)

IND-103: Sage Inventory Advisor for manufacturers

- **Tracks:** Industry Best Practices
- **Products:** Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 ERP [Accpac], Sage ERP X3
- **Session Type:** Solution Deep Dives

Sage Inventory Advisor provides valuable insight for manufacturers to more effectively handle the complexities of your inventory and bill of materials requirements. We'll cover how easy it is to use Sage Inventory Advisor to maximize the effectiveness of your Sage ERP Manufacturing Resource Planning capabilities.

Wed July 30 10:00 AM - 11:00 AM PDT
       Location: South Seas J
       Speakers: Craig De Kock (Managing Director, Netstock), Siobhan Finders (Product Manager, Sage), Andy Hiscox (Manager, NetStock), Tom Wilson (Product Specialist - Sage Inventory Advisor, Sage)

IND-359: Building the better BOM: Tips and tricks

- **Tracks:** Industry Best Practices
- **Products:** Sage 500 ERP [MAS 500]
- **Session Type:** Solution Deep Dives

Phantoms, missing costs, and processes have you scared to look at your manufacturing operation? This course will help you demystify the ins and outs of building an efficient and accurate bill of materials (BOM) in Sage 500 ERP. Whether you're just starting out or trying to figure out what's going wrong . . . this session just might be what you're looking for!

Wed July 30 10:00 AM - 11:00 AM PDT
       Location: South Seas H
       Speaker: Jennifer Pitt (Sage)

IND-371: The secret for successful importing data into Sage 50--U.S. Edition

- **Tracks:** Industry Best Practices
- **Products:** Sage 50 Accounting—U.S. Edition [Peachtree]
- **Session Type:** Solution Deep Dives

Learn valuable tips and advice that will help you successfully format external data files and import them into Sage 50--U.S. Edition with minimal effort.

Wed July 30 10:00 AM - 11:00 AM PDT
       Location: Jasmine E
       Speaker: Julianne Connell (Trainer, Sage)

IND-478: Building a super accountant or bookkeeper firm part 1

- **Tracks:** Industry Best Practices
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100

Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Insights

Jason Blumer, CPA, will lead this session, exploring various aspects of the genetic makeup of a firm, including pricing models, customer satisfaction, employee management, and so on. Then he will lead small break-out groups as they take on the personas of customers, owners, and employees and look to build a firm. The second half of this session will consist of each group's presenting their firm back to the room for greater learning. Ultimately the best points of each group will be combined into one big "super firm" with the help of a graphic interpreter.

Wed July 30 10:00 AM - 11:00 AM PDT
   Location: Palm B
   Speaker: Jason Blumer, CPA (Chief Innovation Officer, President, Blumer CPAs)

IND-487: Are you prepared to play above the line?

- **Tracks:** Industry Best Practices
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Deep Dives

Advisory services require a different level of thinking that result in significant and positive change. Learn about the five P's that will allow you to play at a higher level.

Wed July 30 10:00 AM - 11:00 AM PDT
   Location: Palm A
   Speaker: Gary Boomer, CPA, CITP (CEO, Boomer Consulting, Inc.)

IND-550: Go paperless with document management by Altec

- **Tracks:** Industry Best Practices
- **Products:** Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 ERP [Accpac], Sage 500 ERP [MAS 500], Sage ERP X3
- **Session Type:** Solution Insights

Does your company suffer from paper pains and inefficiency? Are you searching for a smart document management solution that goes beyond paper scanning? We'll help you navigate through the marketplace, identify key considerations for selecting a document management vendor, and explore the new technology that goes beyond accounts payable. The Sage exclusive endorsed document management solution by Altec is the answer to working faster and more effectively! Go paperless in any department. Any process!

Wed July 30 10:00 AM - 11:00 AM PDT
   Location: Jasmine G
   Speaker: Doug Tanner (Senior Sales Engineer, Altec)

MAX-147: Cut payroll processing in half

- **Tracks:** Maximizing Your Workforce and Benefits
- **Products:** Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage ERP X3, Sage HRMS [Abra], Sage Connected Services
- **Session Type:** Solution Deep Dives

If you are tracking employee time on paper or spreadsheets today, you spend more time than you want on manual entry and chasing employees to enter time. Come and hear how other Sage customers are using new mobile time management systems to cut their processing time in half.

Wed July 30 10:00 AM - 11:00 AM PDT
   Location: South Seas G
   Speaker: Jennifer Schwarz (Product Manager, Sage)

MAX-480: Success starts with hiring the best talent

- **Tracks:** Maximizing Your Workforce and Benefits
- **Products:** Sage HRMS [Abra]
- **Session Type:** Solution Insights

Finding and attracting good talent is often listed as one of the main challenges of small and midsized organizations. In this session, we will share some highly successful hiring practices: when to select on skills and when to select on attitude, tips for assessing candidates, and more.

Wed July 30 10:00 AM - 11:00 AM PDT
   Location: Banyan D
   Speaker: Mark Butje (Sr. Director, Product Marketing, Sage)

RIS-111: Sage business partners: Behind the scenes: Elements of a Sage 50--U.S. Edition damaged database

- **Tracks:** Managing Risk and Data Security
- **Products:** Sage 50 Accounting—U.S. Edition [Peachtree]
- **Session Type:** Solution Deep Dives

This session will cover data issues not related to user entry. Attendees will learn how to determine if incorrect values are related to data damage. They will also learn how to use data verification and the available integrity checks to correct the damage.

Wed July 30 10:00 AM - 11:00 AM PDT
      Location: South Seas I
      Speaker: Nakia Christian (Trainer)

RIS-178: Go mobile with Sage Payment Solutions!

- **Tracks:** Managing Risk and Data Security
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Deep Dives

Today's mobile solutions should keep up with everyone's mobile needs, not just those of the sales force. Sage Payment Solutions has created a payments ecosystem where every piece of the puzzle can be accessed from wherever and whenever you need it. See our mobile solutions for accepting payments but also see our mobile solutions that give you complete visibility and management of your payments world as it happens!

Wed July 30 10:00 AM - 11:00 AM PDT
      Location: Banyan E
      Speakers: Robert Bertke Jr. (SVP, RD, Sage), Todd Metheny (Product Manager, Sage)

RIS-253: Do change orders drive you crazy? Does your team do the work and worry about getting paid later? Use Sage 300 Construction and Real Estate to manage the change order process.

- **Tracks:** Managing Risk and Data Security
- **Products:** Sage 300 Construction and Real Estate [Timberline Office]
- **Session Type:** Solution Deep Dives

Get paid for the work you do! Learn how to use the power of Project Management and MyAssistant for Sage 300 Construction and Real Estate to stay on top of change order requests and approvals and monitor expenses that might be undocumented change orders.

Wed July 30 10:00 AM - 11:00 AM PDT
      Location: Jasmine B
      Speaker: Jeff Adams (Sr. Product Manager, Sage)

SAL-180: How Sage CRM can help small and medium-sized businesses

- **Tracks:** Strengthening Sales, Marketing, and Customer Relationships
- **Products:** Sage CRM
- **Session Type:** Solution Insights

The world you do business in is changing, and how you interact with customers and grow your business is changing too. You need more than just great sales, marketing, and customer service to manage all your customer interactions and grow your business. Come to this session to see why Sage CRM can provide you with a solution that is as individual as your business.

Wed July 30 10:00 AM - 11:00 AM PDT
      Location: Banyan C
      Speakers: David Beard (Sage), Dan Cousins (Sage CRM Practice Manager, DCAA)

SAL-408: Sage CRM: What is social CRM, and why should it matter to your business?

- **Tracks:** Strengthening Sales, Marketing, and Customer Relationships
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Insights

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.

Wed July 30 10:00 AM - 11:00 AM PDT
      Location: Banyan F
      Speaker: Eoin Shanley (Product Manager, Sage)

SAL-552: Killing Goliath: The advantage of being the underdog

- **Tracks:** Strengthening Sales, Marketing, and Customer Relationships
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Business Thought Leadership

Attending networking functions in your local community is great to meet prospects and gain referral sources, but how effective are your efforts? Where would you like them to be in terms of achieving your goals for growth? It's all about relationships. In this session, gain an understanding and awareness of the incredible power of intimacy in developing client relationships and growing a practice. Presented by Rob Johnson, author of numerous published works, including the critically acclaimed book, "Kick Your Own Ass: The Will, Skill & Drill of Selling More Than You Ever Thought Possible."

Wed July 30 10:00 AM - 11:00 AM PDT
      Location: Banyan A
      Speaker: Robert Johnson (Avalara Evangelist, Avalara)

BUS-457: Better is not better: Different is better

- **Tracks:** Business Performance in the Digital Age
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Business Thought Leadership

Mike Michalowicz shares the strategies that instantly distinguish you from your competition, super your charge sales, and skyrocket growth.

Wed July 30 11:00 AM - 11:45 AM PDT
      Location: Lead large theater
      Speaker: Mike Michalowicz (CEO, Provendus Group)
Wed July 30 02:00 PM - 02:45 PM PDT
      Location: Connect large theater
      Speaker: Mike Michalowicz (CEO, Provendus Group)

BUS-580: The business management systems of the future

- **Tracks:** Business Performance in the Digital Age
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Insights

Some days, businesses want in-house solutions and other days, cloud solutions. Changing demands are a fact of life, but what's triggering the changes and what will businesses want long-term? Listen as respected industry analyst Brian Sommer discusses the bigger picture forces influencing customer behaviors, software vendor designs and implementation partner strategies. From a centralized on-premises implementation to a series of distributed systems accessible in the cloud, you'll learn about the industry trends that are driving the evolution of business management software and rate of adoption.

Wed July 30 11:00 AM - 11:45 AM PDT
      Location: Profit large theater
      Speaker: Brian Sommer (President, Vital Analysis / ZDNet)

BUS-109: Sage 100 ERP: Get the most out of your Sage CRM integration

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage CRM
- **Session Type:** Solution Deep Dives

Your Sage 100 ERP system helps you manage the financial and operational aspects of your business. Sage CRM helps to establish a positive, consistent experience when customers interact with your company. Join us for this session to learn more about the integration linking Sage 100 ERP 2014 and Sage CRM 7.2. These powerful, complementary systems together create new ways to increase customer satisfaction, improve cash flow, save time, and earn a better return on your investments in sales, marketing, and customer service activities. Learn what happens behind the scenes to make this work, including network configuration, setting up the print option in Quick Order Entry, running CRM in an SSL environment, how to read logs, and basic tips and tricks for troubleshooting the integration.

Wed July 30 11:30 AM - 12:30 PM PDT
      Location: South Seas G
      Speakers: Kent Mackall (Senior Software Engineer, Sage), Steffen Urban (Customer Support Senior Specialist, Sage)

BUS-129: Sage Intelligence: Power up your Excel skills for effective business reporting

- **Tracks:** Business Performance in the Digital Age
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Deep Dives

Enjoy this informative session as the experts share the power of Excel as a business reporting tool. Aimed at intermediate Excel users, Sage Alchemex will showcase a number of powerful financial functions and formulas, PivotTables and PivotCharts, and working with datalists--all functionality that can significantly improve your reporting skills. Get a glimpse of "Excel on steroids" training and how it enhances users' experience of Sage Intelligence.

Wed July 30 11:30 AM - 12:30 PM PDT
      Location: South Seas E
      Speaker: Ruth Gray (Product Specialist, Sage)

BUS-141: Establishing BYOD policies

- **Tracks:** Business Performance in the Digital Age
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100

Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Insights

Learn why many businesses are choosing to use bring your own device (BYOD) policies to help their businesses successfully adopt mobility, improve employee satisfaction, and reduce costs. We will discuss the risks involved with BYOD and how you can mitigate them by establishing a BYOD policy. We'll share with you some best practices, and you'll learn some important dos and don'ts. From assembling your team to publishing your policy, this session will help you fully prepare to successfully implement BYOD in your business.

Wed July 30 11:30 AM - 12:30 PM PDT
Location: South Seas D
Speaker: Bill Feder

BUS-173: Sage business partners: Sage Budgeting and Planning--Help your customers streamline and enhance their budgeting process beyond Excel

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 ERP [Accpac], Sage 500 ERP [MAS 500], Sage ERP X3
- **Session Type:** Solution Deep Dives

This session is ideal for partners who sell Sage 100 ERP, Sage 300 ERP, Sage 500 ERP, or Sage ERP X3. Learn how the Sage Budgeting and Planning solution can help your customers manage these tasks more effectively, streamlining their processes.

Wed July 30 11:30 AM - 12:30 PM PDT
Location: Jasmine E
Speaker: Gary Maher (Regional Sales Manager, Sage)

BUS-175: Sage Inventory Advisor helps manage inventory across multiple locations

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 ERP [Accpac], Sage 500 ERP [MAS 500], Sage ERP X3
- **Session Type:** Solution Deep Dives

The Sage Inventory Advisor team will provide you with many different ways to help you manage your inventory when you have multiple locations. We'll also focus on regional and central warehouse views.

Wed July 30 11:30 AM - 12:30 PM PDT
Location: South Seas A
Speakers: Craig De Kock (Managing Director, Netstock), Siobhan Finders (Product Manager, Sage), Tom Wilson (Product Specialist - Sage Inventory Advisor, Sage)

BUS-194: Sage business partners: How to upgrade customers to Sage ERP X3 version 7

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage ERP X3
- **Session Type:** Solution Deep Dives

Join this session to hear from the Sage ERP X3 Professional Services Group on the best practices that are necessary to run an upgrade project for Sage ERP X3 version 7.

Wed July 30 11:30 AM - 12:30 PM PDT
Location: Jasmine F
Speakers: Dominique Bopp (Software evangelist, Sage), Lisa Dorsey (Project Manager, Sage ERP X3, Sage), Scott Shifko (Senior Technical Consultant, Sage)

BUS-242: Is a cloud solution right for me?

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 300 ERP [Accpac]
- **Session Type:** Solution Deep Dives

The cloud deployment model offers growing businesses a cost-effective way to deploy a robust ERP system, like Sage 300 ERP, with minimal setup time and low monthly fees. Is a full cloud solution right for your business? We'll cover the things you should think about before deciding whether to use on-premises, cloud, or a hybrid solution. Cloud-based services are becoming more and more popular and for good reasons: They connect a specialized service to your existing systems. Join us to review the benefits and options for being fully cloud-based, on-premises based, or a blend of the two.

Wed July 30 11:30 AM - 12:30 PM PDT
Location: South Seas I
Speakers: Donal De Paor (Senior Product Manager, Sage), Deborah Hill (Sales Engineer, Sage), Karen Hyman (Manager, Product Marketing, Sage), Guillermo Tellez

BUS-259: Sage 100 ERP: Customer panel

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage Accountants Network
- **Session Type:** Solution Deep Dives

Several customers will share how they've solved their business problems and become successful using their Sage 100 ERP system. They'll also be available to answer your questions so you can potentially leverage their ideas and insights for your business.

Wed July 30 11:30 AM - 12:30 PM PDT
    Location: South Seas J
    Speakers: Karen Hyman (Manager, Product Marketing, Sage), Deborah Nelson (Product Manager - Sage 100 ERP, Sage)

BUS-319: Sage ERP X3: Take steps for your business to go paperless

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage ERP X3
- **Session Type:** Solution Deep Dives

Aiming to go paperless? Join us for a discussion with three Sage ERP X3 customers--Satellite Industries, Aquaphoenix Scientific, and Seals Eastern--about ways they are making their business paperless. It is a work in progress and John Babcock, Mike Reinert, and Harld Cook will explain the processes they have in place today and give you ideas to use with the Sage ERP X3 you already have.

Wed July 30 11:30 AM - 12:30 PM PDT
    Location: Palm C
    Speakers: John Babcock (Chief Financial Officer, Satellite Industries, Inc), Harold Cook IV (Design Engineer, Seals Eastern Inc.), Michael Reinert (Senior Manager of IT, AquaPhoenix Scientific)

BUS-341: Sage 500 ERP: The power of the cube: Getting the most out of business insights views

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 500 ERP [MAS 500]
- **Session Type:** Solution Deep Dives

This advanced session focuses on the powerful results you can achieve by writing, creating, and optimizing views or cubes against your SQL database. See the power of the WITH statement, which allows you to summarize multiple tables and then report on the data (in a view!).

Wed July 30 11:30 AM - 12:30 PM PDT
    Location: South Seas H
    Speaker: Joe Noll (RKL eSolutions)

BUS-403: Sage Fixed Assets: Bottles and bling

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage Fixed Assets [FAS]
- **Session Type:** Solution Deep Dives

And you thought gambling and booze were only for after work! Join Kim Hancock of Aruze Gaming Inc. and Crystal Bryan of Del Papa Distributing to learn more about Sage Fixed Assets from professionals, just like you, who are using the system. Both of our speakers are long-term Sage customers well versed in using Sage Fixed Assets to account for their companies' precious and valuable fixed assets. Listen—and ask—for yourself how your colleagues use Sage Fixed Assets to manage everything from taxes to duplicate purchases in order to help keep taps flowing, and craps shooting, everywhere!

Wed July 30 11:30 AM - 12:30 PM PDT
    Location: Banyan F
    Speakers: Crystal Bryan (Director of Financial Services, Del Papa Distributing), Kimberly Hancock (Assistant Controller, Aruze Gaming America, Inc.)

BUS-492: Positioning your new services in a new cloud world

- **Tracks:** Business Performance in the Digital Age
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Insights

Adopting cloud technology creates the need for an entirely new business model in your firm. How do you go about positioning your services to cloud prospects? It's not about selling bookkeeping services any more!

Wed July 30 11:30 AM - 12:30 PM PDT
    Location: Palm A
    Speaker: Jody Padar, CPA, MST (CEO & Principal, New Vision CPA Group)

BUS-581: More than just job cost software: JobOps is integrated job management for Sage 100 ERP

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200]
- **Session Type:** Solution Insights

JobOps is designed for companies that make, install, and service their products. This integrated job management suite for Sage 100 ERP tracks real-time labor, materials, purchases, and other costs while monitoring the status of each job throughout the production process. JobOps is more than just manufacturing or job cost software. It is a project management and control tool, engineered to accommodate a wide variety of business models. JobOps combines the features of job costing, bill of materials, and manufacturing systems into one powerful and cohesive system to help you manage resources and expenses. Come to this session and learn how change is in the air at JobOps and how it can work for your business.

Wed July 30 11:30 AM - 12:30 PM PDT
    Location: Palm E
    Speaker: Ryan Rick (JobOps)

BUS-592: See how service businesses manage customer projects the smart way using Sage CRM

- **Tracks:** Business Performance in the Digital Age

- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Insights

Shouldn't managing your customer relationships continue through the process of delivering work? Do you manage projects using multiple systems that just add to your daily headaches? Can you get invoices out the door quickly without billing disputes? With Sage CRM at its core, TimeLinx takes an untraditional approach to managing projects for any services business or business with an embedded services group while providing every possible function that a service business would require, including budgeting, costing, invoicing, and assigning of users and subcontractors, all in real time. TimeLinx will truly change the way you deliver services by controlling work delivery, providing real time project profitability, and producing invoicing data without retyping. Learn and see exactly how TimeLinx can benefit your business. See why TimeLinx is used in 7 countries today and growing. Visit TimeLinx at Booth 1914 at Sage Summit.

   Wed July 30 11:30 AM - 12:30 PM PDT
         Location: South Seas C
         Speaker: Mark Engelberg (TimeLinx Software, Inc.)

IND-135: Construction Showcase: Get more from your Sage Construction and Real Estate solutions

- **Tracks:** Industry Best Practices
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Deep Dives

Talk with the Sage team about how to take advantage of additional integrated solutions to extend your Construction and Real Estate capabilities.

   Wed July 30 11:30 AM - 12:30 PM PDT
         Location: Jasmine A
         Speaker: Dennis Stejskal (VP - Sage Construction and Real Estate, Sage)

IND-356: Leveraging Sage 50 Quantum Accounting--U.S. Edition to with progress billing (hands-on)

- **Tracks:** Industry Best Practices
- **Products:** Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum]
- **Session Type:** Solution Deep Dives

Do you have lengthy projects or jobs? This advanced hands-on lab session shows you how to track the billing status using Progress Billing with your jobs or projects.

   Wed July 30 11:30 AM - 12:30 PM PDT
         Location: Lagoon EF
         Speaker: Nakia Christian (Trainer)

IND-390: Sage Fixed Assets: Advanced reporting in Sage Fixed Assets (hands-on)

- **Tracks:** Industry Best Practices
- **Products:** Sage Fixed Assets [FAS]
- **Session Type:** Solution Deep Dives

Already familiar with Sage Fixed Assets reporting basics? Ready to step up to the next level of report creation? Join us to learn how to create powerful, customized reports using Sage Fixed Assets--Reporting.

   Wed July 30 11:30 AM - 12:30 PM PDT
         Location: Lagoon KL
         Speaker: Ann Thornsen (Trainer, Sage)

IND-418: How Building Information Modelling (BIM) is transforming the design and construction industries

- **Tracks:** Industry Best Practices
- **Products:** Sage 100 Contractor [Master Builder], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 Trade Specialty [Timberline Enterprise], Sage Construction Anywhere, Sage Estimating [Timberline Estimating]
- **Session Type:** Solution Deep Dives

Join an industry expert to hear about BIM: beyond visualization, planning, and clash detection to streamlining and integrating estimating and scheduling. Follow BIM through the entire design process, from concept to contract, as an effective tool to develop % complete, earned value, estimate to complete, to deliver projects on time and within budget.

   Wed July 30 11:30 AM - 12:30 PM PDT
         Location: Jasmine C
         Speaker: Philip Larson (Product Mgr, Sr)

IND-485: Building a super accountant or bookkeeper firm part 2

- **Tracks:** Industry Best Practices
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision

Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Insights

Jason Blumer, CPA, will lead this session, exploring various aspects of the genetic makeup of a firm, including pricing models, customer satisfaction, employee management, and so on. Then he will lead small break-out groups as they take on the personas of customers, owners, and employees and look to build a firm. The second half of this session will consist of each group's presenting their firm back to the room for greater learning. Ultimately the best points of each group will be combined into one big "super firm" with the help of a graphic interpreter.

Wed July 30 11:30 AM - 12:30 PM PDT
      Location: Palm B
      Speaker: Jason Blumer, CPA (Chief Innovation Officer, President, Blumer CPAs)

MAX-157: Everything you want to know about benefits and benefits administration

- **Tracks:** Maximizing Your Workforce and Benefits
- **Products:** Sage HRMS [Abra]
- **Session Type:** Solution Insights

The ACA has put benefits at the center of attention. This session is about the requirements and for benefits administration and how Sage HRMS can help.

Wed July 30 11:30 AM - 12:30 PM PDT
      Location: Banyan B
      Speaker: Jessica Morency (Field Sales Engineer, Sage)

MAX-392: Don't ever again get caught saying "if only we had known . . . "

- **Tracks:** Maximizing Your Workforce and Benefits
- **Products:** Sage HRMS [Abra]
- **Session Type:** Solution Insights

Best intentions. Your HR department can't run on them. Intending to do drug testing won't do. Wanting to arrange training for a new employee isn't good enough. And meaning to monitor absenteeism doesn't count. For your HR department to operate at peak efficiency, and to get the maximum value out of your employees, you need a guarantee that critical HR processes are followed through. The right information, delivered to the right people, at the right time--and these days, through the right device--is a key aspect to your HR department's success. This session will identify what some of those key processes are and how business activity monitoring can ensure that your HR staff never again has to say if only we had known.

Wed July 30 11:30 AM - 12:30 PM PDT
      Location: Banyan C
      Speakers: Mark Butje (Sr. Director, Product Marketing, Sage), Donald Farber (Co-Founder, Vineyardsoft Corporation)

SAL-101: Ten ways real customers have driven business value from the integration of their Sage CRM + Sage ERP

- **Tracks:** Strengthening Sales, Marketing, and Customer Relationships
- **Products:** Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 ERP [Accpac], Sage CRM
- **Session Type:** Solution Insights

Just what am I getting from front-to-back office integration anyway? Come find out how real Sage customers are getting value from seeing ERP information live in their CRM system. Understand how they leverage that information to deliver better marketing, sales, and customer service experiences to their customers and see if you can benefit in your business also.

Wed July 30 11:30 AM - 12:30 PM PDT
      Location: Banyan A
      Speaker: Elizabeth Garnand (Product Marketing Manager, Sage)

SAL-159: Sage CRM: Get a more holistic view of your business by extending Sage CRM

- **Tracks:** Strengthening Sales, Marketing, and Customer Relationships
- **Products:** Sage CRM
- **Session Type:** Solution Deep Dives

Many businesses use multiple software solutions to manage different parts of their business. But it can be difficult to get a holistic view of your business when the information you need is housed in disparate places. Join this session to learn how you can extract important data, display information from other software systems, and extend Sage CRM to meet your business and customer needs without worrying about connections' being broken when systems are upgraded individually.

Wed July 30 11:30 AM - 12:30 PM PDT
      Location: Banyan D
      Speaker: Robert Lawson Jr. (Field Sales Engineer III - Sage CRM, Sage)

SAL-257: Sage business partners: Sage 50 Accounting--U.S. Edition roundtable

- **Tracks:** Strengthening Sales, Marketing, and Customer Relationships
- **Products:** Sage 50 Accounting—U.S. Edition [Peachtree]
- **Session Type:** Solution Deep Dives

Join us as we discuss how to make Sage partner programs even better. Let your voice be heard as Diana Waterman and team listen to your best practices and how Sage can better serve you through our partner program. Come ready to discuss communications, programs, and any other ideas that affect you as a Sage solution provider.

Wed July 30 11:30 AM - 12:30 PM PDT
      Location: Lagoon AB
      Speaker: Diana Waterman (Director, Partner Programs, Sage)

SAL-285: Sage business partners: Sage ERP X3 pricing configurator simplified

- **Tracks:** Strengthening Sales, Marketing, and Customer Relationships
- **Products:** Sage ERP X3
- **Session Type:** Solution Deep Dives

Review the features and configuration options of the pricing configurator in this session to make sure your sales team is accurately and efficiently capturing orders for Sage ERP X3.

Wed July 30 11:30 AM - 12:30 PM PDT
        Location: Jasmine G
        Speakers: Kelly Gezo (Strategic Account Manager Sage ERP X3, Sage), Anders Linden (Strategic Account Manager, Sage), Jeffrey Mills

SAL-346: Unlock customer loyalty and increase sales with an e-commerce solution

- **Tracks:** Strengthening Sales, Marketing, and Customer Relationships
- **Products:** Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 ERP [Accpac], Sage 500 ERP [MAS 500], Sage ERP X3
- **Session Type:** Solution Insights

We will demonstrate how you can unlock customer loyalty, simplify customer service, and increase sales--all with an easy-to-deploy web presence for your company--no matter the size or type of business.

Wed July 30 11:30 AM - 12:30 PM PDT
        Location: Banyan E
        Speaker: Brian Nunes (Website Pipeline)

SAL-522: Power your sales with key solutions (reseller session)

- **Tracks:** Strengthening Sales, Marketing, and Customer Relationships
- **Products:** Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 ERP [Accpac], Sage ERP X3
- **Session Type:** Solution Insights

Key Solutions™ unlock the power of your clients supply chain and ERP with turnkey integration across multiple ISV solutions without customization (including solutions for EDI, web store, manufacturing resource planning, bin tracking, transport/carrier management systems). Power your sales by empowering all of your clients with: 1) The visibility of seeing and understanding how all Key Solutions providers seamlessly connect together to enhance and automate the clients' entire business process, 2) The value of achieving optimal ERP compliancy for turnkey integrated automation that lowers the clients' operational costs and improves the clients' supply chain efficiencies over the lifecycle of the ERP, and 3) The vision of how, when, and why and to apply the Key Solutions available to unlock the power of the clients' supply chain and ERP as clients grow and expand their business for increased profitability and improved customer experience.

Wed July 30 11:30 AM - 12:30 PM PDT
        Location: South Seas B
        Speaker: Kelvin Takhar (GM, VP of Sales and Marketing, Edisoft Inc.)

BUS-504: Time tracking in the modern age: What businesses that provide services need to know

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage CRM
- **Session Type:** Solution Insights

For more information about TBX, make sure to attend SWK Technologies' 20-minute presentation specifically designed for Sage Summit. Sage Summit attendees will receive a special discount, so make sure that you attend the presentation to learn more.

Wed July 30 12:00 PM - 12:45 PM PDT
        Location: Connect small theater
        Speaker: Patty Benitez (Senior Channel Sales Executive, SWK Technologies)

BUS-521: Simplifying IT for the SMB: Dell's vision on how you can transform and deliver complex . . . simply

- **Tracks:** Business Performance in the Digital Age
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Insights

Our mutual customers consume complex technologies in a simple, touch-and-pay-for-value-as-consumed model in their day-to-day use of consumer-based solutions. This has made it easy for information access, decision making, and relationship development on a personal social level. Why hasn't this approach been embraced in the business world? Because we're comfortable in our existing businesses models and understand the complex technologies that we sell. The promise of delivering simple-to-consume technology-based services will undergo a radical shift toward the consumer-based model, and Dell is here to help you drive the next wave of SMB IT consumption transformation.

Wed July 30 12:00 PM - 12:45 PM PDT
        Location: Innovate small theater
        Speaker: Darrin Swan (Dell)

IND-247: Putting your best foot forward: How to sell your company in 30 seconds or less

- **Tracks:** Industry Best Practices
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy

- **Session Type:** Business Thought Leadership

What can you do in 30 seconds? Tie your shoelaces. Nuke a bowl of rice. Sell your company. In this session, you will gain insight from a panel of business owners who have perfected their 30-second elevator pitches. You'll leave this session feeling inspired to draft a clean and concise 30-second pitch for your own company. And, with any luck, you might even be able to tie your shoelaces, nuke a bowl of rice, and sell your company in 30 seconds.

Wed July 30 12:00 PM - 12:45 PM PDT
> **Location:** Sage Booth Theater ⊘ Full
> **Speakers:** Aimee Ertley (Sage North America), Scott Harris (Catoctin Creek Distilling Company), Sean Snyder (Trend Trunk)

SAL-443: What great brands know: Unleash your right-brain genius

- **Tracks:** Strengthening Sales, Marketing, and Customer Relationships
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Business Thought Leadership

Today's 'best practices' in business (like analytics and metrics) may create efficiency and boost short-term profitability, but they lead to lifeless tactics that leave customers cold--and brands vulnerable. Truly great brands and businesses know it's the addition of human-centered, nonlinear right-brain thinking that creates connection and brings brands to life. Drawing from her new book "What Great Brands Know," Tracy Carlson will share a powerful framework that decodes right-brain marketing principles so businesses of any size can apply them to their marketing strategies. She'll bring these principles to life with a few compelling in-depth examples, leaving attendees with a fresh perspective on their own situation and eagerness to explore new possibilities for their own brand/business.

Wed July 30 12:00 PM - 12:45 PM PDT
> **Location:** Lead large theater
> **Speaker:** Tracy Carlson (Founder Principal, Right-Brain Brands)

Wed July 30 04:00 PM - 04:45 PM PDT
> **Location:** Connect large theater
> **Speaker:** Tracy Carlson (Founder Principal, Right-Brain Brands)

BUS-512: One-stop integration: Best practices for capitalizing on the ever-growing demand for web store integration

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200]
- **Session Type:** Solution Insights

The demand for webstore integration to Sage 100 ERP presents great opportunities as well as challenges. Issues of security of data, reliability, and speed are top of mind. And, while there are many choices in platforms for standalone webstores and shopping carts, until now, adding ERP integration really narrowed the choices. What if you had access to an integration solution designed specifically for Sage 100 ERP? One that integrates your existing cart or includes a new web store built to leverage the software's powerful features AND offers a predictable cost, deployment timeline and a proven end result? This is precisely what IN-SYNCH Web-Stor offers. IN-SYNCH Web-Stor leverages the strength of Kissinger Associates, one of the longest-standing Sage resellers in the channel, and the proven track record of ROI Consulting's 400+ implementations of its IN-SYNCH module, renowned for its real-time data synchronization. This joint-venture offers a one-stop approach that is unlike any other and provides you with a straight-forward integration solution for your cart, or ours. In this round table session, we will get the conversation started with how IN-SYNCH Web-Stor has been thoughtfully designed to make webstore integration with Sage 100 more of an opportunity than a challenge.

Wed July 30 12:00 PM - 02:00 PM PDT
> **Location:** Shorelines AB ⊘ Full
> **Speaker:** Robert Pirock (Business Development Manager, IN-SYNCH Web-Stor)

BUS-513: The solutions of the Construction Software Alliance: The best-of-breed third-party solutions for Sage Construction and Real Estate

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 300 Construction and Real Estate [Timberline Office], Sage 300 Trade Specialty [Timberline Enterprise]
- **Session Type:** Solution Insights

The Construction Software Alliance is dedicated to promoting the best solutions for Sage 300 Construction and Real Estate, Sage Estimating, and Sage 100 Contractor. In this session we will review solutions from Anterra, Core Associates, Event1, hh2 Web Services, On Center, and Piracle. We'll cover topics such as business intelligence, paperless invoice approval and routing, custom Excel reporting, time capture, mobile, cloud, service management, HR, estimating and takeoff, and check printing. Come see what makes these solutions so special and why your company cannot reach its full potential without them.

Wed July 30 12:00 PM - 02:00 PM PDT
> **Location:** Shorelines AB ⊘ Full
> **Speaker:** Devon Dorrity (hh2 Web Services)

BUS-591: Strategies for managing interoperability and unstructured data

- **Tracks:** Business Performance in the Digital Age
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Insights

Did you know that up to 60% of a patient's medical history can exist outside of electronic records in unstructured documents? Without a strategy in place, managing this data can be a real challenge and you risk losing a substantial amount of information without even knowing it. Join us for a round-

table discussion on strategies for adding structure to the unstructured and gaining control of information that doesn't always fit neatly into a database. We will discuss methods in Healthcare for preserving the full patient narrative across the entire continuum of care, and how HL-7 can be used to achieve interoperability across specialists, group practices and hospitals, and even across the universe of content management systems.

Wed July 30 12:00 PM - 02:00 PM PDT
        Location: Shorelines AB

NAV-525: Profile of a tax audit: Reduce risk with Sage ERP

- **Tracks:** Navigating the Regulatory Landscape
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Insights

Are you positive your business is sales tax compliant? Are you afraid of the consequences if you're not? The answer is very simple for a state auditor: You're probably not totally compliant. In fact, some auditors believe that if they didn't audit, taxes would never be paid. With more and more auditors being hired in many states, the threat of audit is looming over every business. What is the likelihood your business will be audited? Join Mark Wilhelm, tax expert for Avalara, for a live discussion on how auditors target potential companies for audit, what they look for, and how you can use your existing Sage ERP to reduce risk and eliminate negative findings.

Wed July 30 12:00 PM - 02:00 PM PDT
        Location: Shorelines AB   ⊘ Full
        Speakers: Alex Deblois (customer account manager, Avalara), Mark Wilhelm (director of product management, Avalara)

BUS-162: Growing with Sage ERP: meet the family of Sage solutions, cloud and on-premise

- **Tracks:** Business Performance in the Digital Age
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Insights

Since you have implemented your first Sage solution, chances are that you added new customers; invested in new products, markets, or geographies; and expanded your activities. Your sales force is going mobile, you are selling more online, you are sourcing more products from abroad, or you expanded your warehouse capabilities. Discover how the new Sage solutions can support the changing needs of your business and learn how to make the right choices for your company's future.

Wed July 30 01:00 PM - 01:45 PM PDT
        Location: Lead small theater   ⊘ Full
        Speaker: Doug LaBahn (SVP, Product Management and Marketing, Sage)
Wed July 30 04:00 PM - 04:45 PM PDT
        Location: Innovate large theater
        Speaker: Doug LaBahn (SVP, Product Management and Marketing, Sage)
Thu July 31 10:00 AM - 10:45 AM PDT
        Location: Innovate large theater
        Speaker: Doug LaBahn (SVP, Product Management and Marketing, Sage)

BUS-503: Why mobile, why now? A decision maker's guide to business success

- **Tracks:** Business Performance in the Digital Age
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Business Thought Leadership

You hear about it everywhere, but when it comes to your business, you might be asking yourself, why mobile and why now? In this session, Paul Ziliak, cofounder of xkzero, will help frame your thought process about mobile technology and how it may be impacting your business and your industry today. This presentation will provide a lively and provocative look at key issues for mobile and your business such as Apple vs. Android, what legacy ERP/accounting systems tell us about mobile, and why mobile commerce may cannibalize web commerce.

Wed July 30 01:00 PM - 01:45 PM PDT
        Location: Innovate large theater   ⊘ Full
        Speaker: Paul Ziliak, CPA (Co-founder, xkzero)

BUS-515: Using RFID technology with Sage ERP X3

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage ERP X3
- **Session Type:** Solution Insights

Nextec Group will show you how easy it is to implement RFID technology into Sage ERP X3 to meet your customers' requirements and make inventory movements simple while improving inventory accuracy. RFID hardware and tags will be used for this presentation.

Wed July 30 01:00 PM - 01:45 PM PDT
        Location: Innovate small theater   ⊘ Full

Speakers: Chris Esposito (Nextec Group), William Newcomer (Solutions Engineering Manager, NEXTEC GROUP), Christopher Williamson (General Manager - X3 Division, NEXTEC GROUP)

BUS-527: Where did my cash go? Control spending in your organization

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 ERP [Accpac], Sage 500 ERP [MAS 500]
- **Session Type:** Solution Insights

Paramount Technologies is pleased to present a preview session of the 100% web-based WorkPlace Suite. WorkPlace is a best-of-breed application for requisition, purchasing, invoice automation, time, and expense management. Solutions can be deployed individually or together, providing a single web portal for all employees in an organization to submit key information for approval and processing. We strive to grow our presence in the market by partnering with energetic Sage resellers. This session will educate not only on the strengths of our product but as well as the strengths of our partner program.

Wed July 30   01:00 PM - 01:45 PM PDT
Location: Profit small theater
Speakers: Anthony Brown (Sage Channel Manager, Paramount Technologies), David Munro (Director of Business Development, Paramount Technologies)

⊘ Full

IND-547: Doing well by doing good: Two companies discuss social responsibility

- **Tracks:** Industry Best Practices
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Business Thought Leadership

This motivating and impactful session will be led by Rieva Lesonsky, an entrepreneur, small business advocate, journalist, and best-selling author. Representatives from two types of companies will discuss how they take corporate social responsibility seriously – from going green with their processes to mentoring the next-generation of leaders.

Wed July 30   01:00 PM - 01:45 PM PDT
Location: Sage Booth Theater
Speakers: Christina Aldan (Luckygirl Designs), Scott Harris (Catoctin Creek Distilling Company), Rieva Lesonsky (GrowBiz Media)

⊘ Full

RIS-456: How would you like to pay for that? Don't fear the answer. Let customers pay on their terms!

- **Tracks:** Managing Risk and Data Security
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Business Thought Leadership

The challenges of running any business are constant and complex. SMBs are always under pressure to attract new customers, maintain profitability, improve cash flow, and keep their customers coming back to buy more. In this session, you'll learn how flexible, integrated payments capabilities can help you meet customer expectations to pay on their own terms to help grow your business; reduce time, labor costs, and errors in payment processing; increase visibility into cash flow; and be more agile and responsive as payment preferences change.

Wed July 30   01:00 PM - 01:45 PM PDT
Location: Profit large theater
Speaker: Laurie McCabe (Partner and analyst, SMB Group)

Thu July 31   11:00 AM - 11:45 AM PDT
Location: Profit large theater
Speaker: Laurie McCabe (Partner and analyst, SMB Group)

SAL-186: How to develop brand ambassadors for your company

- **Tracks:** Strengthening Sales, Marketing, and Customer Relationships
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Insights

Your employees are communicating with customers every day and influencing their perceptions of your business. But do they all consistently convey the image and values of your company to your clients? Come to this session and hear how Sage CRM customers have created brand ambassadors who represent the best of your brand.

Wed July 30   01:00 PM - 01:45 PM PDT
Location: Connect small theater   ⊘ Full
Speaker: Elizabeth Garnand (Product Marketing Manager, Sage)

SAL-475: Marketing panel: Human truths that balance data-driven decisions

- **Tracks:** Strengthening Sales, Marketing, and Customer Relationships

- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Business Thought Leadership

Being a successful entrepreneur requires heart and smarts. Business owners have more tools to connect with customers and analyze marketing efforts. This session will delve deeper into the "soft edge"--using a company's trust and stories--to engage customers and sustain longer term growth.

Wed July 30 01:00 PM - 01:45 PM PDT
      Location: Connect large theater
      Speakers: Tom Davis (CMO, Forbes Media), Shama Hyder (CEO, The Marketing Zen Group)

BUS-474: The hard edge of business: Advantages that are easy to quanitfy

- **Tracks:** Business Performance in the Digital Age
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Business Thought Leadership

This session offers straight talk and insights from Forbes experts on how to run your business and build a company that lasts. In a lively, interactive discussion, the session will cover: advice on small-business tax issues and new ideas to help finance your business, the ins and outs of using social media and mobile technologies to improve and expand your customer relationships, and key principles that make businesses more innovative and durable through economic ups and downs.

Wed July 30 02:00 PM - 02:45 PM PDT
      Location: Lead large theater
      Speakers: Kelly Phillips Erb (Tax Attorney, Tax Girl), Tom Taulli, Bruce Upbin (Managing Editor, Forbes Media)

IND-581: A focus on manufacturing: Streamlining and simplifying to grow and thrive

- **Tracks:** Industry Best Practices
- **Products:** Sage ERP X3
- **Session Type:** Solution Insights

With the manufacturing sector experiencing 16 consecutive months of growth, and with 600,000 new jobs added since 2010, it's critical for manufacturers to understand different ways to keep up with this growth—whether it be with personnel, technology, or business management. In this session, you'll hear two manufacturers, S and S Hinge and Satellite Industries, discuss how they used technology to transform their business management processes and support their growth. Joe Langner, executive vice president and general manager of Sage Mid-Market Solutions, will facilitate the conversation to demonstrate how Satellite Industries and S&S Hinge overcame technological, cultural, and process challenges to ready their companies for the future.

Wed July 30 02:00 PM - 02:45 PM PDT
      Location: Sage Booth Theater
      Speakers: John Babcock (Chief Financial Officer, Satellite Industries, Inc), Joe Langner (EVP and GM, Mid-Market Solutions, Sage North America), Rich Sade (S&S Hinge Company)

RIS-341: Sage Payment Solutions: Secure customer payments data to avoid risks, penalties and fraud

- **Tracks:** Managing Risk and Data Security
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Insights

This session will help your business to avoid the pitfalls related to keeping your customer's payment data safe. Learn helpful hints that you can take back to your business and put in place to make sure any customer payment data you come into contact with is secure and safe from thieves and hackers.

Wed July 30 02:00 PM - 02:45 PM PDT
      Location: Profit small theater   ⊘ Full
      Speakers: Robert Bertke Jr. (SVP, RD, Sage), Heather Mark

BUS-103: How to use your financials to run your business better

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum]
- **Session Type:** Solution Deep Dives

Let us introduce you to the five basic financial factors every small business owner should master: 1. Cash flow, 2. Budgeting/forecasting, 3. Sales, 4. Debtors and creditors, 5. Cost vs. revenue growth. Join us to discover how a tool like Sage Intelligence help you keep track and run your business better!

Wed July 30 02:00 PM - 03:30 PM PDT
      Location: Jasmine E   ⊘ Full
      Speaker: Jose Soeiro (Account Manager, Sage Alchemex)

BUS-119: Get the most out of Sage 300 Construction and Real Estate using Crystal Reports (two-part series) - Hands on

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 300 Construction and Real Estate [Timberline Office]
- **Session Type:** Solution Deep Dives

If you are new to SAP Crystal Reports and need to know the essentials about how to create report designs, this session provides you with the foundation you need. In this 2-part session, we'll highlight a few design basics such as how to get the data you want and navigate in the report tool. Then we'll walk through the steps to make a simple report and make modifications such as field properties, insert images, group information, adjust filters, and formula basics. You'll apply what you learn during this hands-on session and additional practice activities will be provided at the end of the session for you to continue to practice when you return to your office.

Wed July 30 02:00 PM - 03:30 PM PDT
    Location: Lagoon CD   🔗 Multi-part ⊘ Full
    Speaker: Christina Kirby (Sr. Curriculum Developer/Trainer, Sage)

Wed July 30 04:00 PM - 05:00 PM PDT
    Location: Lagoon CD   🔗 Multi-part ⊘ Full
    Speaker: Christina Kirby (Sr. Curriculum Developer/Trainer, Sage)

BUS-167: Grow your business with better decision making

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 ERP [Accpac]
- **Session Type:** Solution Deep Dives

Sage provides many tools to help you make better decisions, from Sage Intelligence and Sage Inventory Advisor to dashboards and KPIs and alerts.

Wed   02:00 PM - 03:30 PM PDT
July 30 **Location:** Banyan C
    Speakers: Jordan Eddy (Product Specialist - Sage Intelligence, Sage), Siobhan Finders (Product Manager, Sage), Deborah Hill (Sales Engineer, Sage), Sandra Smith (Sage Intelligence Product Specialist Partner Enablement, Sage), Tom Wilson (Product Specialist - Sage Inventory Advisor, Sage)

BUS-217: Love Excel but need more control? Sage 50--U.S. Edition Intelligence Reporting is the answer!

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum]
- **Session Type:** Solution Deep Dives

Learn how this flexible reporting tool can solve your reporting challenges. See how to get the most value, in the shortest time, out of your financial reports. One of the key features included is the new Report Designer which, with the power of Excel, will allow you to create the financial reports you need when you need them.

Wed July 30 02:00 PM - 03:30 PM PDT
    Location: Banyan E   ⊘ Full
    Speaker: Ruth Gray (Product Specialist, Sage)

BUS-218: Sage business partners: Making the most of your data with SData

- **Tracks:** Business Performance in the Digital Age
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Insights

This technical session will introduce you to RESTful Web Services and SData, providing an overview of REST, SData and existing Sage SData Web Services. You will see a demonstration of the versatility of SData and how to retrieve, display, and manipulate application data in a mock demo site.

Wed July 30 02:00 PM - 03:30 PM PDT
    Location: Palm E
    Speaker: Jarett Smith

BUS-272: Sage 50--Canadian Edition: Inventory 201

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 50 Accounting—Canadian Edition [Simply Accounting]
- **Session Type:** Solution Deep Dives

If quantities on hand, assemblies, and builds keep you from sleeping at night, then this session is for you. Join us as we look at Sage 50--Canadian Edition Inventory features, including how to handle negative inventory, understanding costing methods, and why everyone should be using service items.

Wed July 30 02:00 PM - 03:30 PM PDT
    Location: Banyan D
    Speaker: Harjot Aujla (Customer Support Specialist, Sage)

BUS-273: Sage 50 Accounting--Canadian Edition product vision and open discussion

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 50 Accounting—Canadian Edition [Simply Accounting]
- **Session Type:** Solution Deep Dives

The roadmap starts with a look at Sage 50 Accounting--Canadian Edition today and what's in store for the future. Attend this session to understand the Sage approach towards SaaS, mobility, and cloud. Plus, provide your feedback to Sage 50 product managers about how changes affect you and your clients.

Wed July 30 02:00 PM - 03:30 PM PDT
      Location: Lagoon AB
      Speakers: Paul Ellis (Director, Product Management, Sage), Scott Munro (Sage)

BUS-294: Sage ERP X3: Evolution of the SAFE X3 technology platform within Sage ERP X3 (advanced)

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage ERP X3
- **Session Type:** Solution Deep Dives

Understand the changes that have taken place in the Sage ERP X3 v7 platform and the future benefits around the new development methods. This is a developer's session that is designed to show the ease in which the new tools can be applied. This session would be a great primer for developers planning on attending the Sage ERP X3 advanced developer training available through Sage University.

Wed July 30 02:00 PM - 03:30 PM PDT
      Location: South Seas D
      Speakers: Zach Bellhy (Solution Engineer, Sage), Dominique Bopp (Software evangelist, Sage)

BUS-332: Sage Intelligence: Roadmap and future direction

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 ERP [Accpac], Sage 500 ERP [MAS 500], Sage ERP X3
- **Session Type:** Solution Deep Dives

Join key product and sales leaders for this session to learn about the product strategy and roadmap for Sage Intelligence. We'll cover new enhancements in 2014, new purchasing options, and give you insights for the future.

Wed July 30 02:00 PM - 03:30 PM PDT
      Location: South Seas G
      Speaker: Mike Brennan

BUS-409: What it takes to upgrade to Sage ERP X3 version 7

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage ERP X3
- **Session Type:** Solution Deep Dives

Join us for a discussion with the Sage ERP X3 professional services and a customer to learn about the version 7 upgrade. This session will include a discussion with the PSG upgrade team on how to best prepare for the upgrade to Sage ERP X3 version 7.

Wed July 30 02:00 PM - 03:30 PM PDT
      Location: South Seas J
      Speakers: Lisa Dorsey (Project Manager, Sage ERP X3, Sage), Michael Petzing (IT Manager, Vacuum Engineering Materials), Scott Shifko (Senior Technical Consultant, Sage)

BUS-413: Sage ERP X3 technology overview

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage ERP X3
- **Session Type:** Solution Insights

New to Sage Summit? Want to learn about Sage ERP X3? Sign up for this session to see a demonstration of the Sage ERP X3 technology for managing users, setting up personalized reporting, and customizing the business logic with the SAFE platform.

Wed July 30 02:00 PM - 03:30 PM PDT
      Location: Palm D
      Speakers: Ian de Leon (Solution Engineer, Sage), Allan Fine (Senior Solution Engineer, Sage), Kelly Gezo (Strategic Account Manager Sage ERP X3, Sage), Bruno Marchand (Sage), Erin McGrane-Curran (Channel Manager, Sage)

Thu July 31 02:00 PM - 03:30 PM PDT
      Location: Palm D
      Speakers: Zach Bellhy (Solution Engineer, Sage), Ian de Leon (Solution Engineer, Sage), Kelly Gezo (Strategic Account Manager Sage ERP X3, Sage), Bruno Marchand (Sage)

BUS-420: Sage 100 ERP: Advanced technical tips and analysis

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200]
- **Session Type:** Solution Deep Dives

Join us to learn Sage 100 ERP advanced technical tips and tricks for migrating, installing, upgrading, and troubleshooting Sage 100 ERP. We'll cover less common challenges including UDF migrations, customizations, scalability, Windows operation system 8.1, and server 2012. This session is not for beginners, and all attendees should have an advanced understanding of Sage 100 ERP.

Wed July 30 02:00 PM - 03:30 PM PDT
      Location: South Seas F
      Speaker: Ronnie Aspe

BUS-429: Fixed asset management from finance to field

- **Tracks:** Business Performance in the Digital Age

- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Deep Dives

Properly tracking fixed assets may not require a hard hat, but it does play a critical role in your bottom line. Many businesses understand the benefits of depreciating their fixed assets, but not the important role fixed asset management can play in reducing theft, duplicate purchases, and insurance. Learn more about the financial and time-saving benefits of addressing this often overlooked aspect of managing a business by implementing an automated process.

Wed July 30 02:00 PM - 03:30 PM PDT
> **Location:** Palm C
> **Speaker:** Crystal Bryan (Director of Financial Services, Del Papa Distributing)

BUS-506: Automate Sage 100 ERP order processing with an integrated supply chain and customer service solution

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200]
- **Session Type:** Solution Insights

Learn how Website Pipeline, SPS Commerce, Scanco, StarShip, and MAPADOC work together to bring you an integrated streamlined supply chain and customer service automation solution for Sage 100 ERP. During this breakout session learn how Sage 100 ERP customers can automate the entire warehouse and customer service process by allowing your website visitors and customers to place and track orders 24/7; view their customer-specific pricing and inventory levels; view their sales orders, invoices, payments, and shipments; reduce time in picking orders and eliminating mispicks; get a real-time view of inventory levels inside Sage 100 ERP; print ASN labels from the handheld; achieve real-time validation; seamlessly integrate with Sage 100 ERP; strengthen supplier relationships; automate shipping from the scanned information, parcel, and freight; send email shipment notifications complete with item to package detail; reduce carrier address correction fees using the embedded address validation features; take advantage of third-party insurance to save up to 85%; easily report on late deliveries to obtain refunds; optimize the entire pick, pack, and ship process; and reduce duplicate data entry and associated errors.

Wed July 30 02:00 PM - 03:30 PM PDT
> **Location:** South Seas I
> **Speakers:** Eric Alexander (Sales, Website Pipeline), Dane DeSantis (Channel Sales Manager, SPS Commerce), Bill Gaustad (Mapadoc), Cody Smith (National Account Manager, Scanco), Caroline Walsh (VP, Sales Marketing, V-Technologies, LLC)

BUS-582: Easy-to-use advanced business insights for your entire enterprise with Sage Enterprise Intelligence for Sage 500 ERP

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 500 ERP [MAS 500]
- **Session Type:** Solution Deep Dives

New web-based business insights for all areas of your enterprise including sales, manufacturing, logistics, and purchasing connected to all data sources within your operation provide flexible, easily configurable views and analysis dashboards to enhance control and illuminate the valuable data in Sage 500 ERP. Come see how Sage Enterprise Intelligence can drive productivity and help you work smarter, not harder.

Wed July 30 02:00 PM - 03:30 PM PDT
> **Location:** South Seas B
> **Speakers:** Olivia Brown (SEI Account Manager, Tangerine Software), Guy Girouard (Product Manager SEI, Tangerine Software), Matthew Groom (Product Marketing Manager, Sage), Tammo Stubbe (Sr. Product Marketing Manager, Sage)

BUS-583: MasterCard: Small businesses and technology: Keeping up with the big guys

- **Tracks:** Business Performance in the Digital Age
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Business Thought Leadership

Advances in technology have facilitated major changes within the global retail ecosystem. In many ways, these advances present the opportunity for small to midsized businesses to level the playing field with their larger counterparts. At the same time, shoppers expectations have changed as a result of advances in mobile technology and e-commerce. This is making it difficult for smaller retailers to keep up with the big guys when it comes attracting new and repeat customers. So how do smaller businesses compete in this environment? This session delves into the results of MasterCard's new study on the state of technology adoption for small and midsized businesses, revealing surprising findings about their e-commerce capabilities and fundamental marketing hurdles. Attendees will hear real examples and case studies of business solutions that can address these challenges, as well as other pain points such as customer acquisition and loyalty, point of sale, and even start-up/expansion of their business.

Wed July 30 02:00 PM - 03:30 PM PDT
> **Location:** Palm B
> **Speakers:** Kevin Cusack (SVP, MasterCard), Tom Savage (MasterCard)

IND-349: Sage 500 ERP: Making Sage 500 ERP work the way you work with customizer (hands-on)

- **Tracks:** Industry Best Practices
- **Products:** Sage 500 ERP [MAS 500]
- **Session Type:** Solution Deep Dives

Learn about the options available for customizing Sage 500 ERP and which one will work best for you. We will discuss and work through hands-on exercises to demonstrate the various ways you can modify tasks to match your processes and make the software work the way you work.

Wed July 30 02:00 PM - 03:30 PM PDT
        Location: Lagoon IJ   🟠 Full
        Speaker: Darrick Coles (Director, Sage 500 ERP, Sage)

IND-369: The road ahead: Sage Estimating

- **Tracks:** Industry Best Practices
- **Products:** Sage Estimating [Timberline Estimating]
- **Session Type:** Solution Insights

Join us for this product roadmap session where you'll see a preview of the road ahead for Sage Estimating.

Wed July 30 02:00 PM - 03:30 PM PDT
        Location: Jasmine B
        Speaker: Philip Larson (Product Mgr, Sr)

MAX-371: Time and attendance: The importance of time tracking

- **Tracks:** Maximizing Your Workforce and Benefits
- **Products:** Sage HRMS [Abra]
- **Session Type:** Solution Insights

Making a commitment to time and attendance automation is a wise investment. From compliance with FLSA and your own organizational policies to meeting the demands of PPACA monitoring and driving internal efficiency, electronic time collection, and processing helps you control labor costs, reduce errors, and make better decisions. Eliminate the frustrating and time-consuming manual processing and facilitate faster, more accurate payroll processing with up-to-the-minute alerts, analytics, and reporting.

Wed July 30 02:00 PM - 03:30 PM PDT
        Location: South Seas C   🟠 Full
        Speaker: Deana Dearry (HRMS Regional Sales Manager - Western US and Canada, Sage)

MAX-502: Innovating beyond technology for accounting professionals

- **Tracks:** Maximizing Your Workforce and Benefits
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Insights

Innovation is one of the latest buzz words, but what does innovation really mean and how does it impact the way you do business and serve your clients? Often times, business leaders think innovation refers solely to technology, when in fact cloud and mobility are shifting away from being a new idea to being mainstream and an expectation, leaving clients wanting more. What does 'being innovative' in your accounting firm mean to your business model, the way you interact with your clients, and how you plan for the future? Jennifer Warawa, Vice President and General Manager of Sage Accountant Solutions at Sage North America, and Tom Hood, CEO of Maryland Association of CPAs and the Business Learning Institute, will share research, trends, and insights into how the next phase of innovation will have an impact on the way you do business, and what changes are crucial in order to stay one step ahead of the competition.

Wed July 30 02:00 PM - 03:30 PM PDT
        Location: Banyan F
        Speakers: Tom Hood, CPA, CITP, CGMA, MACPA (Chief Executive Officer, MACPA), Jennifer Warawa (Vice President General Manager, Sage Accountant Solutions, Sage)

NAV-261: Experience the simplicity of Sage 300 ERP integrated payments

- **Tracks:** Navigating the Regulatory Landscape
- **Products:** Sage 300 ERP [Accpac]
- **Session Type:** Solution Deep Dives

Make life easier for you and the other companies you do business with, including your customers. Join us for this session to explore the benfits of Sage 300 ERP payments processing.

Wed July 30 02:00 PM - 03:30 PM PDT
        Location: South Seas H
        Speaker: Leanne Lowe (Sales Engineer, Sage)

RIS-255: Got WIP? What your surety cares about your WIP

- **Tracks:** Managing Risk and Data Security
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Insights

Join this session to learn from the experts: Significance of WIP calculations from surety perspective, how underwriters evaluate job borrow, overbilling/underbilling, contract losses, surety WIP trend analysis, what underwriters do with WIP, and how they affect bonding through real-world examples.

Wed July 30 02:00 PM - 03:30 PM PDT
        Location: Jasmine A
        Speaker: Will Ivy (Product Marketing Manager, Sage)

SAL-144: Sage CRM: Customizing Sage CRM for nonprogrammers (Hands-on)

- **Tracks:** Strengthening Sales, Marketing, and Customer Relationships
- **Products:** Sage CRM
- **Session Type:** Solution Deep Dives

You don't need an IT degree or experience to customize Sage CRM for your business needs today and as they change into the future. No techies allowed in this session. Learn how to build modules in minutes using simple, drag-and-drop screens.

Wed July 30 02:00 PM - 03:30 PM PDT
      Location: Lagoon KL   ⊘ Full
      Speaker: Clare Cummins (Manager, Product Management, Sage CRM, Sage)

SAL-170: Sage CRM: Hear from your peers how Sage CRM helped them overcome business challenges

- **Tracks:** Strengthening Sales, Marketing, and Customer Relationships
- **Products:** Sage CRM
- **Session Type:** Solution Insights

Come and interact with this panel of Sage CRM customers as they discuss the business challenges they faced and how Sage CRM helped them progress their business to the next level.

Wed July 30 02:00 PM - 03:30 PM PDT
      Location: Jasmine C
      Speaker: Elizabeth Garnand (Product Marketing Manager, Sage)

SAL-279: Sage CRM: Customer roundtable

- **Tracks:** Strengthening Sales, Marketing, and Customer Relationships
- **Products:** Sage CRM
- **Session Type:** Solution Insights

Come and meet with Sage CRM product managers and developers to help shape the future of Sage CRM. Tell us how we can help you overcome your business challenges.

Wed July 30 02:00 PM - 03:30 PM PDT
      Location: Lagoon GH
      Speakers: Deborah Hill (Sales Engineer, Sage), Eoin Shanley (Product Manager, Sage), Ling Yao (Sr. Product Manager, Sage)

SAL-402: Sage Fixed Assets: Asset Appraisals

- **Tracks:** Strengthening Sales, Marketing, and Customer Relationships
- **Products:** General interest, no specific Sage product, Sage Fixed Assets [FAS]
- **Session Type:** Solution Deep Dives

This session will discuss a best practice property appraisal process from review of current values to the commissioning and receipt of the valuation consulting report. You will learn about the insurance market forces that are driving the demand for supportable values; how to conduct your own initial diagnostic review of your current property values; and the use of appropriate selection criteria for valuation consultants. The session will also highlight the optional levels of service appropriate for valuing properties in both public and private entities, and the structuring of an affordable appraisal program over a numbers of years.

Wed July 30 02:00 PM - 03:30 PM PDT
      Location: Banyan B
      Speakers: Mark Bobber (Vice President Senior Managing Director, American Appraisal), Bradley Schulz (Director, Fixed Asset Management & Insurance Solutions, American Appraisal)

SAL-554: Orange is the new black: Brand and culture within an organization

- **Tracks:** Strengthening Sales, Marketing, and Customer Relationships
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Business Thought Leadership

The intent of this session is to discuss how developing a highly visible brand and spirited corporate culture create fuel for business growth and development.

Wed July 30 02:00 PM - 03:30 PM PDT
      Location: Jasmine F
      Speaker: Robert Johnson (Avalara Evangelist, Avalara)

IND-557: 'The Soft Edge' : Three business leaders discuss lessons from the book

- **Tracks:** Industry Best Practices
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Business Thought Leadership

Rich Karlgaard, entrepreneur-turned-publisher, columnist, angel investor, and speaker, will deliver a keynote on Wednesday morning at 10:30 a.m. Join us for this special Wednesday afternoon session, where Rich will lead executives from three different types of companies in a discussion of his latest book, 'The Soft Edge: Where Great Companies Find Lasting Success'. They will discuss the "five key variables" and how lessons from the book are relevant to and play out in each executive's business. Immediately following, Rich will hold a special book signing event, where the first 250 people will receive a free copy of this book.

Wed July 30 03:00 PM - 03:45 PM PDT
Location: Sage Booth Theater
Speakers: Paul Hamilton (CFO, Peacock Alley), Rich Karlgaard (Forbes), Sean Snyder (Trend Trunk), Denise Zannu (Black Mermaid's Natural Soaps & Products)

MAX-209: Take control over your payroll processing with Sage HRMS Payroll solution

- **Tracks:** Maximizing Your Workforce and Benefits
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Insights

A high-level overview of Sage HRMS Payroll and how this robust in-house payroll solution will benefit midsized organizations.

Wed July 30 03:00 PM - 03:45 PM PDT
Location: Lead small theater   ⊘ Full
Speaker: Jessica Morency (Field Sales Engineer, Sage)

Thu July 31 10:00 AM - 10:45 AM PDT
Location: Lead small theater   ⊘ Full
Speaker: Jessica Morency (Field Sales Engineer, Sage)

BUS-101: Achieve success in a mobile world with Sage 100 and 300 ERP mobile apps

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage Connected Services
- **Session Type:** Solution Insights

See how Sage Mobile Sales, Sage Mobile Service, and Sage Billing and Payment will help you close larger deals, provide better customer service, and get paid faster. For a low monthly fee, these exciting mobile apps and web solutions connect your Sage 100 or 300 ERP system through the cloud to your field sales reps' tablets or your service tech's phone or automatically sends invoices to your customers, which reduces your AR costs and provides real-time visibility into receivables.

Wed July 30 04:00 PM - 04:45 PM PDT
Location: Innovate small theater   ⊘ Full
Speaker: Andrea Ainslie (Sage)

Thu July 31 12:00 PM - 12:45 PM PDT
Location: Innovate small theater
Speaker: Andrea Ainslie (Sage)

BUS-458: You need to be a little crazy to start and run your own business

- **Tracks:** Business Performance in the Digital Age
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Business Thought Leadership

The best way to debunk myths about start-up business is to tell the truth: You have to be crazy to start a business. Entrepreneurs live at the complex intersection of business, financial health, physical well-being, spiritual wholeness, and family life. Tidbits of insight will vaporize isolation, encourage self-reflection, and refresh the spirit of anyone running his or her own business. Barry discusses what it really takes to be successful in both business and your life.

Wed July 30 04:00 PM - 04:45 PM PDT
Location: Lead large theater
Speaker: Barry Moltz

BUS-574: MasterCard: Learn how to reduce your receivables processing costs by up to 52%!

- **Tracks:** Business Performance in the Digital Age
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Business Thought Leadership

Learn how to make B2B payments work harder for your bottom line. Initiating payments, waiting for checks to arrive, and extending credit to customers can drain your accounts-receivables resources and drive up the costs of getting paid. Get the latest on electronic payment solutions designed to help increase productivity and profits while enhancing security and control.

Wed July 30 04:00 PM - 04:45 PM PDT
>> **Location:** Profit large theater
>> **Speaker:** Marlon Dungo (MasterCard)

BUS-104: Deep dive into the new Sage 100 and 300 ERP Profitability Dashboard

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 ERP [Accpac]
- **Session Type:** Solution Deep Dives

The new Sage Intelligence Profitability Dashboard gives you instant access to trends in sales margins and automatically displays your top five customers and items. We'll show you how you'll be able to easily drill down into details using Excel 2007 or 2010. The Profitability Dashboard also allows you to extended functionality using Excel 2013, such as Power View, Mapping, and Timelines.

Wed July 30 04:00 PM - 05:00 PM PDT
>> **Location:** South Seas F
>> **Speaker:** Guillermo Tellez

BUS-113: Best practices for getting paid quickly

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 ERP [Accpac], Sage Connected Services
- **Session Type:** Solution Deep Dives

Want to improve your collections? What do other companies do? What are the best methods to use, and what are the key metrics to watch? Attend this session to get new ideas on how to improve your cash flow and collections.

Wed July 30 04:00 PM - 05:00 PM PDT
>> **Location:** South Seas I
>> **Speaker:** Jennifer Schwarz (Product Manager, Sage)

BUS-263: Sage business partners: Sage 300 ERP--Secrets to a Successful Install using Microsoft SQL Server

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 300 ERP [Accpac]
- **Session Type:** Solution Deep Dives

In this session we'll help you unlock the secrets for a successful installation of Sage 300 ERP with Microsoft SQL Server. We'll cover many best practices used in the field, including: selecting the appropriate database recovery model, how different RAID levels impact performance, creating appropriate database maintenance plans, using appropriate indexes for Sage 300 ERP finders, using DBDump and DBLoad, Maintenance Plans, and more.

Wed July 30 04:00 PM - 05:00 PM PDT
>> **Location:** Jasmine F
>> **Speaker:** Richard Jang (Product Analyst, Sage)

BUS-293: Sage business partners: Sage ERP X3--Data imports, exports, and migration--v6 / version 7

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage ERP X3
- **Session Type:** Solution Deep Dives

There are many methods used to move data into and out of Sage ERP X3. In this session we will focus on the more technical aspects of the data migration process including writing script files to manipulate data for import or after export. This is an important process for partners to master as they prepare to move a customer from one ERP system to Sage ERP X3.

Wed July 30 04:00 PM - 05:00 PM PDT
>> **Location:** Jasmine G
>> **Speakers:** Bruno Gonzalez (Sage), James Kraeuter (Technical Services Manager, Sage), Scott Shifko (Senior Technical Consultant, Sage)

BUS-295: Sage ERP X3: Evolution of the SAFE X3 technology platform within Sage ERP X3 (basic)

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage ERP X3
- **Session Type:** Solution Deep Dives

Understand the changes that have taken place in the Sage ERP X3 v7 platform and the future benefits around the new development methods. This session is a nondeveloper session. For a more technical session register for Sage ERP X3 session BUS-294.

Wed July 30 04:00 PM - 05:00 PM PDT
>> **Location:** Banyan D
>> **Speakers:** Ian de Leon (Solution Engineer, Sage), Bret Elliott (Sr. Director Pre-Sales, Sage)

BUS-307: Sage ERP X3: Learn how Sage ERP X3 will help to grow my business

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage ERP X3
- **Session Type:** Solution Insights

Hear an update from Nonni's Food LLC's CIO, Kelly Tryon, a little more than a year from their go-live with Sage ERP X3. Learn how it helped to stabilize their business and create a foundation that is going to support the business to grow forward.

Wed July 30 04:00 PM - 05:00 PM PDT
>> **Location:** Jasmine C
>> **Speakers:** Kelly Gezo (Strategic Account Manager Sage ERP X3, Sage), Kelly Tryon (CIO, Nonni's Foods LLC)

BUS-363: Discover ERP solutions for the future--a customer perspective

- **Tracks:** Business Performance in the Digital Age
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Insights

We would like to invite you to attend an informative session, where you can hear from Sage customers who have successfully migrated to another Sage ERP solutions. We will also discuss the risks of staying on unsupported software, the benefits of modern ERP solutions, and avoiding pitfalls when migrating to a new system. Get practical information and learn how to properly prepare and execute your ERP migration strategy.

Wed July 30 04:00 PM - 05:00 PM PDT
      Location: Lagoon GH
      Speakers: Christy Hudson (Product Manager, Sage), Daniel Oh (Director, Inside Sales, Sage)

BUS-398: Departments vs. projects in Sage 50--Canadian Edition: Which is which and when?

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 50 Accounting—Canadian Edition [Simply Accounting]
- **Session Type:** Solution Deep Dives

Make the right choice! Learn the difference between departments and projects and explore adding budgeting and forecasting to the process.

Wed July 30 04:00 PM - 05:00 PM PDT
      Location: Palm B
      Speaker: Dianne Mueller (Owner, Soma Small Business Solutions)

BUS-414: Business intelligence for the financial manager: How Sage Intelligence can make you a financial genius

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 ERP [Accpac], Sage 500 ERP [MAS 500], Sage ERP X3
- **Session Type:** Solution Deep Dives

Is preparing financials a challenge in your business? Let us show you how Sage Intelligence can make you a financial genius by automating the reporting process and giving you access to real-time financial reports in Excel. Easily provide meaningful sales and other management reports to your colleagues at the click of a button.

Wed July 30 04:00 PM - 05:00 PM PDT
      Location: South Seas E
      Speaker: Mike Brennan

BUS-421: Sage 100 ERP: Beginning and intermediate tips and analysis for Sage 100 ERP applications

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200]
- **Session Type:** Solution Deep Dives

This session is for beginner and intermediate software use tips and tricks and troubleshooting from the front office to back office. We will address common challenges with entry, data handling, improved processing of key areas, inventory valuations, physical counts, period and year-end closing of modules, and payroll reporting.

Wed July 30 04:00 PM - 05:00 PM PDT
      Location: South Seas G
      Speakers: Shelley Arnold (SENIOR CUSTOMER SUPPORT SPECIALIST, Sage), Gina Thompson (Support Specialist, Sage)

BUS-426: Sage 100 ERP: Experience the simplicity of Sage 100 ERP integrated payments

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200]
- **Session Type:** Solution Deep Dives

Make life easier for you and the companies you do business with, including your customers. Join us for this session to explore the benefits of processing payments through Sage 100 ERP. We will cover information on credit card processing, Level 3 credit card processing (accepting P-cards), and ACH. Learn how Sage Billing and Payment can help streamline payment processing for your receivables.

Wed July 30 04:00 PM - 05:00 PM PDT
      Location: South Seas C
      Speakers: Deborah Nelson (Product Manager - Sage 100 ERP, Sage), Jennifer Schwarz (Product Manager, Sage), Johnnie Woodward (Field Sales Engineer, Sage)

BUS-435: Electronic cash: The evolution of the digital wallet

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 100 Standard ERP [MAS 90], Sage 300 ERP [Accpac], Sage 500 ERP [MAS 500], Sage ERP X3, Sage Payment Solutions
- **Session Type:** Solution Insights

The days of the paper check and hard currency in business are declining. Is your business ready to manage cash flows with the digital wallet? What do you need to know about security, compliance, and technology to remain competitive?

Wed July 30 04:00 PM - 05:00 PM PDT
　　　　　Location: Banyan E
　　　　　Speaker: Todd Metheny (Product Manager, Sage)

BUS-490: Alternatives to Microsoft Office Desktop

- **Tracks:** Business Performance in the Digital Age
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Deep Dives

Learn about Microsoft Office 365 and Google Docs. HIPAA compliance changes may impact the way you work!

Wed July 30 04:00 PM - 05:00 PM PDT
　　　　　Location: South Seas J
　　　　　Speaker: Randy Johnston (Executive CP, K2 Enterprises)

IND-136: Construction Showcase: Are you ready for a construction-specific software solution?

- **Tracks:** Industry Best Practices
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Insights

Learn about the Sage solutions that connect your company throughout the entire building lifecycle: estimates, project accounting, project management, field operations, service, and property management.

Wed July 30 04:00 PM - 05:00 PM PDT
　　　　　Location: Jasmine B
　　　　　Speaker: Vic Turner (Field Partner Advocate III, Sage)

IND-200: Sage Inventory Advisor for distributors

- **Tracks:** Industry Best Practices
- **Products:** Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 ERP [Accpac], Sage 500 ERP [MAS 500], Sage ERP X3
- **Session Type:** Solution Deep Dives

Still using spreadsheets and complex custom reports to manage your inventory? Learn how Sage Inventory Advisor can improve your productivity and reduce the opportunity for error. Use intuitive visual tools to help improve customer satisfaction by carrying the inventory your cusotmers want to buy and improve your fill rates. Identify slow-moving items and optmize your inventory.

Wed July 30 04:00 PM - 05:00 PM PDT
　　　　　Location: Banyan B
　　　　　Speakers: Craig De Kock (Managing Director, Netstock), Siobhan Finders (Product Manager, Sage), Tom Wilson (Product Specialist - Sage Inventory Advisor, Sage)

IND-216: Test driving Sage 50 Quantum Accounting--U.S. Edition (hands-on)

- **Tracks:** Industry Best Practices
- **Products:** Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum]
- **Session Type:** Solution Deep Dives

Gain the most out of your investment. Learn more about Sage 50 Quantum Accounting--U.S. Edition and its benefits for your business.

Wed July 30 04:00 PM - 05:00 PM PDT
　　　　　Location: Lagoon EF
　　　　　Speaker: Julianne Connell (Trainer, Sage)

IND-241: Power of Sage One (hands-on)

- **Tracks:** Industry Best Practices
- **Products:** Sage One
- **Session Type:** Solution Deep Dives

Combine the various office applications you use into Sage One. You will sign up for Sage One and create a company as well as learn the basic functionality of Sage One.

Wed July 30 04:00 PM - 05:00 PM PDT
　　　　　Location: Lagoon KL
　　　　　Speaker: Nakia Christian (Trainer)

IND-361: Customer price management in Sage 500 ERP: How did it come up with that number?

- **Tracks:** Industry Best Practices
- **Products:** Sage 500 ERP [MAS 500]
- **Session Type:** Solution Deep Dives

So you think your customer pricing is too complex for Sage 500 ERP to master. Or somebody else set up the pricing and now you can't figure it out. In either case, this session is for you. We will explain the various pricing methods in Sage 500 ERP, the pricing hierarchy, and even how to do mass pricing changes that could save you grey hairs and hours of lost sleep.

Wed July 30 04:00 PM - 05:00 PM PDT
      Location: South Seas H
      Speaker: Darrick Coles (Director, Sage 500 ERP, Sage)

IND-366: The road ahead: Sage 100 Contractor

- **Tracks:** Industry Best Practices
- **Products:** Sage 100 Contractor [Master Builder]
- **Session Type:** Solution Insights

Join us for this product roadmap session where you'll see a preview of the road ahead for Sage 100 Contractor.

Wed July 30 04:00 PM - 05:00 PM PDT
      Location: Jasmine A
      Speaker: Angela Duncan (Sr. Product Manager, Sage)

IND-394: Sage Fixed Assets: Managing the fixed assets process

- **Tracks:** Industry Best Practices
- **Products:** Sage Fixed Assets [FAS]
- **Session Type:** Solution Deep Dives

Correctly managing and accounting for your fixed assets, from acqusition to disposal, has important financial implications. Let us walk you through the fixed asset process in this hands-on session. You will learn about the various disposal methods, cash and noncash proceeds, expenses of sale, and how to recognize or defer the gain or loss. In addition, we will also run and discuss all of the disposal-related reports.

Wed July 30 04:00 PM - 05:00 PM PDT
      Location: South Seas B
      Speakers: Grant Griebel (Inside Sales Engineer, Sage), Ann Thornsen (Trainer, Sage)

IND-486: Transitioning your practice: Facing the fear

- **Tracks:** Industry Best Practices
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Insights

How many times have you done a deep dive into a model transformation at a conference, gotten really excited where your firm needed to go, and then between the airport and your office, you completely allowed the fear of change and risk to prevent you from making significant changes? This session is about moving beyond the fear and embracing tools to help you know which risks are the right ones to take.

Wed July 30 04:00 PM - 05:00 PM PDT
      Location: Palm A
      Speaker: Jason Blumer, CPA (Chief Innovation Officer, President, Blumer CPAs)

IND-488: Packaging and pricing advisory services for accountants and bookkeepers

- **Tracks:** Industry Best Practices
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Insights

The value of services increase when they are named, packaged, and priced together rather than separately. We will look at the necessary tools to assist you in naming, developing a menu of compliance, performance, and strategic advisory services in addition to a pricing matrix to provide guidance in the sales and pricing process. This is for those who are serious about developing a scalable advisory services business.

Wed July 30 04:00 PM - 05:00 PM PDT
      Location: Palm C
      Speaker: Gary Boomer, CPA, CITP (CEO, Boomer Consulting, Inc.)

IND-505: The retail industry's reset moment: How the power of the consumer Is impacting your business

- **Tracks:** Industry Best Practices
- **Products:** Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 500 ERP [MAS 500], Sage ERP X3
- **Session Type:** Solution Insights

Attend this informative, hour-long conference, presented by SPS Commerce and MAPADOC EDI, to learn the inside information about what retailers are requiring of their suppliers and how you can exceed their expectations to stay competitive in the new age of the omnichannel customer.

Wed July 30 04:00 PM - 05:00 PM PDT
      Location: Banyan C
      Speakers: Dane DeSantis (Channel Sales Manager, SPS Commerce), Hellene Thurston (Director-Channel Sales, SWK Technologies)

MAX-139: Create your own reports with SAP Crystal Reports for Sage HRMS: Part 3 (hands-on)

- **Tracks:** Maximizing Your Workforce and Benefits
- **Products:** Sage HRMS [Abra]
- **Session Type:** Solution Deep Dives

Class 3: Intermediate to advanced level. The Sage HRMS database contains a wealth of information, information that should not stay 'bottled up' in the system, but should be made of use to support the organization. This hands-on session shows you how to 'uncork' the data and create your own reports with SAP Crystal Reports.

Wed July 30 04:00 PM - 05:00 PM PDT
    Location: Lagoon IJ   ⊘ Full
    Speaker: Clay Stauffer (Trainer and Curriculum Developer, Sage)

MAX-368: Sage business partners: Opportunity for growth selling Sage HRMS

- **Tracks:** Maximizing Your Workforce and Benefits
- **Products:** Sage HRMS [Abra]
- **Session Type:** Solution Insights

Small and midsized organizations show an increased interest in solutions for human resource management, payroll, and solutions related to talent management. The portfolio of solutions related to Sage HRMS offers a lucrative opportunity for Sage ERP business partners. In this session we will share recent success stories and discuss how you can grow your business.

Wed July 04:00 PM - 05:00 PM PDT
30   **Location:** Jasmine E
    Speakers: Olivier Cuvillon (Director of Sales, Sage), Christopher Goheen (Strategic Account Manager, Sage), Cristine Hamilton (Channel Manager, Sage), Dana Ross (Sr. Manager Professional Services, Sage)

NAV-561: Economics in one game

- **Tracks:** Navigating the Regulatory Landscape
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Business Thought Leadership

This fun (yes, economics can be fun) and interactive gathering is dedicated to the possibility that the basic tenets of economics are, in fact, in the grasp of the noneconomist. The challenge is that some of these ideas are counterintuitive. In addition, while economics is usually reported in the media by citation of facts and figures, much of the real value of an economy remains silent and unseen. During this gathering, Ed Kless, himself a noneconomist, with your help, will demonstrate these principles. Some of the ideas will resonate; some will cause dissonance; all of them will challenge your thinking and provide you new ammunition in the fight to save our economy and country.

Wed July 30 04:00 PM - 05:00 PM PDT
    Location: Lagoon AB
    Speaker: Ed Kless (Sage)

RIS-340: The what, why, and how of purging data in Sage 500 ERP

- **Tracks:** Managing Risk and Data Security
- **Products:** Sage 500 ERP [MAS 500]
- **Session Type:** Solution Deep Dives

Are your data tables getting too large? Is your performance slowing down? Are you thinking about purging some old data to free up some space on your server? Wait! Stop! Do you know the correct sequence to purge? Have you considered the data integrity concerns? Do you understand the ramifications? This session examines the various utilities, the recommended order of purge, when to enlist the assistance of a consultant, and other pertinent information. You won't want to miss out on this important information.

Wed July 30 04:00 PM - 05:00 PM PDT
    Location: South Seas D
    Speaker: Linda Cade (Senior Product Manager, Sage)

SAL-172: Sage business partners: Helping the buyer successfully through the buying process

- **Tracks:** Strengthening Sales, Marketing, and Customer Relationships
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Insights

Even had a sales process moving forward quickly, only to be stopped right before closing due to an unidentified risk or need? Join us in this session to discuss you can help a company through the buying process, flushing out risks and undiscovered needs early on.

Wed July 30 04:00 PM - 05:00 PM PDT
    Location: Banyan F
    Speaker: Thomas Nolan (Head of Sage CRM On-Premise, Sage)

SAL-333: Supporting your customers for life

- **Tracks:** Strengthening Sales, Marketing, and Customer Relationships
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100

Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Insights

As your customer base grows, how are you servicing them to ensure their success and increase loyalty? Do you understand their needs and how to meet them? Learn about the best practices for delivering the support your customers need to succeed.

Wed July 30 04:00 PM - 05:00 PM PDT
    Location: South Seas A
    Speaker: Joseph Ward (Director, Support & Services, Sage)

SAL-384: Sage CRM: Tips for maximizing sales effectiveness

- **Tracks:** Strengthening Sales, Marketing, and Customer Relationships
- **Products:** Sage CRM
- **Session Type:** Solution Insights

No business wants obstacles to its sales cycles. Attend this session to learn how to identify and remove bottlenecks in your sales process using Sage CRM.

Wed July 30 04:00 PM - 05:00 PM PDT
    Location: Banyan A
    Speakers: William Levesque (Sage), Daniel Wain (Sage)

SAL-390: Sage business partners: Trends in customer relationship management

- **Tracks:** Strengthening Sales, Marketing, and Customer Relationships
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Deep Dives

Join us as we look at the evolving world of customer relationship management, from customer experience to social media as well the basics of customer relationship management. We will explore industry trends, customer demands, and how a CRM system is fundamental to your success.

Wed July 30 04:00 PM - 05:00 PM PDT
    Location: Palm E
    Speaker: David Beard (Sage)

SAL-438: If I can sell Barbie's Dreamhouse . . . How to inspire, influence, and achieve sales greatness'

- **Tracks:** Strengthening Sales, Marketing, and Customer Relationships
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Business Thought Leadership

Take advantage of this exclusive event and meet and greet with the "Million Dollar Man", Josh Altman of Bravo's "Million-Dollar Listing Los Angeles." Hear him discuss his proven multi-million-dollar strategies and techniques to get you and your business to the next level. Whether you are a starting a new business or you are an experienced entrepreneur, real estate agent, investor, or flipper, you are sure to benefit from this event with the most sought-after real estate agent and investor around the world.

Thu July 31 10:00 AM - 10:45 AM PDT
    Location: Lead large theater
    Speaker: Josh Altman (The Million Dollar Man, The Altman Brothers)
Thu July 31 12:00 PM - 12:45 PM PDT
    Location: Connect large theater
    Speaker: Josh Altman (The Million Dollar Man, The Altman Brothers)

SAL-448: Positively outrageous service

- **Tracks:** Strengthening Sales, Marketing, and Customer Relationships
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Business Thought Leadership

'Customer service is the expression of your brand.' Have you ever experienced customer service so good you couldn't wait to talk about it? Then you were probably being served by one of Scott's clients! Scott teaches his customers how to make their customers say "Wow!" His drop-dead funny stories are living reminders that Scott lives the ideas he shares!

Thu July 31 10:00 AM - 10:45 AM PDT
    Location: Connect large theater   ⊘ Full
    Speaker: T. Scott Gross (Author, Positively Outrageous Service)

BUS-124: Is your construction workforce ready for mobile technologies?

- **Tracks:** Business Performance in the Digital Age
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Deep Dives

Learn what business problems mobile solutions can solve for a construction workforce, how to prepare your workforce, and practical, actionable steps to achieve strong ROI when mobilizing your operations.

Thu July 31 10:00 AM - 11:00 AM PDT
        Location: Jasmine A
        Speaker: Barbara Nelson (VP of Marketing, Sage)

BUS-153: Ensuring a successful software implementation

- **Tracks:** Business Performance in the Digital Age
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Insights

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.

Thu July 31 10:00 AM - 11:00 AM PDT
        Location: South Seas G
        Speakers: Danny Estrada (Net@Work), Sean Mooney (Sage)

BUS-181: Tips and tricks for Sage BusinessWorks Accounting

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage BusinessWorks Accounting
- **Session Type:** Solution Deep Dives

Tips and tricks for maximizing the benefit of your Sage BusinessWorks solution.

Thu July 31 10:00 AM - 11:00 AM PDT
        Location: Banyan E
        Speaker: Siobhan Finders (Product Manager, Sage)

BUS-229: The evolution of electronic payments in Canada and the opportunity for your business

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting]
- **Session Type:** Solution Deep Dives

Canada has been one of the most 'electronified' payments jurisdictions in the world, which has had an immense impact on business agility, security and innovation. In this session, the best practices for payment acceptance and processing in Canada will be shared, along with key technology and usage trends, and new solutions that will help you to reimagine and grow your business. Staying abreast of the ways in which your clients can use integrated payment technology will keep your business healthy and prepared for the future.

Thu July 31 10:00 AM - 11:00 AM PDT
        Location: Palm B
        Speakers: Malcolm Fowler (Vice President Financial Institutions and Partner Management, Moneris Solutions), Nancy Harris (SVP/GM Canada, Sage)

BUS-231: Flexible financial reporting with Sage 50--U.S. Edition Intelligence Reporting

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum]
- **Session Type:** Solution Deep Dives

Need flexible financial reports in Excel from your Sage 50--U.S. Edition data? The new Sage Intelligence Report Designer, together with the innovative In-Memory processing engine, provides brilliant performance and enhanced flexibility to complement your current report writing skills. Come and learn how easy it is to move with the times by combining your Crystal Reporting skills with Sage Intelligence for better financial and business reports.

Thu July 31 10:00 AM - 11:00 AM PDT
        Location: South Seas C
        Speaker: Ruth Gray (Product Specialist, Sage)

BUS-266: Sage 300 ERP: Tips and tricks

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 300 ERP [Accpac]
- **Session Type:** Solution Deep Dives

Are you a current Sage 300 ERP user and want to learn how to use your system better? Were you using an older version and recently upgraded? From a beginner to an advanced user, this session will help you increase your productivity using Visual Process Flows, shortcuts for Importing and Exporting

data, and more. You'll get great tips for using both new and existing features, and be able to wow your boss with everything you learned at Summit this year!

Thu July 31 10:00 AM - 11:00 AM PDT
            Location: South Seas E
            Speakers: Deborah Hill (Sales Engineer, Sage), Richard Jang (Product Analyst, Sage)

BUS-305: Sage ERP X3 community collaboration on distribution and manufacturing

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage ERP X3
- **Session Type:** Solution Deep Dives

This roundtable session is an opportunity to network with other Sage ERP X3 customers with similar job roles. This session will focus on the area of Distribution and Manufacturing The roundtable discussions will cover key business problems and give you an opportunity to learn how other Sage ERP X3 customers manage the solutions.

Thu 10:00 AM - 11:00 AM PDT
July **Location:** Lagoon AB
31 **Speakers:** Linda Adams (Sr. Director RD, Sage ERP X3, Sage), Grant Ball (Sage), Dominique Bopp (Software evangelist, Sage), Denis Cohen Salmon (Head of Sales Performance Support and Presales Center, Sage), Alain De Martin De Vivies (Sage), Scott Graybill (Senior Technical Consultant, Sage), Danielle Holt (Sage), Jeffery Law (Sr. Manager, Sage ERP X3 RD, Sage), Bruno Marchand (Solution expert - Presales, Sage), Daniel Nery (Sage PSG Senior Manager, Sage), Russell Slaymaker (Sage ERP X3 Portfolio Manager, Sage), Sally Swoboda (Sr. Business Analyst, Sage)

BUS-331: Sage Intelligence Report Designer Add-in: Revolutionizing financial reporting for Sage 100 and 500 ERP

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 500 ERP [MAS 500]
- **Session Type:** Solution Deep Dives

The powerful Report Designer Add-in is an alternative to the current report layout generator to empower Sage 100 and 500 ERP Intelligence Reporting users to take control of all design aspects of their reporting layouts. It includes an In-Memory processing engine for brilliant performance, control, and enhanced flexibility.

Thu July 31 10:00 AM - 11:00 AM PDT
            Location: South Seas A
            Speaker: Sandra Smith (Sage Intelligence Product Specialist Partner Enablement, Sage)

BUS-337: Sage business partners: Become a Sage Inventory Advisor advocate

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 ERP [Accpac], Sage 500 ERP [MAS 500], Sage ERP X3
- **Session Type:** Solution Deep Dives

Sage ERP business partners attending this session will learn how to identify customers who will benefit from Sage Inventory Advisor and how easy it is to become an advocate for this powerful solution for distributors and manufacturers.

Thu July 10:00 AM - 11:00 AM PDT
31 **Location:** Jasmine E
            Speakers: Craig De Kock (Managing Director, Netstock), Siobhan Finders (Product Manager, Sage), Tom Wilson (Product Specialist - Sage Inventory Advisor, Sage)

BUS-375: Mobile and cloud technology enables success today and in the future.

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 ERP [Accpac]
- **Session Type:** Solution Deep Dives

Learn how you can use today's mobile and cloud technology to be successful conducting business anytime and anywhere and be prepared for the future. See how our newest Sage cloud and mobile solutions drive growth and success with fast deployment, secure access, and flexibility when conditions change. New and future mobile apps will keep you connected to your customers and arm you with the tools you need to provide a better customer experience.

Thu July 10:00 AM - 11:00 AM PDT
31 **Location:** South Seas I
            Speakers: Karen Hyman (Manager, Product Marketing, Sage), Sean Leonard (Sr Product Manager Mobile and Web apps, Sage), Guillermo Tellez

BUS-383: Tips for enhancing the user experience in Sage ERP X3 (Hands-on)

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage ERP X3
- **Session Type:** Solution Deep Dives

Discover how changes to Sage ERP X3 environment can ease or enhance the workflow experience. This session will highlight user parameter, user defaults, and personalization styles. See what users can do for themselves and improve their own Sage ERP X3 experience.

Thu July 31 10:00 AM - 11:00 AM PDT
            Location: Lagoon IJ   ⊘ Full
            Speakers: Scott Shifko (Senior Technical Consultant, Sage), Douglas Thorpe (Senior Trainer, Sage)
Thu July 31 04:00 PM - 05:00 PM PDT
            Location: Lagoon IJ   ⊘ Full
            Speaker: Douglas Thorpe (Senior Trainer, Sage)

BUS-399: The nuts and bolts of multicurrency for Sage 50--Canadian Edition

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 50 Accounting—Canadian Edition [Simply Accounting]
- **Session Type:** Solution Deep Dives

Multicurrency made simple! Learn all the steps from setup to reporting.

Thu July 31 10:00 AM - 11:00 AM PDT
   Location: Banyan C
   Speakers: Julianne Connell (Trainer, Sage), Leyla Szabo-Kustan (President, MOSAIC WEST)

BUS-422: Sage 100 ERP: Advanced tips and analysis for Sage 100 ERP applications

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200]
- **Session Type:** Solution Deep Dives

Join us to learn advanced tips and tricks for application troubleshooting and getting more out of your Sage 100 ERP solution. We'll cover advanced-level information on valuations, physical counts, and ways to streamline processing to manage your business more efficiently.

Thu July 31 10:00 AM - 11:00 AM PDT
   Location: South Seas F
   Speakers: Shelley Arnold (SENIOR CUSTOMER SUPPORT SPECIALIST, Sage), Gina Thompson (Support Specialist, Sage)

BUS-432: Sage business partners: Fixed asset management for the small business

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage Fixed Assets [FAS]
- **Session Type:** Solution Deep Dives

Using a fixed asset management solution to manage your assets has a perception of requiring a healthy investment in time and money. Join us for this session and let us introduce you to a new solution that will change that perception and help your business better manage your time and money invested in your assets.

Thu July 31 10:00 AM - 11:00 AM PDT
   Location: Jasmine F
   Speaker: William Huang (Sen. Product Manager, Sage)

BUS-437: Sage 100 ERP: Get the most out of your Sage CRM integration--Advanced

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200]
- **Session Type:** Solution Deep Dives

Your Sage 100 ERP system helps you manage the financial and operational aspects of your business. Sage CRM helps to establish a positive, consistent experience when customers interact with your company. Join us for this session to learn more advanced information about the integration linking Sage 100 ERP 2014 and Sage CRM 7.2, including typical and unusual network configurations, development's approach to using Sage CRM 7.2 Client Side API, a review of Java Script and page customization code, multicompany integration, running CRM in an SSL environment, and advanced tips and tricks for conversion/migration/upgrading and troubleshooting the integration. This session is not for beginners, and all attendees should have a basic understanding of how Sage CRM integrates with Sage 100 ERP.

Thu July 31 10:00 AM - 11:00 AM PDT
   Location: South Seas D
   Speakers: Kent Mackall (Senior Software Engineer, Sage), Steffen Urban (Customer Support Senior Specialist, Sage)

BUS-493: Accounting professionals, engage your cloud clients

- **Tracks:** Business Performance in the Digital Age
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Insights

With a new model shift comes a need for a new client engagement strategy. How do you effectively onboard new accounting clients, and what tools do you need to set the stage with new cloud clients?

Thu July 31 10:00 AM - 11:00 AM PDT
   Location: Palm A
   Speaker: Jody Padar, CPA, MST (CEO & Principal, New Vision CPA Group)

BUS-569: Sage 300 ERP: Influence the design of Bank Reconciliation

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 300 ERP [Accpac]
- **Session Type:** Solution Deep Dives

Help drive the future design of your Sage 300 ERP product in this participatory session on Bank Reconciliation processing, where you can engage directly with representatives from our research and development team. You will have an opportunity to review and provide input on future performance and functionality improvements.

Thu July 31 10:00 AM - 11:00 AM PDT
        Location: Palm E
        Speakers: Donal De Paor (Senior Product Manager, Sage), Richard Jang (Product Analyst, Sage)

IND-350: Increase efficiencies and save money with mass data updates using APIs and Data Import Manager

- **Tracks:** Industry Best Practices
- **Products:** Sage 500 ERP [MAS 500]
- **Session Type:** Solution Deep Dives

Designed for the customer who needs to bring in large amounts of data on a regular basis. This session focuses on the various data import tools in Sage 500 ERP and the module utilities designed to simplify mass updates. See the latest in mass pricing updates, as well as how to build an import using Data Import Manager, schedule a recurring import, and import pending cash receipts. This is a can't-miss session for any business with high transaction volume or frequent updates to vendor, customer, or item records.

Thu July 31 10:00 AM - 11:00 AM PDT
        Location: South Seas H
        Speaker: Darrick Coles (Director, Sage 500 ERP, Sage)

IND-377: Know before you partner: What general contractors and subcontractors need to know during subcontractor prequalification

- **Tracks:** Industry Best Practices
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Insights

Expert panel discussion: Everyone's success on a project depends on the project partners. Many GCs survive and thrive based on the vitality of their subcontractor network and vice versa. How do you select and choose the right subcontractor? What do subcontractors need to do to stay in demand with their GCs? How do you ensure the ongoing GC/sub relationship is mutually beneficial and win/win?

Thu July 31 10:00 AM - 11:00 AM PDT
        Location: Jasmine C
        Speaker: Dennis Stejskal (VP - Sage Construction and Real Estate, Sage)

IND-386: Track profitability through job costing: Sage 50--U.S. Edition (hands-on)

- **Tracks:** Industry Best Practices
- **Products:** Sage 50 Accounting—U.S. Edition [Peachtree]
- **Session Type:** Solution Deep Dives

In this hands-on lab session learn how to set up a job with phases and cost codes to maximize the precision of your analysis. You will record expenses and revenues then utilize the job's reports to evaluate the profitability of any aspect of the job.

Thu July 31 10:00 AM - 11:00 AM PDT
        Location: Lagoon EF
        Speaker: Nakia Christian (Trainer)

IND-415: Why you should ditch Excel to create your estimates

- **Tracks:** Industry Best Practices
- **Products:** Sage Estimating [Timberline Estimating]
- **Session Type:** Solution Deep Dives

Tired of bidding on jobs and realizing the estimate was inaccurate due to bad formulas or outdated pricing? Are you trying to make estimating more consistent across your team of estimators? Are you ready to analyze estimates and improve future ones? Move from Excel to estimating software and best estimating practices.

Thu July 31 10:00 AM - 11:00 AM PDT
        Location: Jasmine B
        Speakers: Vicki Roberge (Product Marketing Manager, Sage), Christopher Waymire (Curriculum Developer Trainer, Sage)

MAX-393: Streamline your onboarding process

- **Tracks:** Maximizing Your Workforce and Benefits
- **Products:** Sage HRMS [Abra]
- **Session Type:** Solution Insights

When new hires or employees need to complete a required list of forms, it's usually a chore for them to see what forms are required, locate the right forms, and figure out what's already been completed or understand the routing to management. Learn in this session how technology can assist you to bring new hires on board, creating a smooth and paperless onboarding process. You never have a second chance to make a first impression . . .

Thu July 31 10:00 AM - 11:00 AM PDT
        Location: Banyan D
        Speakers: Mark Butje (Sr. Director, Product Marketing, Sage), Brian Delphia (CEO, Delphia Consulting)

MAX-483: Empowering employees with Sage Employee Self Service

- **Tracks:** Maximizing Your Workforce and Benefits
- **Products:** Sage HRMS [Abra]
- **Session Type:** Solution Deep Dives

Enable your employees to request time off, review pay history, update contact information, and more with just a few mouse clicks. Instead of calling the HR department with routine inquiries, employees and managers can access and review information regarding time off, current benefits, and current job details anytime, anyplace over the Internet or company intranet.

Thu July 31 10:00 AM - 11:00 AM PDT
        Location: Banyan F
        Speaker: Reinaldo Camera (Senior Field Sales Engineer, Sage)

NAV-385: Your business and the new IRS repair and capitalization regulations for 2014

- **Tracks:** Navigating the Regulatory Landscape
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Deep Dives

January 1, 2014, brought new IRS repair and capitalization requirements that affect every business. Join us to learn more about how to manage these new fixed asset regulations.

Thu July 31 10:00 AM - 11:00 AM PDT
        Location: South Seas B
        Speaker: Carl Thompson (Business Analyst, Sage)

SAL-226: Maximizing value from your website

- **Tracks:** Strengthening Sales, Marketing, and Customer Relationships
- **Products:** General interest, no specific Sage product, Sage CRM, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Insights

Every business needs a corporate website, but are you deriving the maximum value from it? Attend this session to see how you can effectively funnel data directly to different departments in your organization from your website. Empower your customers with always available knowledgebases that allow them access the information they need when they need it, lowering your overhead to provide customer support.

Thu July 31 10:00 AM - 11:00 AM PDT
        Location: Banyan B
        Speakers: Robert Lawson Jr. (Field Sales Engineer III - Sage CRM, Sage), Thomas Nolan (Head of Sage CRM On-Premise, Sage)

SAL-301: Sage business partners: Sage ERP X3--How to market and sell the Sage ERP X3 solution

- **Tracks:** Strengthening Sales, Marketing, and Customer Relationships
- **Products:** Sage ERP X3
- **Session Type:** Solution Deep Dives

In this session come learn about the Sage ERP X3 customer challenges, targets, and messaging and discover new tools to help you market and sell the solution more effectively.

Thu July 31 10:00 AM - 11:00 AM PDT
        Location: Jasmine G
        Speakers: Matthew Groom (Product Marketing Manager, Sage), Jeffrey Mills

SAL-387: Tracking your business processes

- **Tracks:** Strengthening Sales, Marketing, and Customer Relationships
- **Products:** General interest, no specific Sage product, Sage CRM, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Insights

Do you need visibility across a business process on produce a audit trail required by law? Attend this session to learn how Sage CRM provides you with the visibility you need into the sales process, customer service cases, or other business processes you need to track. Learn how to differentiate your business by offering service-level agreements to your customers, and how Sage CRM can help you deliver that extraordinary level of service.

Thu July 31 10:00 AM - 11:00 AM PDT
        Location: Banyan A
        Speaker: Peter Wolf (Sage CRM Expert, Azamba Inc.)

IND-560: Top ten business myths

- **Tracks:** Industry Best Practices
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy

- **Session Type:** Business Thought Leadership

This session is dedicated to the possibility that many myths exist about business and it would be better to rid ourselves of these ideas. Thinking about these myths is hard because it requires us to examine some of our most deeply held beliefs and either dismiss them or at least think differently about them. If you are interesting in having a conversation about business myths, you are invited to attend this session facilitated by Ed Kless, Sage senior director of partner development and strategy.

Thu July 31 11:00 AM - 11:45 AM PDT
        Location: Lead small theater ⊘ Full
        Speaker: Ed Kless (Sage)

MAX-451: Millennial loyalty? How to get it. How to keep it

- **Tracks:** Maximizing Your Workforce and Benefits
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Business Thought Leadership

There are ways to gain loyalty from Millennials both in the workplace and as consumers. However, this generation engages and expects certain deliverables, therefore changing corporate America and how new products and services are being marketed today. This session will break down what truly makes Millennials happy in the workplace, debunk myths about this generation's values, and share insight on how to "Millennialize" your work environment. In addition we will talk about consumer loyalty and how Millennials want to engage and collaborate with their favorite brands. You will definitely walk away from this session with a clear understanding of the do's and don'ts that will influence Millennials' brand loyalty.

Thu July 31 11:00 AM - 11:45 AM PDT
        Location: Connect large theater
        Speaker: Chelsea Krost (TV Radio Talk Show Host and Millennials Lifestyle Expert, Chelsea Krost Productions)

SAL-446: How to be a social media ninja

- **Tracks:** Strengthening Sales, Marketing, and Customer Relationships
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Business Thought Leadership

Is social media still a mystery to you? Let Melinda Emerson teach you how she became SmallBizLady and how you can become a social media ninja too. Melinda is a pioneer in social media marketing who is also the social media columnist for the New York Times. She'll offer tips on the dos and don'ts of building a social media brand, creating a blog, and determining your best social media platform and build a following in just one hour a day. You'll learn how social media can become your number-one marketing tool in your small business.

Thu July 31 11:00 AM - 11:45 AM PDT
        Location: Innovate large theater
        Speaker: Melinda Emerson (President, Quintessence Group)

BUS-150: Designing financial statements in Sage 50--U.S. Edition

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 50 Accounting—U.S. Edition [Peachtree]
- **Session Type:** Solution Deep Dives

In this session, you will learn how to create customized financial statements for your business.

Thu July 31 11:30 AM - 12:30 PM PDT
        Location: South Seas J
        Speaker: Julianne Connell (Trainer, Sage)

BUS-268: Sage 300 ERP: Customer panel

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 300 ERP [Accpac]
- **Session Type:** Solution Deep Dives

Several customers will share how they've solved their business problems and become successful using their Sage 300 ERP system. They'll also be available to answer your questions so you can potentially leverage their ideas for your business.

Thu July 31 11:30 AM - 12:30 PM PDT
        Location: South Seas D
        Speakers: Donal De Paor (Senior Product Manager, Sage), Karen Hyman (Manager, Product Marketing, Sage)

BUS-276: Sage 50 Accounting--U.S. Edition product vision and mobile cloud solutions open discussion: Part 2

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 50 Accounting—U.S. Edition [Peachtree]
- **Session Type:** Solution Insights

In this session, product management will answer your questions about the Sage 50 Accounting product and mobility roadmap. Attendees are encouraged to ask questions and provide their feedback.

Thu July 31 11:30 AM - 12:30 PM PDT
        Location: South Seas I
        Speakers: Scott Munro (Sage), Matt Russell (Product Manager, Sage)

BUS-313: Sage ERP X3: Maximizing your process manufacturing capabilities

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage ERP X3
- **Session Type:** Solution Deep Dives

Hear from Sage ERP X3 process manufacturing customers--ABC Compounding and Pecora--on how they are using Sage ERP X3 to transform their business and grow forward. Myra Hager from ABC Compounding and Deb Raskob from Pecora will discuss their business challenges and give you insights that you can also start applying right away!

Thu July 11:30 AM - 12:30 PM PDT
31   **Location:** South Seas B
        Speakers: Kelly Gezo (Strategic Account Manager Sage ERP X3, Sage), Myra Hager (Vice President, ABC Compounding Co., Inc), Deborah Raskob (Controller, Pecora Corporation)

BUS-316: Sage ERP X3: Prepare your Sage ERP X3 solution for infinity and beyond

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage ERP X3
- **Session Type:** Solution Deep Dives

Looking to increase the performance of your Sage ERP X3 database? Join us to discover best practices for maintaining your database to deliver the best possible performance from Sage ERP X3.

Thu July 31 11:30 AM - 12:30 PM PDT
        Location: South Seas H
        Speakers: Bobby Delamater, Bruno Gonzalez (Sage)

BUS-333: Sage Intelligence: Tips and tricks for power users

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 ERP [Accpac], Sage 500 ERP [MAS 500]
- **Session Type:** Solution Deep Dives

If you are already using Sage Intelligence with your Sage ERP solution, this session will provide you with useful tips for taking it to the next level. Improve customizations, get the reports that meet the needs of your business, and more. We will provide you with examples you can use to get in-depth reporting methodology, and advanced tips to help you get ROI improvements.

Thu July 31 11:30 AM - 12:30 PM PDT
        Location: South Seas F
        Speaker: Sandra Smith (Sage Intelligence Product Specialist Partner Enablement, Sage)

BUS-338: Sage One--Canadian Edition product vision and open discussion

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting]
- **Session Type:** Solution Deep Dives

Moving to the cloud is a big step. If you're already there or are looking at the cloud for small business start-up clients, this is a must-attend session. Product roadmap will discuss Sage One and Sage One Invoicing as they are today and will also reveal new functionality of payroll and inventory.

Thu July 31 11:30 AM - 12:30 PM PDT
        Location: Palm B
        Speaker: Michael Savory (Product Manager, Sage)

BUS-352: Sage business partners: Successfully demonstrating Sage ERP X3

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage ERP X3
- **Session Type:** Solution Deep Dives

Want to learn the best way to present Sage ERP X3 to prospects? In this session we will break down a typical overview demonstration and highlight the key skills necessary to deliver an exciting Sage ERP X3 demo and presentation

Thu July 31 11:30 AM - 12:30 PM PDT
        Location: Jasmine G
        Speakers: Randy Bacchus, Allan Fine (Senior Solution Engineer, Sage)

BUS-372: Sage Budgeting and Planning: Streamline and enhance your budgeting process beyond Excel

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 ERP [Accpac], Sage 500 ERP [MAS 500], Sage ERP X3
- **Session Type:** Solution Deep Dives

Attend this session to learn how to streamline and enhance your budgeting process with Sage Budgeting and Planning. This is an ideal session for customers who use Sage 100 ERP, Sage 300 ERP, Sage 500 ERP, or Sage ERP X3.

Thu July 31 11:30 AM - 12:30 PM PDT
Location: South Seas E
Speaker: Gary Maher (Regional Sales Manager, Sage)

BUS-382: Tips and tricks for Sage BusinessVision Accounting

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage BusinessVision Accounting
- **Session Type:** Solution Deep Dives

Tips and tricks to maximize the utility of your Sage BusinessVision product!

Thu July 31 11:30 AM - 12:30 PM PDT
Location: Banyan F
Speaker: Siobhan Finders (Product Manager, Sage)

BUS-407: Increase profitability and customer satisfaction using Sage Inventory Advisor

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 ERP [Accpac], Sage 500 ERP [MAS 500], Sage ERP X3
- **Session Type:** Solution Deep Dives

Attend this session to learn how Sage Inventory Advisor will help you manage your inventory better by reducing stock outs, improving customer satisfaction and your bottom line. Learn how quickly and easily you can begin to use this web-based analysis and forecasting tool. If you have one wharehouse or many, we can help you reduce your excess inventory and stock outs.

Thu July 31 11:30 AM - 12:30 PM PDT
Location: Banyan E
Speakers: Craig De Kock (Managing Director, Netstock), Siobhan Finders (Product Manager, Sage), Tony Sinton (CEO, NetStock), Tom Wilson (Product Specialist - Sage Inventory Advisor, Sage)

BUS-494: Delivering on your value promise with cloud clients

- **Tracks:** Business Performance in the Digital Age
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Deep Dives

A cloud and value pricing model sets the stage for more regular interactions with your clients and bundles incremental value into your brand promise. How do you, as an accounting or bookkeeping firm, plan and deliver on your promise?

Thu July 31 11:30 AM - 12:30 PM PDT
Location: Palm A
Speaker: Jody Padar, CPA, MST (CEO & Principal, New Vision CPA Group)

BUS-528: Supply chain emerging technology for Sage 100 ERP

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 500 ERP [MAS 500]
- **Session Type:** Solution Insights

Join us for a 10,000-ft. overview of the supply chain and how emerging technology provides opportunities to automate your ERP software. We will discuss common pain points in managing the supply chain and ways third-party solutions improve the process. Learn supply chain best practices and information on barcode automation, EDI, and how they fit into the puzzle in our informative session.

Thu July 31 11:30 AM - 12:30 PM PDT
Location: Banyan C
Speakers: Devin Ambron (Director of Business Development and Marketing, Scanco), Cody Smith (National Account Manager, Scanco)

BUS-564: Sage Alerts and Workflow: Become a proactive organization

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 100 Standard ERP [MAS 90], Sage 300 ERP [Accpac], Sage 500 ERP [MAS 500]
- **Session Type:** Solution Insights

Sage Alerts and Workflow will monitor your Sage ERP for anything you want to know—overdue customers, low inventory, change in buying trends, and much more. Set up automatic alerts, distribute reports, and even update your business applications so you can be more proactive. Attend this session to learn how you can create your personalized email alerts, generate reports, and create graphic alerts.

Thu July 31 11:30 AM - 12:30 PM PDT
Location: Banyan A
Speakers: Don Farber (VP Sales Marketing, Vineyardsoft Corporation), Karen Hyman (Manager, Product Marketing, Sage)

Thu July 31 02:00 PM - 03:30 PM PDT
Location: South Seas D   🟠 Full
Speakers: Don Farber (VP Sales Marketing, Vineyardsoft Corporation), Karen Hyman (Manager, Product Marketing, Sage)

IND-156: Manufacturing management in a modern, mobile manner

- **Tracks:** Industry Best Practices
- **Products:** Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 ERP [Accpac], Sage 500 ERP [MAS 500], Sage ERP X3

- **Session Type:** Solution Insights

Are you attempting to go lean with your manufacturing processes? Looking for ways to increase efficiencies and do more with less? This session covers both the basics and some advanced tips and tricks to help your operation run more efficiently using the features in your ERP solution.

Thu July 31 11:30 AM - 12:30 PM PDT
      Location: Palm C
      Speaker: Bruce Brown (Website Pipeline)

IND-184: Sage business partners: Optimize your Sage Mobile demos

- **Tracks:** Industry Best Practices
- **Products:** Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 ERP [Accpac], Sage Connected Services
- **Session Type:** Solution Deep Dives

Sage business partners attending this session will learn how easy it is to use Sage ERP Demo images to set up and configure the Sage Data Cloud, to wow customers when you demo Sage Mobile Sales and Sage Mobile Service on mobile devices. Maximize the effectiveness of all your prospect and customer demos. Get your Sage ID and learn how easy it is to get started today.

Thu July 31 11:30 AM - 12:30 PM PDT
      Location: Jasmine E
      Speaker: Johnnie Woodward (Field Sales Engineer, Sage)

IND-367: The road ahead: Sage 300 Construction and Real Estate

- **Tracks:** Industry Best Practices
- **Products:** Sage 300 Construction and Real Estate [Timberline Office]
- **Session Type:** Solution Insights

Join us for this product roadmap session where you'll see a preview of the road ahead for Sage 300 Construction and Real Estate.

Thu July 31 11:30 AM - 12:30 PM PDT
      Location: South Seas A
      Speaker: Jeff Adams (Sr. Product Manager, Sage)

IND-379: Best practices to win more work: Qualify, track, and win more bids

- **Tracks:** Industry Best Practices
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Insights

Join this expert panel discuss best practices to win more work: How do you prioritize, track, and schedule bid invites? Manage bid flow and make strategic decisions about which bids to pursue.

Thu July 31 11:30 AM - 12:30 PM PDT
      Location: Jasmine C
      Speaker: Vicki Roberge (Product Marketing Manager, Sage)

IND-391: Sage business partners: Under the hood of Sage 50--U.S. Edition

- **Tracks:** Industry Best Practices
- **Products:** Sage 50 Accounting—U.S. Edition [Peachtree]
- **Session Type:** Solution Deep Dives

Unlock the secrets of the Database engine. This technical class will cover Pervasive and troubleshooting.

Thu July 31 11:30 AM - 12:30 PM PDT
      Location: Jasmine F
      Speaker: Nakia Christian (Trainer)

IND-392: Sage Fixed Assets: Conducting a physical inventory (hands-on)

- **Tracks:** Industry Best Practices
- **Products:** Sage Fixed Assets [FAS]
- **Session Type:** Solution Deep Dives

If the task of assessing and managing a physical inventory of your fixed assets seems daunting, that is because it can be! But it isn't as bad as you think when you have the right tools. Join us in this hands-on session and see just how easy it can be to conduct a fixed asset inventory with Sage Fixed Assets--Tracking. Not only will you receive instruction on the process of conducting an inventory, but you will also use some of the hardware and software to perform your own small inventory in session. Don't put it off another year! If you have thought about conducting a fixed asset inventory but don't know where to start or feel overwhelmed, this session is for you.

Thu July 31 11:30 AM - 12:30 PM PDT
      Location: Lagoon IJ
      Speaker: Suzanne Pedone (CEO, Inventory Management Solutions)

IND-399: Warehouse automation with Sage ERP X3

- **Tracks:** Industry Best Practices
- **Products:** Sage ERP X3
- **Session Type:** Solution Deep Dives

Discuss how to use ADC to improve your warehouse's automation and use bar coding to prevent mistakes

Thu July 31 11:30 AM - 12:30 PM PDT
        Location: South Seas C
        Speakers: Scott Graybill (Senior Technical Consultant, Sage), Daniel Nery (Sage PSG Senior Manager, Sage)

MAX-140: Create your own reports with SAP Crystal Reports for Sage HRMS: Part 4 (hands-on)

- **Tracks:** Maximizing Your Workforce and Benefits
- **Products:** Sage HRMS [Abra]
- **Session Type:** Solution Deep Dives

Class 4: Using SAP Crystal Reports with Sage HRMS Payroll (advanced). The Sage HRMS database contains a wealth of information, information that should not stay 'bottled up' in the system, but should be made of use to support the organization. This hands-on session shows you how to 'uncork' the data and create your own reports with SAP Crystal Reports.

Thu July 31 11:30 AM - 12:30 PM PDT
        Location: Lagoon CD   🚫 Full
        Speaker: Clay Stauffer (Trainer and Curriculum Developer, Sage)

MAX-220: Manage your employee payroll in Sage 50 Accounting--Canadian Edition (hands-on)

- **Tracks:** Maximizing Your Workforce and Benefits
- **Products:** Sage 50 Accounting—Canadian Edition [Simply Accounting]
- **Session Type:** Solution Deep Dives

Looking to learn payroll? Come experience the day in a life of payroll processor.

Thu July 31 11:30 AM - 12:30 PM PDT
        Location: Lagoon EF
        Speakers: Julianne Connell (Trainer, Sage), Leyla Szabo-Kustan (President, MOSAIC WEST)

MAX-369: Track and manage training with Sage HRMS Cyber Train

- **Tracks:** Maximizing Your Workforce and Benefits
- **Products:** Sage HRMS [Abra]
- **Session Type:** Solution Deep Dives

Training is very important to an organization for many reasons. Providing training to your employees improves employee performance is an investment in retaining your top talent, helps promote quality work, allows employees to stay current with technology so they can remain ahead of the competition, builds skills, motivates your employees, and ensures compliance. Learn in this session how Sage HRMS Cyber Train can help you track and manage training for your company.

Thu July 31 11:30 AM - 12:30 PM PDT
        Location: Banyan D
        Speakers: Mark Butje (Sr. Director, Product Marketing, Sage), Sean Pomeroy (Top Dog, Visibility Software)

MAX-370: Sage business partners: New additions to the Sage HRMS product portfolio

- **Tracks:** Maximizing Your Workforce and Benefits
- **Products:** Sage HRMS [Abra]
- **Session Type:** Solution Deep Dives

Sage Employer Solutions endorsed several new solutions for its Sage HRMS product portfolio. Learn about the why, the what, and the how of these solutions. Why should the customer be interested, what are the benefits, what does it do, and how is it done? How can it help you as a business partner?

Thu July 31 11:30 AM - 12:30 PM PDT
        Location: Lagoon GH
        Speaker: Jennifer Dungan (Director of Product Management, Sage)

RIS-190: How to make the cloud safe

- **Tracks:** Managing Risk and Data Security
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Insights

The rise of cloud computing and the notion that information technology can be delivered in a highly scalable way is generating excitement. However, with highly publicized security breaches frequently in the news, keeping data secure is often a key concern for business owners, CIOs, and their accountants. This session will explore how the cloud can actually be a safer alternative to storing data locally, and you will learn some proven best practices to help you safeguard your data.

Thu July 31 11:30 AM - 12:30 PM PDT
        Location: Jasmine A
        Speaker: Christian Rubach (Enterprise Software Architect, Sage Software)

RIS-353: Sage 500 ERP: Where are we going from here? Planning for your next ERP solution

- **Tracks:** Managing Risk and Data Security
- **Products:** Sage 500 ERP [MAS 500]
- **Session Type:** Solution Deep Dives

This session includes content and an open discussion format to help you prepare for migration to your next Sage ERP. We'll help you understand the trigger events as well as the feature timeline to determine the right time to have the conversation, what Sage is doing to protect the customer environment, and what resources are available to assist in the migration.

Thu July 31 11:30 AM - 12:30 PM PDT
      Location: Lagoon AB
      Speaker: Linda Cade (Senior Product Manager, Sage)

RIS-382: Are you mitigating large financial risks of subcontractor and vendor compliance?

- **Tracks:** Managing Risk and Data Security
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Insights

Management and liability of subcontractors have become increasingly complex and critical as economic and market conditions have changed. There are a slew of items that need to be tracked and received in order to be assured of compliance and minimize risk.

Thu July 31 11:30 AM - 12:30 PM PDT
      Location: Jasmine B
      Speaker: Will Ivy (Product Marketing Manager, Sage)

SAL-166: Sage CRM: Going to the cloud with Sage CRM

- **Tracks:** Strengthening Sales, Marketing, and Customer Relationships
- **Products:** Sage CRM
- **Session Type:** Solution Deep Dives

You have heard a lot about cloud-based CRM systems, but how do you know if it's the right fit for your company? Join this session to learn about going to the cloud with Sage CRM and hear from other companies that have made the transition. Learn more about the Sage Data Cloud and how it will further extend Sage CRM for your business.

Thu July 31 11:30 AM - 12:30 PM PDT
      Location: Banyan B
      Speakers: Dan Cousins (Sage CRM Practice Manager, DCAA), William Levesque (Sage)

SAL-240: Sage business partners: Sage CRM: Positioning Sage CRM to nonbelievers

- **Tracks:** Strengthening Sales, Marketing, and Customer Relationships
- **Products:** Sage CRM
- **Session Type:** Solution Deep Dives

One of the toughest obstacles is when one of the decision makers at a prospect company doesn't understand nor believes in customer relationship management. Join us to learn how to position Sage CRM to your customers who don't see the value and ROI of CRM. Learn what tools and resources are available to you to help you in handling common objections.

Thu July 31 11:30 AM - 12:30 PM PDT
      Location: Palm E
      Speaker: David Beard (Sage)

SAL-282: Sage CRM: What's new in Sage CRM

- **Tracks:** Strengthening Sales, Marketing, and Customer Relationships
- **Products:** Sage CRM
- **Session Type:** Solution Deep Dives

Attend this session and learn how you can best leverage the new mobile, social media, and productivity-focused product enhancements in the most recent Sage CRM releases.

Thu July 31 11:30 AM - 12:30 PM PDT
      Location: South Seas G
      Speaker: Clare Cummins (Manager, Product Management, Sage CRM, Sage)

IND-537: Anyone can innovate. Seriously.

- **Tracks:** Industry Best Practices
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Business Thought Leadership

Possibly the buzz word of the year, innovation makes the world go round--or at least the SMB world. How can a small or mid-sized business make innovation happen? This session will be moderated by Gabrielle Boko, EVP of marketing for Sage North America, and will feature a panel of leaders from various businesses and industries sharing their best practices and methods. You'll take home executable ideas, tools, and techniques for innovating within your business.

Thu July 31 12:00 PM - 12:45 PM PDT
      Location: Sage Booth Theater

Speakers: Gabrielle Boko (EVP, Marketing, Sage North America), Carrie Enders (RE Suspension), Andrew Schuman (Hammond's Candies), Sean Snyder (Trend Trunk)

MAX-473: Affordable Care Act snapshot: Where are we now?

- **Tracks:** Managing Risk and Data Security
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Business Thought Leadership

Truth be told, the Obamacare rollout has had a rocky start. There have been several problem areas, including the adjusted community rating, expansive minimum benefit requirements, and mandates that penalize full-time work. This session will explore a range of issues related to ACA, including the recent delay in executing the mandate for midsized firms (moving the date into 2016), the emergence of "risk corridors," the "muddy math" borne of the exchange system, the shift in the way independent contractors and unions are treated, and the need to comply with a wide range of new rules, particularly the ones that say the businesses can't be charged more if their workers have health problems, by October. This track will provide an essential overview of the current state of the ACA and provide invaluable perspective on the ways businesses can ensure their in compliance and prepare for and avoid potential difficulties.

Thu July 31 12:00 PM - 12:45 PM PDT
      Location: Lead large theater
      Speaker: Kimberly Weisul (Editor-at-Large, Inc.)

RIS-402: MasterCard: Protecting your customers and your business--The latest in payment security

- **Tracks:** Managing Risk and Data Security
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Insights

Data security is top of mind for nearly everyone today. In this session, MasterCard will discuss the challenges merchants and banks face in keeping data safe--and the new opportunities available for small businesses from more secure payment technologies like EMV. In addition, MasterCard will demonstrate some of its cutting edge control and alert products that banks can offer business owners to help them define how, when and where employees can use their business cards.

Thu July 31 12:00 PM - 12:45 PM PDT
      Location: Profit large theater
      Speakers: Johan Gerber (Group Head Processing Solutions, MasterCard), Illya Shell (Vice President, Commercial Products, MasterCard)

MAX-447: Cues, clues, and tattoos . . . What to do when Millennials run the world

- **Tracks:** Maximizing Your Workforce and Benefits
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Business Thought Leadership

My way. Right away. Why pay? That's the Millennial mantra. Some say Millennials are spoiled and entitled. Some say Millennials are leading us to where we should have gone in the first place. No matter which viewpoint is right, Millennials are here to stay. Deal with it!

Thu July 31 01:00 PM - 01:45 PM PDT
      Location: Innovate large theater   🟠 Full
      Speaker: T. Scott Gross (Author, Positively Outrageous Service)

MAX-450: Attracting the Millennials: Marketing messages that connect

- **Tracks:** Maximizing Your Workforce and Benefits
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Business Thought Leadership

This generation full of "Digital Natives" may be the most connected generation, but the question is, How do you connect? Millennials are skilled at finding ways to avoid, skip, and block traditional ads. We're skeptical, transparent, and equipped with all the information we need right in our iPhones, making us a tricky target for marketers. It takes a Millennial to figure out the marketing tactics that excite, engage, and influence this generation. Big brands are taking drastic measures to attract the Millennial generation and with good reason. By 2020, Millennials with have combined spending power of 200 billion dollars, and 30% of all retail sales will be to this generation. "Every brand and retailer had better be repositioning their offerings and shopping experience to cater to the generational onslaught of the Millennials, soon to put to shame the once vaunted purchasing power of the boomers," Lewis, CEO of "The Robin Report."

Thu July 31 01:00 PM - 01:45 PM PDT
      Location: Connect large theater
      Speaker: Chelsea Krost (TV Radio Talk Show Host and Millennials Lifestyle Expert, Chelsea Krost Productions)

MAX-559: Trends in compensation and benefits: Compensation planning, total rewards, and private exchanges

- **Tracks:** Maximizing Your Workforce and Benefits
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Business Thought Leadership

Thu July 31 01:00 PM - 01:45 PM PDT
    Location: Lead large theater
    Speakers: Steven Guyer (Mercer), Adam Hull

RIS-476: Building a bulletproof financial plan

- **Tracks:** Managing Risk and Data Security
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Business Thought Leadership

Someone once said the best offense is a good defense. You never know where your next expansion opportunity will come from, so it pays to be prepared--in the short term, in the long term, and for the future. In this dynamic session, you will learn the core issues relating to building a financial plan for growth and how to easily and effectively design a financial plan that can both weather any storm and leverage the best of boom times so your firm is well-capitalized under any circumstances. Topics will include: Filling short-term cash flow gaps, building the optimal capital structure, maintaining your "cash flow pulse," and lifecycle financing.

Thu July 31 01:00 PM - 01:45 PM PDT
    Location: Profit large theater 🔸 Full
    Speaker: Ami Kassar (CEO & Founder, MultiFunding)

BUS-143: Sage ERP X3: Customer best practices for manufacturing

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage ERP X3
- **Session Type:** Solution Deep Dives

Learn best practices for using Sage ERP X3 in a manufacturing environment. Harold Cook from Seals Eastern will discuss their business challenges as a leading manufacturer. The session will cover managing production, options for tracking inventory use, and managing work orders.

Thu July 31 02:00 PM - 03:30 PM PDT
    Location: South Seas H
    Speakers: Harold Cook IV (Design Engineer, Seals Eastern Inc.), Anders Linden (Strategic Account Manager, Sage)

BUS-204: What is cloud computing, and is it right for your business?

- **Tracks:** Business Performance in the Digital Age
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Insights

Not all clouds are created equal. In this session we'll share the different types of cloud services. You will learn what the different types of cloud technologies do, how they integrate, and best practices for implementation hosting, IaaS, SaaS, portals, and more. We'll also discuss AWS, Azure, and Google as some of the popular choices. Lastly, we will explore the things you should consider before deciding whether to use on-premises, hosted, or pure cloud solutions, and we will help you determine the best fit for your business.

Thu July 31 02:00 PM - 03:30 PM PDT
    Location: South Seas E
    Speakers: Roderick Sharper, Stephen Smith

BUS-233: Optimizing and automating Sage ERP X3

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage ERP X3
- **Session Type:** Solution Deep Dives

Learn from the Sage ERP X3 experts on how the batch server can be used to automate reports and how customers can improve their own processes by looking at logs. This session will also focus on general areas within Sage ERP X3 to consider optimizing and automating after the implementation is complete.

Thu July 31 02:00 PM - 03:30 PM PDT
    Location: Jasmine E
    Speakers: Scott Graybill (Senior Technical Consultant, Sage), Scott Shifko (Senior Technical Consultant, Sage)

BUS-302: Sage business partners: Sage ERP X3 community collaboration

- **Tracks:** Business Performance in the Digital Age

- **Products:** Sage ERP X3
- **Session Type:** Solution Deep Dives

This roundtable session is an opportunity to network with other Sage ERP X3 business partners discussing the additional products used to complete a customer solution and cover the most common areas that require some expertise. Come share your challenges with R&D to discuss the areas that can make Sage ERP X3 easier to implement and maintain. Please come prepared with examples and samples of the expectation.

Thu July 31 02:00 PM - 03:30 PM PDT
Location: Lagoon AB
Speakers: Linda Adams (Sr. Director RD, Sage ERP X3, Sage), Jeff Anderson (Product Manager, Sage), Grant Ball (Sage), Dominique Bopp (Software evangelist, Sage), Christopher Corder (Sr. Product Manager, ISV Ecosystem for Sage Mid-Market, Sage), James Kraeuter (Technical Services Manager, Sage), Jeffery Law (Sr. Manager, Sage ERP X3 RD, Sage), Daniel Nery (Sage PSG Senior Manager, Sage), Beth Spreitzer (Senior Software Engineer, Sage), Sally Swoboda (Sr. Business Analyst, Sage)

BUS-335: Sage business partners: Sage Intelligence--Why it should be a part of every consultants' toolkit

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 ERP [Accpac], Sage 500 ERP [MAS 500], Sage ERP X3
- **Session Type:** Solution Deep Dives

As a Sage business partner and trusted advisor to your customers, help them gain and maintain a competitive edge. Join Sage partner Eric Anderson and Sage Alchemex Sales Director Stephen Coull. You'll also understand why having Sage Intelligence as part of your toolkit can increase sales and drive customer satisfaction.

Thu July 31 02:00 PM - 03:30 PM PDT
Location: Jasmine F
Speakers: Stephen Coull (Sales Director, Sage), Mark Eddy

BUS-357: Sage 500 ERP: Business Intelligence and reporting options--the right tool for the job!

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 500 ERP [MAS 500]
- **Session Type:** Solution Deep Dives

This overview of the business intelligence and reporting options in Sage 500 ERP includes important information on advances in Sage 500 ERP Intelligence Reporting, a sneak peek at Sage Enterprise Intelligence, and some tips and tricks for working with the native BI tools.

Thu July 31 02:00 PM - 03:30 PM PDT
Location: South Seas J
Speaker: Linda Cade (Senior Product Manager, Sage)

BUS-376: Time-saving tips and tricks for Sage 50--U.S. Edition

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 50 Accounting—U.S. Edition [Peachtree]
- **Session Type:** Solution Deep Dives

In this session, you will learn many time-saving techniques that will help you use the system more efficiently.

Thu July 31 02:00 PM - 03:30 PM PDT
Location: Palm A
Speaker: Julianne Connell (Trainer, Sage)

BUS-411: What's in your customers' digital wallet?

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 ERP [Accpac]
- **Session Type:** Solution Deep Dives

New methods of electronic and mobile payments are appearing every day. How do these new methods fit in with your business-to-business and business-to-consumer activities and your current receivables methods? In this session we'll cover best practices and the available options to meet your buisness needs.

Thu July 31 02:00 PM - 03:30 PM PDT
Location: Banyan D
Speaker: Jennifer Schwarz (Product Manager, Sage)

BUS-416: Why you should move to digital takeoff to help you win more work

- **Tracks:** Business Performance in the Digital Age
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Deep Dives

What are the benefits of digital takeoff? What do you look for in a product? Digital takeoff solutions are a great way to stick your toe in if you want to start working with automated estimating but want to manage the scope of your investment.

Thu July 31 02:00 PM - 03:30 PM PDT
Location: Jasmine C
Speakers: Vicki Roberge (Product Marketing Manager, Sage), Christopher Waymire (Curriculum Developer Trainer, Sage)

BUS-419: If you want to win more construction work, learn why using a customer relationship management (CRM) system can help

- **Tracks:** Business Performance in the Digital Age
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Insights

Construction companies are just beginning to see the benefits of using CRM (customer relationship management) systems. Find out how you can gain a competitive advantage and win more work by taking advantage of automated CRM.

Thu July 31 02:00 PM - 03:30 PM PDT
Location: Jasmine A
Speakers: Diane Haines (Sr Dir, Product Marketing, Sage), Gregory Kirshe (Principal, United Solutions), Edward O'Shea (President, Strategies Group, Inc)

BUS-424: Sage 100 ERP: Influence the design

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200]
- **Session Type:** Solution Deep Dives

Help drive the future design of your Sage 100 ERP product in this participatory session, where you can engage directly with representatitves from our research and development team. You will have an opportunity to review and provide input on future product concepts.

Thu July 31 02:00 PM - 03:30 PM PDT
Location: South Seas G
Speakers: Diane Coffman (Product Owner/Business Analyst Sage 100 ERP, Sage), Deborah Nelson (Product Manager - Sage 100 ERP, Sage)

BUS-500: Sage One overview for accounting professionals: How it fits in your portfolio

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage One, Sage Accountants Network
- **Session Type:** Solution Deep Dives

This is your opportunity to see the latest version of Sage One in action and to get a preview of what's next. By attending, you'll learn about the types of businesses for which Sage One was designed, the problems it solves, and when it is the right fit for your clients.

Thu July 31 02:00 PM - 03:30 PM PDT
Location: Palm B
Speakers: Alistair Ellis (Senior Product Manager, Sage), Erin Thompson (Marketing Manager, Sage)

BUS-575: No more SPAM! Everything you need to know about the Canadian Anti-Spam Law

- **Tracks:** Business Performance in the Digital Age
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Business Thought Leadership

The Canadian Anti-Spam Law is in effect as of July 1, 2014. What does this mean to you and your business? Well, it could mean a lot if you are not "in the know" about these new government guidelines. Learn more about the three-stage approach to rolling out this legislation and how you can safely market to clients and prospects who provide express consent. This is a big change for Canadian businesses. Learn how these changes affect you.

Thu July 31 02:00 PM - 03:30 PM PDT
Location: Palm E
Speaker: Bradley Freedman (Partner, Borden Ladner Gervais LP)

IND-348: Sage 500 ERP: What are you missing, and what are you waiting for? Experiencing an upgrade: A customer's perspective

- **Tracks:** Industry Best Practices
- **Products:** Sage 500 ERP [MAS 500]
- **Session Type:** Solution Deep Dives

This session is for people who are still clinging to an older version of Sage 500 ERP or are on the fence about whether or not to take on an upgrade project. Come hear from your peers about their experience and the advantages gained from the newer version.

Thu July 31 02:00 PM - 03:30 PM PDT
Location: South Seas C
Speakers: Jonathan Abebe (Sage), Richard Zervakos (Sage 500 Account Manager, Sage)

IND-352: Automate to work smarter, not harder and reap the benefits in efficiency and growth

- **Tracks:** Industry Best Practices
- **Products:** Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 ERP [Accpac], Sage 500 ERP [MAS 500], Sage ERP X3
- **Session Type:** Solution Insights

This panel discussion ties together the various resources to automate and simplify your business processes. Today's customer expects more and varied access to information. Let our panel of experts introduce you to just how efficient your internal operations can be by leveraging automation tools.

Thu July 31 02:00 PM - 03:30 PM PDT
      Location: South Seas A
      Speaker: Joe Noll (RKL eSolutions)

MAX-482: Improve efficiency and go green by making the move to a paperless HR environment

- **Tracks:** Maximizing Your Workforce and Benefits
- **Products:** Sage HRMS [Abra]
- **Session Type:** Solution Deep Dives

Going digital instead of using paper has many advantages. This session will focus mainly on the efficiencies you can gain by streamlining the collection and approval of employee data using the web and paperless forms. Learn how Sage HRMS HR Actions by Delphia Consulting enables you to easily create paperless forms using any fields from Sage HRMS.

Thu July 31 02:00 PM - 03:30 PM PDT
      Location: South Seas I
      Speakers: Mark Butje (Sr. Director, Product Marketing, Sage), Brian Delphia (CEO, Delphia Consulting)

RIS-252: Can you afford to lose a million dollars? Learn how Sage construction products can help you mitigate compliance risks that could tank your company.

- **Tracks:** Managing Risk and Data Security
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Insights

Learn how Sage can help your organization define what items are important to track, when these items are expected, and how the system can help keep you informed to minimize your exposure of liability.

Thu July 31 02:00 PM - 03:30 PM PDT
      Location: Jasmine B
      Speaker: Will Ivy (Product Marketing Manager, Sage)

SAL-152: Driving business value from integration of Sage CRM and Sage ERP

- **Tracks:** Strengthening Sales, Marketing, and Customer Relationships
- **Products:** Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 ERP [Accpac], Sage CRM
- **Session Type:** Solution Deep Dives

Come and learn how you can extract value from seeing a 360-degree view of your customer by integration information from your back-office ERP system with a front-office CRM system. Understand how you can leverage that information to deliver better marketing, sales, and customer service experiences for your prospects and customers as well as better customer visibility for your own company.

Thu July 31 02:00 PM - 03:30 PM PDT
      Location: Banyan C
      Speakers: Robert Lawson Jr. (Field Sales Engineer III - Sage CRM, Sage), Peter Wolf (Sage CRM Expert, Azamba Inc.)

SAL-162: Sage CRM: Getting the information you need when you need it using the Sage CRM Dashboard

- **Tracks:** Strengthening Sales, Marketing, and Customer Relationships
- **Products:** Sage CRM
- **Session Type:** Solution Deep Dives

In your CRM system, there is a wealth of information that can be overwhelming to understand or analyze. In this session you will learn how to easily customize the Sage CRM dashboard to meet the needs of your business.

Thu July 31 02:00 PM - 03:30 PM PDT
      Location: Banyan A
      Speaker: Tom Nolan (Sage)

SAL-163: Getting your business on board with customer relationship management

- **Tracks:** Strengthening Sales, Marketing, and Customer Relationships
- **Products:** Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage CRM
- **Session Type:** Solution Insights

Feel like your business could do better with customers 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 articulating the challenges, understanding measurable benefits, and delivering a highly successful CRM initiative within your company. Take home some resources to help kick-start a CRM initiative at your company.

Thu July 31 02:00 PM - 03:30 PM PDT
      Location: Banyan B
      Speakers: David Beard (Sage), Fran Meggs (Director, Enbu Consulting)

SAL-363: The power of payment processing with Sage 50--U.S. Edition

- **Tracks:** Strengthening Sales, Marketing, and Customer Relationships
- **Products:** Sage 50 Accounting—U.S. Edition [Peachtree]

- **Session Type:** Solution Deep Dives

This session will help you expand sales channel by providing the knowledge on how to process credit card payment while on the go.

Thu July 31 02:00 PM - 03:30 PM PDT
      Location: Banyan E
      Speaker: Nakia Christian (Trainer)

SAL-401: Sage Fixed Assets: The importance of cost segregation

- **Tracks:** Strengthening Sales, Marketing, and Customer Relationships
- **Products:** Sage Fixed Assets [FAS]
- **Session Type:** Solution Deep Dives

Cost segregation is the process of identifying personal property assets that are grouped with real property assets and separating out personal assets for tax reporting purposes. In this session you will learn about the importance of cost segregation studies, how to reduce your company's tax liabilities by properly identifying "personal property" or "land improvements" under the federal tax code, and how to maximize depreciation deductions for your business. Don't miss this session if you want to maximize the cash flow from your fixed assets.

Thu July 31 02:00 PM - 03:30 PM PDT
      Location: Banyan F
      Speaker: Scott Swarts (President, Paragon Systems)

SAL-498: Accounting Professionals - Unlock your creativity

- **Tracks:** Strengthening Sales, Marketing, and Customer Relationships
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Insights

Are you stuck in a rut of "Same As Last Year" and missing potential opportunities or not asking the right questions and missing potential areas of risk? Do you wish you were more creative in your thinking so you can uncover opportunities or potential area of risk? Are you saying to yourself that "I am an accountant, I am not creative." Well, you are incorrect. This course will demonstrate proven methods that accountants can use to unlock their creativity.

Thu July 31 02:00 PM - 03:30 PM PDT
      Location: South Seas F
      Speaker: Jennifer Elder, CPA, CMA, CIA, CFF, CGMA

BUS-118: Do you have the right information to assure profitability? Improve your business visibility and profitability by producing more accurate forecasts using Sage 300 Construction and Real Estate

- **Tracks:** Business Performance in the Digital Age
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Deep Dives

Accurate forecasting is essential to help you make timely decisions that will impact the profitability of your construction projects. Attend this session to see how you can gain business visibility and produce more accurate forecasts using Sage 300 Construction and Real Estate.

Thu July 31 04:00 PM - 05:00 PM PDT
      Location: Jasmine A
      Speaker: Dennis Stejskal (VP - Sage Construction and Real Estate, Sage)

BUS-174: Thinking about your IT department as part of the business strategy

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage ERP X3
- **Session Type:** Solution Insights

This workshop will help customers change how they think about their IT department and challenge them to analyze their business strategy. Learn how ERP should be part of the strategy.

Thu July 31 04:00 PM - 05:00 PM PDT
      Location: Banyan C
      Speakers: James Kraeuter (Technical Services Manager, Sage), Michael Reinert (Senior Manager of IT, AquaPhoenix Scientific)

BUS-245: Program roundtable: Sage 50 Accounting--Canadian Edition Sage Accountants Network members

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage Accountants Network
- **Session Type:** Solution Deep Dives

This roundtable is facilitated by Jennifer Warawa and the Sage Accountants Network team and moderated by the partner advisory committee (PAC). In this session, work with members of your PAC, collecting feedback and suggestions on a variety of topics including membership benefits, communications, and more.

Thu   04:00 PM - 05:00 PM PDT
July 31 Location: Lagoon AB

Speakers: Kimberly Creamore (Manager, Partner Programs, Sage), Mark Hubbard (Regional Cloud Solutions Consultant, Sage), Erin Thompson (Marketing Manager, Sage), Jennifer Warawa (Vice President General Manager, Sage Accountant Solutions, Sage), Diana Waterman (Director, Partner Programs, Sage)

BUS-288: Sage ERP X3 v7 introduction to landed costs, warehouses, and legislations

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage ERP X3
- **Session Type:** Solution Deep Dives

Join this session to learn how Sage ERP X3 v7 can help track advanced purchase costs, manage locations at a warehouse, and track legislations along with other functional features of v7.

Thu July 31 04:00 PM - 05:00 PM PDT
 Location: Palm C
 Speakers: William Dyer (Solution Engineer Sage ERP X3, Sage), Allan Fine (Senior Solution Engineer, Sage)

BUS-336: Why use Sage Intelligence and not just Excel?

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 50 Accounting—U.S. Edition [Peachtree], Sage 100 Standard ERP [MAS 90], Sage 300 ERP [Accpac], Sage 500 ERP [MAS 500], Sage CRM, Sage ERP X3
- **Session Type:** Solution Deep Dives

Sage Intelligence addresses your need for more reporting flexibility for many reasons. Come see why. Among them you can take data stored in your Sage ERP as well as other sources such as Excel, CRM, Access, and so on. It pulls the data you need into Microsoft Excel report templates so you and your business managers can easily analyze the data.

Thu July 31 04:00 PM - 05:00 PM PDT
 Location: South Seas E
 Speaker: Sandra Smith (Sage Intelligence Product Specialist Partner Enablement, Sage)

BUS-339: Tips and tricks for getting the best ROI from your Sage 100 ERP

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200]
- **Session Type:** Solution Deep Dives

If you are already using Sage 100 ERP, this session will provide you with useful tips for improving many aspects of your productivity and get a better return on your investment. Make sure your system is set up to follow your business rules, optimize customizations, and meet the needs of your business. We will provide you with examples; you can immediately put to use these advanced tips to help you get improved ROI.

Thu July 31 04:00 PM - 05:00 PM PDT
 Location: South Seas G
 Speaker: Johnnie Woodward (Field Sales Engineer, Sage)

BUS-374: Sage 300 ERP Federal and State eFiling

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 300 ERP [Accpac]
- **Session Type:** Solution Deep Dives

Make sure your payroll reporting is accurate and secure. Streamline your tax reporting processes with Sage 300 ERP Federal and State eFiling and Reporting module capabilities. Eliminate manual form creation and save time by choosing from over 250 federal and state forms for unemployment, withholding, new hire reports, W-2s, W-3s, and 1099s.

Thu July 31 04:00 PM - 05:00 PM PDT
 Location: South Seas D
 Speaker: Donal De Paor (Senior Product Manager, Sage)

BUS-418: Sage 100 ERP: Learn how customers have scaled up their systems and when they decided to move

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200]
- **Session Type:** Solution Deep Dives

Customers will share how they have successfully scaled up their Sage 100 ERP systems to handle large user counts and high-volume transactions and their thoughts about when is a good time to move to a new system.

Thu July 31 04:00 PM - 05:00 PM PDT
 Location: South Seas C
 Speaker: Chris Powers (Customer Support Account Manager, Sage)

BUS-425: Sage 100 ERP: Benefits of staying current and what's new in 2014?

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200]
- **Session Type:** Solution Deep Dives

Are you still using older versions of Sage 100 ERP (formerly Sage ERP MAS 90 and 200)? Join us at this session to learn about the benefits in moving to the most current release, Sage 100 ERP 2014. If you are still using 4.4, 4.5, or even older versions, we'll show you all the great features you're missing by not running your business on the latest version of Sage 100 ERP 2014 and get a sneak peek of what will be in Sage 100 ERP 2015.

Thu July 31 04:00 PM - 05:00 PM PDT
 Location: South Seas A

Speakers: Vanessa Chambers (Senior Product Manager, Sage), Emily Correa (CX Product Specialist, Sage), Deborah Nelson (Product Manager - Sage 100 ERP, Sage)

BUS-436: Mobilizing manufacturing in Sage 500 ERP

- **Tracks:** Business Performance in the Digital Age
- **Products:** Sage 500 ERP [MAS 500]
- **Session Type:** Solution Deep Dives

Mobile and manufacturing in the same sentence? At first glance it doesn't make sense. This session covers the uses for mobility in the form of hand-held scanners, tablets, and others to improve efficiencies in your manufacturing operations with Sage 500 ERP.

Thu July 31 04:00 PM - 05:00 PM PDT
      Location: Palm B
      Speakers: Evan Garber (President, Escape Velocity Systems), Scott Kameron (VP of Operations, Escape Velocity Systems)

IND-345: Optimizing supply chain efficiency for distribution

- **Tracks:** Industry Best Practices
- **Products:** Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 ERP [Accpac], Sage 500 ERP [MAS 500], Sage ERP X3
- **Session Type:** Solution Insights

Attend this session to see the latest in supply chain optimization solutions including warehouse automation, picking, packing, shipping, and tracking tools proven to save you time, increase accuracy, improve customer satisfaction, and save you money at every touch point from the time inventory arrives on your dock until it safely arrives in your customer's hands.

Thu July 31 04:00 PM - 05:00 PM PDT
      Location: Jasmine C
      Speaker: Nathan Brown (Managing Partner - Development, Escape Velocity Systems)

IND-430: Weathering the storm: Practical business planning

- **Tracks:** Industry Best Practices
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Insights

An NFIB survey shows that 29.7% of companies are affected by natural disasters, and 40% of those affected don't reopen. No one wants to contemplate a disaster, but hurricanes, earthquakes, tornadoes, floods, storms, and blizzards are facts of nature. Simple planning now can do more than just increase your bottom line; it can be a real life saver should disaster strike.

Thu July 31 04:00 PM - 05:00 PM PDT
      Location: South Seas B
      Speakers: Crystal Bryan (Director of Financial Services, Del Papa Distributing), Grant Griebel (Inside Sales Engineer, Sage)

RIS-344: What every IT manager should know about managing Sage 500 ERP

- **Tracks:** Managing Risk and Data Security
- **Products:** Sage 500 ERP [MAS 500]
- **Session Type:** Solution Deep Dives

If you manage IT operations for Sage 500 ERP, this is a must-attend course. We will cover best practices for system maintenance, user maintenance, and security, and even how to plan for the application of product updates.

Thu July 31 04:00 PM - 05:00 PM PDT
      Location: South Seas H
      Speaker: Phillip Kennedy (Sr. Support Analyst, Sage)

SAL-161: Getting more out of Sage CRM

- **Tracks:** Strengthening Sales, Marketing, and Customer Relationships
- **Products:** Sage CRM
- **Session Type:** Solution Deep Dives

Learn about how customizing Sage CRM or leveraging add-on solutions can help you get even more out of Sage CRM for your business.

Thu July 31 04:00 PM - 05:00 PM PDT
      Location: Banyan B
      Speaker: Robert Lawson Jr. (Field Sales Engineer III - Sage CRM, Sage)

SAL-344: Sage business partners: Sage CRM--Selling Sage CRM Cloud

- **Tracks:** Strengthening Sales, Marketing, and Customer Relationships
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Deep Dives

Selling cloud and subscription services requires a different approach and business model from a partner's perspective. Attend this session to learn how other partners are successfully selling Sage CRM Cloud.

Thu July 31 04:00 PM - 05:00 PM PDT
      Location: Palm E
      Speakers: William Levesque (Sage), Daniel Wain (Sage)

SAL-350: Staying connected to your business while you are on the move

- **Tracks:** Strengthening Sales, Marketing, and Customer Relationships
- **Products:** General interest, no specific Sage product, Sage CRM, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Insights

In a 24/7 world, you need to keep your business moving no matter where we 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.

Thu July 31 04:00 PM - 05:00 PM PDT
      Location: Banyan A
      Speaker: Tom Nolan (Sage)

SAL-389: Transition easily with Sage One

- **Tracks:** Strengthening Sales, Marketing, and Customer Relationships
- **Products:** Sage One
- **Session Type:** Solution Deep Dives

Learn how to input data from other applications and process transactions. This session will provide a real-life migration scenario from another application, such as Excel.

Thu July 31 04:00 PM - 05:00 PM PDT
      Location: South Seas I
      Speaker: Nakia Christian (Trainer)

SAL-496: Business development skills for accountants

- **Tracks:** Strengthening Sales, Marketing, and Customer Relationships
- **Products:** General interest, no specific Sage product, Sage One, Sage 50 Accounting—Canadian Edition [Simply Accounting], Sage 50 Accounting—U.S. Edition [Peachtree], Sage 50 Quantum Accounting [Peachtree Quantum], Sage 100 Contractor [Master Builder], Sage 100 Standard ERP [MAS 90], Sage 100 Advanced ERP [MAS 200], Sage 300 Construction and Real Estate [Timberline Office], Sage 300 ERP [Accpac], Sage 300 Trade Specialty [Timberline Enterprise], Sage 500 ERP [MAS 500], Sage Accountants Network, Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Construction Anywhere, Sage CRM, Sage ERP X3, Sage Estimating [Timberline Estimating], Sage Fixed Assets [FAS], Sage HRMS [Abra], Sage Payment Solutions, Sage Timeslips, Sage Connected Services, Sage DacEasy
- **Session Type:** Solution Deep Dives

In today's competitive market, business development is critical to survival. Business development can be defined as attracting new business and retaining quality business. This is a challenging task, one that requires knowledge, experience, patience, and a plan. Business development does not happen overnight. It is a process of developing relationships over time and having a plan in place in order to achieve your goals. The earlier that a professional understands the process of business development, the more profitable to the organization he becomes. Participants of this course will learn the skills necessary to attract new business and develop relationships to retain current business.

Thu July 31 04:00 PM - 05:00 PM PDT
      Location: South Seas J
      Speaker: Peter Margaritis (Peter A. Margaritis, LLC)