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**Isaac M. O'Bannon** • Nov. 10, 2014



Sage North America has launched the new Sage View system, a cloud-based solution designed for accountants to easily monitor client performance and financial health. Sage View is being debuted during The Sleeter Group's [Solutions14 conference](#), a premier conference for the accounting profession, taking place this week in Las Vegas, NV. Sage is a provider of business management software and services to small and medium-sized businesses.

In a time when the accounting profession continues to shift in the way accountants work with clients, particularly as it relates to the changing needs of these small and medium-sized businesses, Sage View empowers accountants to see, understand, and take action on client data using key performance indicators (KPIs) and reports.

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solutions, including Sage One—U.S. Edition and Sage 50 Accounting—U.S. Edition.

“Sage understands that accountants are facing a turning point; either they innovate within their firms or run the risk of becoming irrelevant,” said Jennifer Warawa, vice president and general manager, Sage Accountant Solutions. “One way accountants can better serve their clients is with real-time data, which is why we’re introducing Sage View. This is a unique solution to the marketplace that will give accountants the knowledge they need to advise clients, all in real time and working with their current portfolio of accounting solutions.”

“Since early 2000, I have been on a quest to find a tool that would facilitate the kind of meaningful dialogue my clients crave. I needed a way to bring financial information to life, to make it relevant,” said Geni Whitehouse, CPA.CITP, CSPM and countess of communication, Brotemarkle, Davis & Co. LLP. “I have found tools that get me halfway there by creating nice visuals, interesting ratios, cool benchmarks, but it is the collaborative real-time conversation that I have been desperate to have. With this solution, Sage is delivering the holy grail for me and more importantly, my clients.”

The Sleeter Solutions14 conference is an educational experience for the accounting professional, offering several session tracks, keynotes from thought leaders in the profession, an exhibit hall, and networking opportunities. In addition to unveiling Sage View at the event, Sage Chief Technology Officer and Head of Strategy Himanshu Palsule and Jennifer Warawa will deliver a keynote at the event focused on how a firm can successfully transform their business model from tax time to all the time.

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