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sponsorship of two VeraSage learning opportunities for its Sage Accountants Network members.

Taija Sparkman • Jun. 12, 2012

Sage North America recently launched a new mobile app and will sponsor two VeraSage learning opportunities for its Sage Accountants Network members.

Sage announced the SAN Mobile Connect app at the AICPA Practitioners Symposium & TECH+ Conference. The app allows SAN members to access Sage product news, industry trends and technical information from their smartphone anytime. SAN Mobile Connect is available for iPhone, Android, BlackBerry and Windows 7 phones.

"Our members have told us that communication is critical to their businesses and that timely, on-demand information is key," said Jennifer Warawa, Vice President, Partner Programs, Sage North America. "We developed this application in response to that feedback, giving them constant access to the information from Sage via their smartphones, whenever they need it."

Sage has also signed up to be the social media sponsor and a participant of two VeraSage Institute events. The events will take place June 13-14 and provide accountants with an opportunity to learn how to better manage their business and how to price and value their services. Sessions will focus on setting price and scope, value conversation and managing people in a timeless firm. Ed Kless, Senior Director of Partner Development and Strategy at Sage and Senior Fellow at VeraSage, will lead the project management session.

"We're constantly working with our SAN members, accountants and thought leaders to identify innovative ways to deliver programs that can help make their business more productive," added Warawa. "Partnering with VeraSage, a dynamic

organization that challenges professional knowledge firms to think creatively about

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