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At its Sage Summit conference last week, cloud accounting software maker Sage launched the new Sage X3 cloud release Update 10, and a growing ecosystem of cloud applications for the platform.

At last year's Sage Summit, Sage CEO Stephen Kelly announced the end of Enterprise Resource Planning (ERP), stating it was often synonymous with 'Expense, Regret & Pain' for business users. Since last year, Sage X3 has delivered faster, simpler and

more flexible business management to mid-sized enterprise customers, dramatically

Sage is also demonstrating its commitment to deliver integrated Industry Solutions, designed to simplify the management of the entire value chain, end to end. This is enabled by the unique set of functionality Sage X3 can provide in the midsize enterprise market, and the strong interest from partners to build upon the Sage X3 platform, resulting in a fast growing ecosystem of complementary cloud applications integrated with the solution.

Today, Sage announced its partnership with mobile commerce solution provider XM Developments to deliver engaging and personalized shopping experiences on any device, along with the planned availability of a new connector for Salesforce CRM Enterprise Editions. This completes Sage X3's strategy to deliver an integrated, enterprise-class cloud solution for global distributors. The new Sage X3 e-commerce solution provides the following enhanced benefits to distributors:

- Ensures webstore data are consistent with product, inventory, sales and customer data at all times
- Boosts online sales with advanced cross-sell and digital marketing capabilities
- Accelerates the creation of new stores by using pre-built templates available for specific industries
- Integrates with payment processing platforms (Sage Pay), and delivers enterprise-class security and scalability
- Ensures ongoing compatibility with future Sage X3 releases

Power to the people—Sage X3 People Cloud

In a show of strength on the Sage X3 global cloud strategy, Sage also demonstrates its continued commitment to the recently announced partnership with Fairsail, a global cloud HR management solution built on the Salesforce App Cloud. The cloud people solution will accompany the Sage X3 portfolio of enterprise cloud solutions,

and offer midsize enterprise businesses a modern, cloud-first generation of

environment," said Adam Hale, CEO of Fairsail. "By partnering with Sage X3, we're offering midsize enterprises a faster and simpler global solution that improves workforce visibility, increases HR productivity and delivers great workforce experiences."

"We have a clear cloud strategy for Sage X3, building up a comprehensive cloud offering in every domain, for midsize and enterprise businesses to manage their finance, distribution, manufacturing, and HR processes more effectively." said David Krauss, Global Vice President of Product Marketing for Sage's enterprise cloud solutions. "We refuse to stand still, and are continuously improving the solution for our customers. The Sage X3 partnership with Fairsail sums up what we are doing: providing customers with simple access to the best possible functionality available in the industry to run their business faster, on one, cohesive enterprise cloud business management platform. We aren't just partnering; we're investing. Our partnerships prove that."

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