



## **Sage & AIB offer big discount for small business**

**17th September 2003**

Sage and AIB have joined together to offer an exclusive financial discount on accounting and payroll products designed for the bank's SME customers. Early stage and start up companies, who bank with AIB, will qualify for a 30% discount on Sage products for SME customers. In addition AIB customers will be entitled to a 60-day free trial period of the products included in the offer and will receive five free technical support calls that can only be used during the 60-day free trial.

"This exclusive package of accounting and payroll software and support from Sage which is the market leader in Ireland, at a significantly discounted price, will prove to be of considerable benefit to our start-up and early stage business customers. I'm delighted that we have linked up with Sage and we expect that this offer will prove extremely attractive. This exclusive deal allows AIB to offer its customers a unique package which will create a significant additional value-added-service suitable for the SME sector," said Mr Billy Andrews, General Manager, AIB.

Mr Liam Mullaney, Managing Director, Sage Ireland said "Starting and running a business is hard work. There are a thousand and one things to keep your eye on, at any one time. And business people want to be out there selling their products and services, not endlessly trying to balance the books. Last year, Sage helped over 5,000 start-up businesses get up and running. Now AIB customers setting-up or managing a small business can obtain market leading business software from Ireland's leading business bank."

Approximately 8,000 new businesses are formed in Ireland each year. Given that the market for this offer is for start-up and early stage companies, it should appeal to a potential target of 40,000 companies.

Sage is a leading supplier of accounting and business software solutions. It is a public limited company and has over 3 million customers and 5,500 employees worldwide. Sage currently has 75,000 Irish customers and employs 170 staff in its Dublin office.

A discount of 30% on the normal RRP will be offered to AIB customers when they purchase a Sage Accounting and Payroll Software Pack, in addition to a 60-day free trial on a no-obligation basis. The total offer cost is €349 excluding VAT and a €15 delivery charge. The package includes the following offer: Sage Instant Accounts, Sage Quickpay 3 and SageCover for both products.

Sage Instant Accounts is a powerful accounts solution that is easy to use and designed for the production of basic accounts, including P&L accounts and balance sheets. Sage Quickpay 3 provides a total PC-based payroll solution and caters for up to three employees. Other solutions are available from Sage for larger businesses. SageCover is a complete technical support service that answers user queries about Sage products. SageCover is designed to bring users peace-of-mind, save time and allow the client to concentrate on developing business.

"From research findings AIB is acutely aware that many small businesses, particularly start-up companies cannot afford full-time accountants or financial controllers. We also know that many small businesses experience difficulty in preparing their annual accounts. The easy-to-use Sage products will save both time and money for business owners," added Mr Andrews.

AIB customers can obtain this special discount by contacting their local AIB branch or Sage Ireland on 1800 946 688.

Ends

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