



CONTACT DETAILS

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Position	Contact name
Director and CRM Consultant	Shaun Edwards
Director of Administration	Kelly Haywood
Sage ACT! and Sage 50 Consultant	Tim Hanchet (independent contractor)
Sage 200 and Sage 500 Consultant	Anita Hook (independent contractor)
Hardware Engineer	Marcus Henry (independent contractor)
Trainer	Ian Smith (independent contractor)

Main site: Broadstairs, Kent.
Main markets: United Kingdom & Europe
Trading name: Sparta Systems
Financial year-end: December
Year established: 2007

COMPANY OVERVIEW

Sparta Systems Limited provides customer relationship management and accounting solutions to small and medium sized businesses. We cover the following software:

- Sage ACT! 2008
- SageCRM & SageCRM 200
- Sage 50 Accounts
- Sage 50 Payroll
- Sage 200 Suite
- SageCRM.com

Sparta Systems was formed in 2007 and rapidly developed into one of the South East's most reliable solutions providers. Sparta Systems also offer the following services:

- Document Writing
- Report Writing
- Development
- Consultation

- Training

We have clients in London, the South East and Jersey and we are looking to expand this throughout the United Kingdom and Europe.

Sparta Systems seek only the best consultants in the business which is why we use independent contractors who have many years experience and knowledge. All of our contractors have proven themselves time and time again.

BUSINESS STRATEGY

We are part of the computer consultancy business, which includes several kinds of businesses:

- Already established with many resources to call upon. Usually a large company with multiple locations throughout the United Kingdom.
- Other small businesses with the same intentions as our own.
- Independent consultants. Self-employed individuals that may have skills but no resources to call upon.
- Others: there are many other channels through which businesses hire consultants, usually variations of the main three types above.

We can compete in this market because we are not greedy, we can afford to take a smaller margin which means we can offer significantly reduced prices for software.

We can also negotiate daily rates for our consultants to ensure we clinch a deal.

Sparta Systems will focus on local markets, including small offices (1-9 employees) and medium to large businesses (10-99 employees).

The overall market for customer relationship management products is immense. We have identified over seven million businesses that have a potential need to maintain and/or win customers. In reality, all businesses are in need of a product that will enable them to maintain positive customer relations. Sparta Systems has the products and service skills necessary for this to happen; whether it is a doctor's office sending reminders to their patients, or a software company sending holiday cards to its clientele, it is imperative for all types of businesses to remain on a personal level with their clients.

Our choice of target markets is based on comprehensive experience within the consultation industry coupled with an in-depth understanding of the client's needs.

We will not be successful waiting for the customer to come to us. Instead, we must focus on the specific market segments whose needs match our offerings. Focusing on targeted segments is the key to our future.

Therefore, our focus and marketing message will be the services offered. We will develop our message, communicate it, and fulfil our commitment to excellence.

The small business buyers understand the concept of service and support, and are much more likely to pay for it when the offering is clearly stated.

There is no doubt that we need to compete much more against other service providers. We need to effectively compete against the idea that businesses should buy software as one off solutions that don't need ongoing service, support, and training.

Our focus group sessions indicated that our target small businesses think about price but would buy based on quality service if the offering were properly presented. They think about price because that's all they ever see. We have very good indications that many would rather pay 10-20% more for a relationship with a long-term vendor providing back-up and quality service and support; they end up in the box-pusher channels because they aren't aware of the alternatives.

Availability is also very important. The small business buyers tend to want immediate, local solutions to problems.

RECENT CONTRACTS

Customer	Date	Product	Country
Estate Agents	February 2008	Sage 200 Suite	UK
The software had to be customised to include a property structure so that the estate agents could schedule maintenance and keep track of tenants and owners. They also required various relationships with sites and blocks of buildings.			
Publishing House	November 2007	SageCRM	UK
An extremely customised system with a new Publishing entity. All publications are recorded into CRM with relationships to the client and advertisers. From the contract details to the revenue generated per rep per publication, this was singlehandedly the most complex system we have produced to date.			
Auction House	July 2007	SageCRM	UK
Working alongside Sage, the requirements were complex, new entities included properties, portfolios, staff, leasehold and freehold. There was also a requirement to link SageCRM with			

PRODUCTS & SERVICES

- Applications
 - Sage ACT! 2008
 - SageCRM & SageCRM 200
 - Sage Saleslogix
 - Sage 50 Accounts
 - Sage 50 Payroll
 - Sage 200 Suite
 - SageCRM.com
- Network equipment and software
 - Consultancy and systems integration
 - Network Design
 - Cabling
- Services
 - Document Writing
 - Creation of documents
 - Editing of documents
 - Proof reading of documents
 - Report Writing
 - Creation of reports
 - Editing of reports
 - Training
 - User training
 - Administrator training
 - Consultation
 - Development
 - HTML
 - JavaScript
 - ASP
 - SQL
 - Built-in development functions of the software
 - Support
 - Telephone
 - 'Live' support
 - Remote support