

Sage Accpac welcomes new Kenya office

Sage Accpac, a provider of business management solutions to the mid-market, recently opened an office in Kenya.



"Due to its location, Kenya presents itself as a growth hub for East Africa. The addition of a Sage Accpac office in this dynamic landscape therefore makes a great deal of sense," says Aruna Ware, regional director for Africa at Sage Accpac, part of the Sage Group plc.

Accpac has been distributed via a number of qualified and highly skilled business partners to mid sized companies in East Africa for more than 20 years and has a large number of companies successfully managing their businesses using Accpac as their core ERP system.

Sage ERP X3 is relatively new to the market and is targetted at large companies and companies with complex financial, distribution and manufacturing needs. Sage Accpac has recently launched the Standard Edition of Sage ERP X3 into the East African market, enabling rapid implementation following predefined methodologies.

Positive economic prospects

The social and physical infrastructure within Kenya is well-developed, which lends itself to positive economic prospects.

"The workforce within Kenya is a large, technology savvy entity that comprises of graduates who display a high level of IT skills. Several international technology and hardware companies are already present and established in the country, which will provide a large pool of potential business partners that we can collaborate with to expand our footprint into the region," explains Ware.

"Our Kenyan partners will benefit tremendously from having a local Sage office to assist with sales, marketing and product development," says Ware.

The product range that will be available includes Sage ERP Accpac, Sage ERP X3 and Sage CRM.

"Customers will now have direct access to local Sage representatives in addition to product support and development that will be specific to the Kenya market," concludes Ware.