



The Sage Story

sage

Two guys walk into a bar...


A black and white photograph of a man in a suit sitting at a bar, smiling, with another person's arm visible in the foreground.

That's where David Goldman was in  
Newcastle, England, over 30 years ago.





He and a few Newcastle University students created software that would automate estimating and accounting for his small business.


A black and white photograph of a woman in a dark suit and light-colored shirt, sitting at a bar. She is smiling and looking towards the right. The background is blurred, showing various bottles on a shelf and warm, bokeh-style lights. The overall mood is sophisticated and intimate.

And Sage was born.





Over the next few years, Sage went from a startup to a small business . . .



experiencing the same growing pains all small businesses go through.






Thirty-plus years later, we have over six million customers and more than 12,700 employees across 23 countries



The background of the image is a dark, deep blue space filled with a dense, ethereal cloud of bright blue particles and light rays. In the center, a glowing blue wireframe globe is visible, composed of interconnected lines forming a spherical structure. The text is centered horizontally and vertically over the globe.

But we never lost touch with our small business roots.



A close-up photograph of a person's lower legs and feet. They are wearing a voluminous, multi-layered pink tutu. On their feet are bright red, open-toe high-heeled shoes with a large bow on the front of each shoe. The shoes have a thick, light-colored sole. They are standing on a dark brown wooden deck made of horizontal planks. The background is a blurred outdoor setting with some greenery and a light-colored surface.

Sage understands one size doesn't fit all—not every business owner defines success the same way, and there's a right solution for every business.

A close-up photograph of a person's legs from the knees down. They are wearing a voluminous, multi-layered pink tutu. On their feet are bright red, open-toe high-heeled shoes with a large bow on the front of each shoe. The person is standing on a dark brown wooden deck made of horizontal planks. The background is a blurred outdoor setting with greenery and a body of water.

Whether startup, small, or medium-sized, we adapt to their every need, at every turn of their business development.



A close-up photograph of a person's legs from the knees down. They are wearing a voluminous, multi-layered pink tutu. On their feet are bright red, open-toe high-heeled shoes with a large bow on the front of each shoe. The shoes have a thick, light-colored sole. The person is standing on a dark brown wooden deck made of horizontal planks. The background is blurred, showing a body of water and some greenery.

Whether they've been in business for 20 minutes or 20 years.

Start.



Start. Grow.

Start. Grow. Thrive.



sage