

Make Contact
Build Relationships
Get Results



www.act.com

Maximize Efficiency and Productivity with ACT!



Accomplish Tasks Crucial to Success

Maximizing efficiency and productivity is a challenge for many business professionals and organizations. Imagine never having to worry about letting a key sales opportunity slip through the cracks or forgetting an important fact when your best customer calls - even if you are on the road. It is hard to stay on top of all those details. The good news is, ACT! by Sage solutions are available to help you accomplish tasks that are crucial to your and your organization's success.

Choose ACT!, the #1 selling contact and customer manager with 2.8 million users worldwide and more than 43,000 corporate customers, and join the elite group of business professionals who benefit from using ACT! each and every day. ACT! will enable you to manage your business relationships successfully and be more productive. And, if you are responsible for a team, you will realize the benefits that come from knowing how your team members are performing at any given time to ensure they are meeting performance and business targets.

Because ACT! can be implemented out-of-the-box, you can be up and running quickly providing your business with an instant experience. Even use ACT! highly customized to fit the exact specifications of your industry. You and your organization will experience high adoption and a low total cost of ownership with ACT!, because it is renowned for being easy to implement, learn, and use. And, no matter where you are, you get flexible deployment and remote access options for the information you need, just the way you need it.



WHY CHOOSE ACT!?

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| ✓ | #1 selling contact and customer manager with demonstrated leadership for 20 years. |
| ✓ | Enables you to manage business relationships successfully and be more productive. |
| ✓ | Can be implemented out-of-the-box or highly customized to fit the needs of a variety of industries. |
| ✓ | Renowned for being easy to implement, learn, and use with high adoption and a low total cost of ownership. |
| ✓ | Provides flexible deployment and remote access options, plus mobile device access. |

Maximize Efficiency and Productivity

WITH ACT!, YOU CAN:

- Centralize, organize, and secure prospect and customer details for a complete view of your relationships.
- Access your contacts with ease for the information you need, when you need it.
- Manage one-time, recurring, and multi-step tasks to ensure you stay on top of appointments throughout your day.
- Communicate effectively with one or multiple contacts at once, and with the right frequency to remain top of mind.
- Improve sales tracking and predictability by guiding your leads from initial inquiry to close.
- Gain insight into individual, team, and business performance for more informed decision-making.
- Share information with teams for collaboration across your organization.
- Integrate and work with applications you already know like Microsoft® Office® and accounting solutions

Complete, Integrated View of Relationships

Get a complete, integrated view of your relationships by centralizing and organizing your precious prospect and customer details with ACT!. This way, you always have a complete view of your relationships and you have easy access to the contact information you need, without having to remember the details. Ensure you are productive all day by scheduling your calls, meetings, and to-dos in ACT! - even tie each to associated contact records for a view of the activities you have going with your prospects and customers. And, communication is easy using integration with Microsoft Outlook® and Mail Merge functionality so you stay in touch regularly, and with the right frequency.

For more insight into your business, improve sales opportunity tracking and predictability by guiding your leads from initial inquiry to close using the built-in ACT! sales process or a process you customize to suit your selling style. With access to robust dashboards and reports, you can gain insight into individual and team performance to help you to make more informed decisions, and grow your business. Even share information across teams of users for greater collaboration across your organization.

Utilize interactive dashboards for ► graphical insight into individual, team, and business performance.



ACT! Benefits Anyone with Contacts or Customers



Manage Your Growing Business

- ✓ Centralize Contact Information
- ✓ Manage Activities and Tasks
- ✓ Communicate More Effectively
- ✓ Gain Performance Insight



Hit Your Sales Quotas

- ✓ Centralize Contact Information
- ✓ Track and Report Sales Opportunities
- ✓ Manage Activities and Tasks
- ✓ Access from Anywhere

Individual professionals and/or small business owners in a variety of industries who need to manage their growing businesses and business relationships can accomplish it all with ACT!. Keep your contact details in one place for easy tracking and access, manage your daily responsibilities so nothing is forgotten, and reach out to your contacts more effectively with professional and timely marketing communications. Because all this information resides in ACT!, you can view and run reports on this data to gauge the performance of your business so you know where your time is best spent. Additionally, ACT! integrates with popular accounting solutions such as QuickBooks® and Peachtree by Sage so you get a complete view of your customers and vendors and eliminate duplicate data entry.

Recommended solution: ACT!

“Working from a home office, I appreciate the discipline ACT! gives me. The reminders are beyond helpful so that I remain professional and maintain integrity with my accounts. I do what I say with ACT!.”

Kathleen Nelson, owner,
mypremierecall.com

Individual sales reps and/or teams of sales reps who need to close more deals and meet their sales quotas more consistently can accomplish it all with ACT! solutions. Centralize contact details for a complete view of your relationships, track sales opportunities using your embedded sales process to guide deals through to close, and manage activities and tasks to ensure you are productive. You even get interactive dashboards to assess your sales pipeline and see an overview of any activities you have scheduled – all in one view without having to run reports. And, because ACT! offers Windows and Web-based options with seamless interfaces, plus mobile access options, you have the information you need, when you need it.

Recommended solution: ACT! Premium and/or ACT! Premium for Web

“Prior to implementing ACT! Premium, we had no visibility into our sales pipeline. Now our department is viewed as a leader within the organization—a model of an effective sales and marketing workforce. With ACT! Premium, we are light years ahead.”

Bruce Jensen, vice president of U.S. sales, catalog and magazine division,
Transcontinental Printing

While ACT! is generally known for boosting the success of sales professionals and teams, anyone with business contacts will benefit from incorporating ACT! into their workday. A variety of users in a multitude of industries use ACT!. Among ACT! customers are real estate firms, communications companies, mortgage companies, hotels, crime prevention units, architectural firms, technology companies, design firms, distribution companies, health agencies, and many more. So, whether you are an individual or part of a larger organization, you can benefit from using an ACT! solution.

Get a Handle on Sales Team Performance

- ✓ Improve Team Productivity
- ✓ Ensure End-User Adoption
- ✓ Centralize and Secure Information
- ✓ Gain Team Performance Insight



Match Business Requirements

- ✓ Install and Deploy Quickly
- ✓ Customize to Fit Business Requirements
- ✓ Centralize and Secure Information
- ✓ Maintain with Ease



Sales managers who need to effectively manage their sales teams can accomplish it all with ACT! solutions. Streamline your team's daily functions so they focus more on selling and less on administrative tasks. ACT! also helps you to ensure end-user adoption because ACT! is easy to learn and use, so sales reps are up and running immediately. And, because team members are entering customer information in ACT!, you are assured this information remains as an organizational asset. Additionally, ACT! includes interactive dashboards that provide you with a view of how your team is tracking to sales goals and how time is being allocated. With this, and ACT! reports, you can easily gauge your team's performance and coach underperforming sales reps without delay.

Recommended solution: ACT! Premium and/or ACT! Premium for Web

"ACT! helps our sales team develop prospects into more profitable business opportunities by monitoring the details of every communication and keeping management apprised of forecasts and key account status."

Cindy McCormack, senior vice president,
United Business Machines

IT professionals who need to implement a solution for managing their organization's contact information can accomplish it all with ACT! solutions. Install and deploy quickly, based on the needs of your users, with either Windows or Web-based options, and you reduce implementation burden on your organization. Plus, you easily customize¹ ACT! to fit your organization's unique needs. Security options are available to you on multiple levels so you ensure any data entered into the database cannot be exported or deleted by users. And, ongoing maintenance is easy with ACT!. Using automatic database functions², your organization, not to mention your users, always have up-to-date customer information.

Recommended solution: ACT! Premium and/or ACT! Premium for Web

"None of the other applications we looked at offered the features, the database flexibility, and the customization capabilities of ACT!. Plus, ACT! is the easiest to use."

Margaret Kelly, administrator,
Calvis Wyant Luxury Homes

Count on the Proven Success of ACT!



#1 Selling Contact and Customer Manager

Choose from a variety of award-winning solutions to fit your needs, including **ACT!** which enables individual users or small teams to organize contact information, manage daily responsibilities, and communicate more effectively to improve overall productivity.

Or choose **ACT! Premium** solutions, which are most suitable for individual sales reps or larger teams who need to centralize and secure contact information, track and report on sales opportunities, and manage day-to-day responsibilities to improve overall productivity. Sales management can gauge team performance with a complete roll-up of all team activities and sales opportunities for managing priorities and meeting team objectives. And, all ACT! Premium solutions users get anytime, anywhere access in real-time through a Windows application, a Web browser, or both for each user.

The differences between ACT! and ACT! Premium solutions are that ACT! is ideal for individuals and small teams, whereas ACT! Premium solutions are ideal for larger teams. Additionally, ACT! Premium solutions include team features and functionality such as advanced opportunity tracking and customization capabilities, group scheduling, robust dashboards and reporting options providing insight into team performance - all improving overall team satisfaction and productivity. And as an administrator, you get centralized administration functionality for easy roll-out and maintenance, security on multiple levels, and Windows and Web deployment options required to drive your business.

CHOOSING AN ACT! SOLUTION

✓	ACT! is best suited for individuals or small teams.
✓	ACT! Premium solutions, with Windows and Web-based options, are best suited for individual sales reps or larger teams.
✓	ACT! vertical solutions are specifically designed for real estate and financial professionals ³ .
✓	ACT! mobile solutions are for users with handheld devices.
✓	ACT! accounting integration options are for businesses wanting a complete customer/vendor view.



▲ Access key contact details through seamless Windows and Web-based options, and from your mobile device⁴.

Tailored Solutions to Fit Your Needs

While ACT! can be used by professionals in virtually any industry, ACT! offers solutions designed specifically for real estate and financial professionals³, providing all the powerful functionality included with ACT!, plus industry-specific features to help manage day-to-day activities. **ACT! by Sage for Real Estate** enables you to organize buyer, seller, and property information in one place, manage daily responsibilities from showings to closings, and communicate effectively with custom templates. **ACT! by Sage for Financial Professionals** is a comprehensive contact and compliance management solution that enables you to enhance client retention and growth.

Growth Options and Local Support

ACT! is a part of Sage Software, a global leader in business management solutions that offers a wide range of front-office and back-office solutions such as accounting, human resources, payroll, fixed asset management, e-commerce, contact management, and customer relationship management. As your organization grows, Sage Software can grow with it. And, because ACT! is a part of the Sage CRM Solutions product family which includes market-leading CRM solutions such as Sage CRM, SageCRM.com, and Sage SalesLogix, you can easily migrate from ACT! to a full-scale CRM solution.

Additionally, Sage Software has developed a network with hundreds of ACT! Certified Consultants, Value Added Resellers, and Premier Trainers around the world who specialize in ACT! installation, customization, support, and end-user training so your organization can maximize its investment in ACT!. These partners are well versed in front-office disciplines and often have vertical market expertise they can extend to customers on a local, personalized basis.

With Sage Software you have access to award-winning products and services that have revolutionized the way SMBs do business. You can rely on outstanding service and a commitment to providing your business with the technology it needs to succeed, today and into the future.



- 1 In ACT! Premium for Web, customizations must be performed on the Web server.
 2 In ACT! Premium for Web, this operation must be performed on the Web server.
 3 U.S. availability only.
 4 BlackBerry sync requires additional purchase.

Important Note for all customers: Sage Software recommends you carefully review all ACT! system requirements at www.act.com/2008systemreq to ensure your system meets these requirements. **Compatibility with ACT! Solutions:** ACT! 2008 cannot be used in conjunction with ACT! Premium 2008 (EX or ST Edition) or ACT! Premium for Web 2008 (EX or ST Edition). When used in standalone environments, ACT! Premium and ACT! Premium for Web solutions are only compatible with their respective same editions. When used in conjunction with each other, ACT! Premium and ACT! Premium for Web editions must be the same. **Regarding ACT! Add-on Solutions:** Certain ACT! add-on solutions may not be compatible with ACT! 2008 solutions. Please visit www.actsolutions.com or check with your add-on product provider to determine compatibility.

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