

# ACT! | Product Brief

## Make contact. Build relationships. Get results.

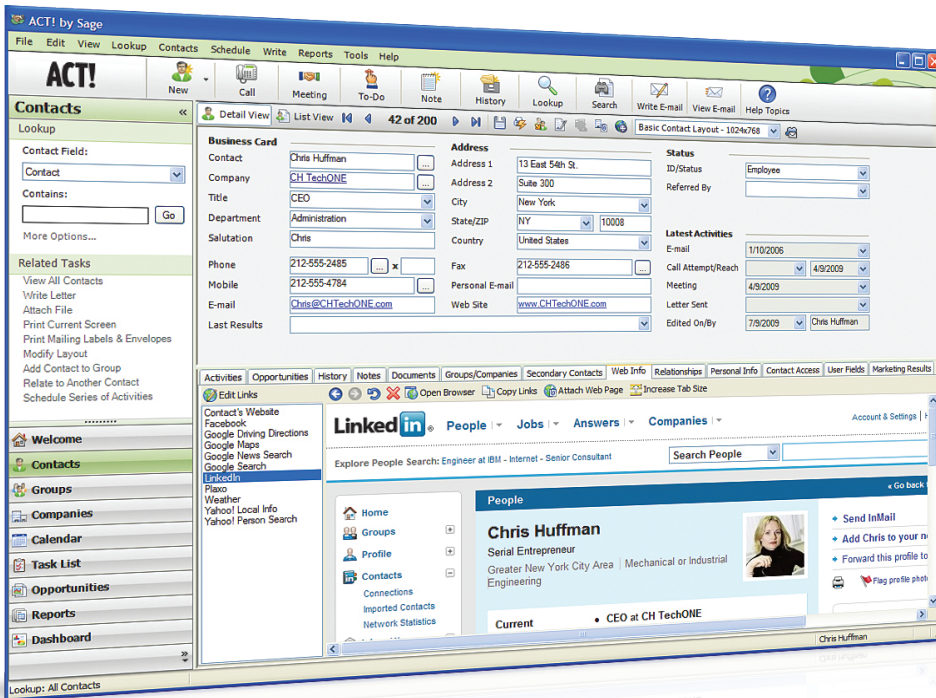
You want to get organized, but your current method of managing customer information just isn't enough. You need something more, something that's designed for you, something that has a proven track record. You need ACT! to manage your customer relationships.

### Choose a Solution You Know You'll Love

ACT! is the #1 selling Contact and Customer Manager in the world with 2.8 million users. It comes highly recommended by small businesses and salespeople so you know you'll love it!

### Organize the Details of Your Customer Relationships

Strong business relationships are essential to your success. With ACT!, you can organize all the details of your customer relationships in one place—from basic contact information to detailed notes on past interactions—for a complete view of the people you do business with. Next time a customer calls, you're prepared with a response about what you discussed last time, as well as personal details like a favorite sports team, to set your business apart from the rest.



### BENEFITS SNAPSHOT

Choose a solution you know you'll love, because ACT! is the #1 selling Contact and Customer Manager.

Organize all the details of your customer relationships for a complete view of the people you do business with.

Improve your marketing effectiveness to attract new customers and get more from existing relationships.

Take action on your most qualified sales leads with total visibility and control of your pipeline.

Be more productive right away, because ACT! is easy to learn and use.

Integrate with your existing, familiar business solutions, including Microsoft® Outlook®.

Better coordinate efforts across your team so you appear completely in sync.

- Manage relationships by keeping everything—contact details, e-mails, documents, social media profiles, and more—in one organized place.

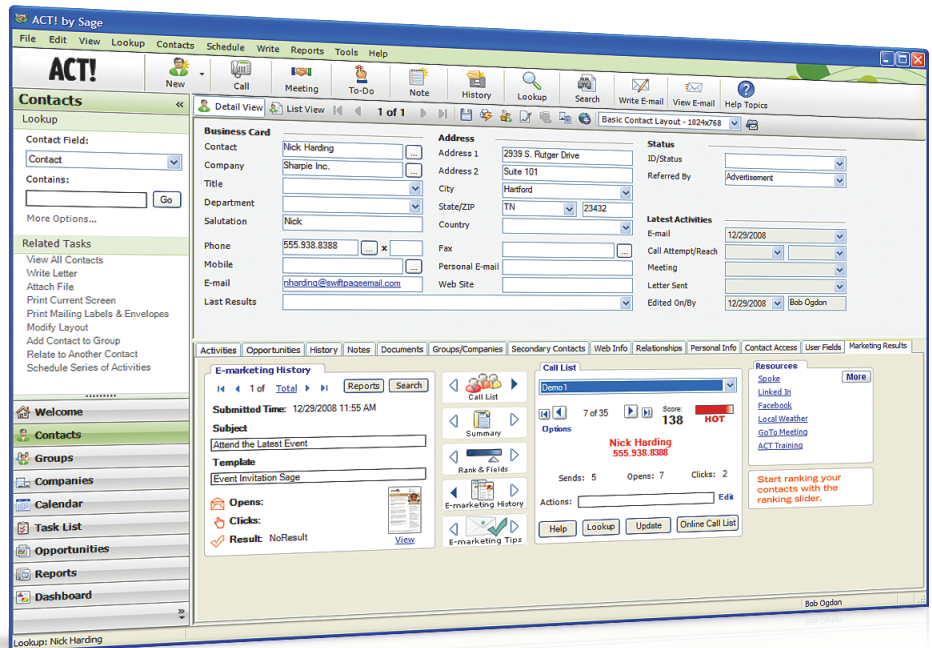
CALL 1-866-903-0006

CONTACT YOUR ACT! CERTIFIED CONSULTANT\* | VISIT WWW.ACT.COM  
TEST DRIVE ACT! 2010 AT WWW.ACT.COM/TRY

## Generate Actionable Demand with End-to-End E-marketing<sup>1</sup>

Grow your business by attracting new customers and getting more from existing relationships with end-to-end ACT! E-marketing<sup>1</sup>. Not only can you create and send striking e-mail and drip marketing campaigns using a simple online editor, you'll also be able to quickly identify your most interested prospects using a ranked call list so you know who to reach out to first.

Market effectively to attract new customers and get more from existing relationships with end-to-end ACT! E-marketing.



## Take Action on Your Most Qualified Sales Leads

Focus on your most viable leads by capturing and managing each lead through the sales process. Record detailed progress notes, include your products and services, and see the probability of close. This gives you total visibility and control of your sales pipeline so you know where to focus your immediate efforts.

## Be More Productive Right Away

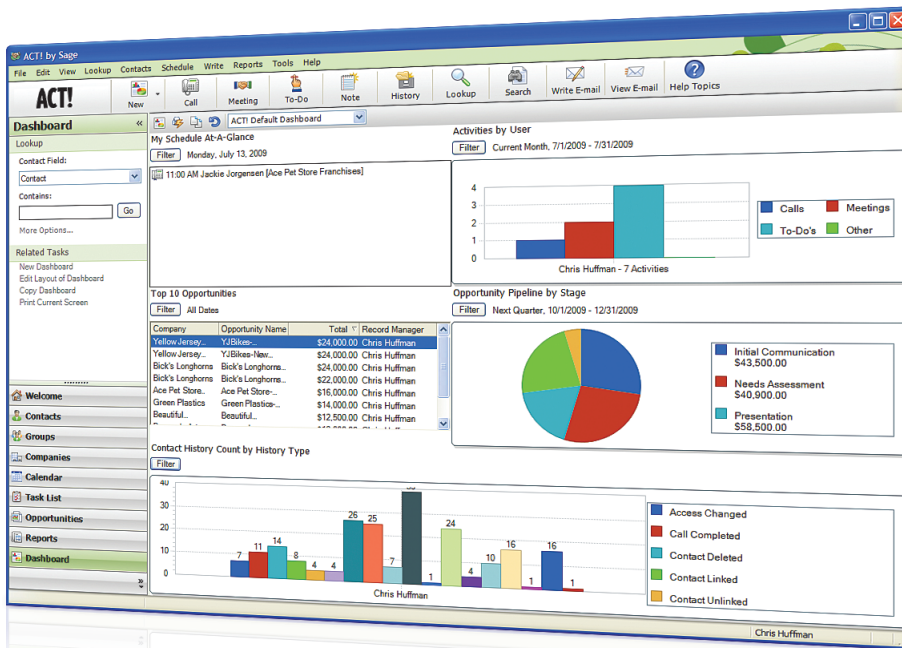
Don't worry about a learning curve. ACT! is easy to learn and use and we can prove it's easier than competitive solutions. In fact, **you can be 25%<sup>2</sup> more productive by choosing ACT! over the competition.** If your customer information lives in spreadsheets today, you can import all of that valuable data into ACT! and continue building upon it.

## Integrate with Existing Business Solutions

Take full advantage of the familiar solutions you've already invested in. Integrate ACT! with your e-mail, calendar, and more than 10 popular business solutions, including Outlook, Word, Excel®, and Lotus Notes®.

**“More than 70 percent of our business today is repeat business. We make it our business to know our clients and meet their professional staffing needs. ACT! helps us do that.”**

— Ruddy Polhill,  
HealthCare Partners,  
ACT! user since 2004



- Take action on your sales leads with instant insight into your top opportunities from the dashboard.

### Coordinate Efforts Across Your Team

Good news! Just one place to enter phone numbers, e-mails, and more. You and your team can access all the same relationship details from one place—ACT!—to better coordinate your efforts when speaking to customers and appear completely in sync.

### Select the ACT! Solution That's Right for Your Business

ACT! offers three products to meet your Contact and Customer Manager needs. ACT! by Sage is designed for individuals and teams of up to 10 users. ACT! by Sage Premium and ACT! by Sage Corporate Edition (includes ACT! Premium and ACT! by Sage Premium for Web) are for individuals and teams requiring team reporting, enhanced security, advanced administration, and greater scalability.



**“Our clients and candidates always remark positively that we know so much about them. In short, ACT! means our customers get excellent service.”**

— Vicki Herrod,  
Seligman & Herrod,  
ACT! user since 2002

## ACT!

## ACT! Premium

## ACT!

Corporate Edition

- ✓ Individuals and Teams of up to 10
- ✓ Mobile Access
- ✓ Standard Security

- ✓ Individuals and Teams Requiring Greater Scalability
- ✓ Mobile Access
- ✓ Team Reporting
- ✓ Enhanced Security
- ✓ Team Administration

- ✓ Individuals and Teams Requiring Greater Scalability
- ✓ Mobile Access
- ✓ Web Access
- ✓ Team Reporting
- ✓ Enhanced Security
- ✓ Team Administration
- ✓ Corporate Licensing Benefits

**“We pride ourselves on the personal relationships we develop with our clients and news organizations. ACT! is an essential tool for helping us maintain those relationships.”**

— Richard Neuman, News Broadcast Network,  
ACT! user since October 2006

## FEATURES

<b>Manage Relationships</b>	Keep everything—phone numbers, e-mails, conversation notes, meeting and activity history, documents, social media profiles, and more—in ACT!.
<b>Search and Instantly Access</b>	Find the exact customer relationship details you need using the most basic keyword search to a more advanced field search.
<b>Be More Productive</b>	Schedule and track meetings and activities. Tasks roll over if not complete, can be cleared, and appear as history with your customer relationship details.
<b>Market Effectively</b>	Use ACT! E-marketing <sup>1</sup> to create and send e-mail and drip marketing campaigns, track open and click-through rates, and manage opt-outs.
<b>Sell More</b>	Track each lead through the sales process where you can capture detailed progress notes, include your products and services, and see the probability of close.
<b>Measure Results</b>	View 50+ reports and dashboards, or for deeper analysis, send most reports to Excel and use connections to third-party report writers.
<b>Share and Secure Relationship Details</b>	Coordinate efforts across your business with data-sharing options for teams of multiple sizes, and set security by employee profile and customer information.
<b>Personalize ACT!</b>	Tailor ACT! to the way you run your business by designing views, adding fields and tabs, editing drop-downs, and customizing templates.
<b>Access ACT!</b>	Get anytime, anywhere access with Windows <sup>®</sup> and Web <sup>3</sup> options, plus connect from your BlackBerry <sup>4</sup> or iPhone <sup>4</sup> .
<b>Integrate with Existing Business Solutions</b>	Work with familiar solutions such as Outlook, Word, Excel, Lotus Notes, and more.
<b>Administer and Maintain<sup>7</sup></b>	Use Silent install <sup>5,6</sup> administration and activation, and take advantage of automatic backup, maintenance, and synchronization options.

<sup>1</sup> Requires additional subscription.

<sup>2</sup> Based on a Keystroke Level Modeling competitive study conducted by Sage and Measuring Usability, LLC in May 2009. Competitors include Microsoft Dynamics<sup>®</sup> CRM and Salesforce.com.

<sup>3</sup> Online access is only available in ACT! Corporate Edition.

<sup>4</sup> Requires additional purchase.

<sup>5</sup> Delivered as an MSI package. Software to distribute an MSI package is not included. Silent Activation on machines requires Internet access. Users must be machine administrators in order to activate.

<sup>6</sup> Silent Install is only available in ACT! Premium and ACT! Corporate Edition.

<sup>7</sup> In ACT! Premium for Web, administrative functions must be performed on the Web server.

\* Certified Consultants are third party vendors. Sage and its affiliates are in no way liable or responsible for claims made related to the services provided by third party vendors.

**Important Note:** Review ACT! system requirements at [www.act.com/2010systreq](http://www.act.com/2010systreq). You must purchase one license of ACT! per user. Scalability varies based on hardware, size, and usage of your database. **Compatibility:** Due to new functionality available in ACT! 2010, we strongly recommend contacting your add-on product provider to confirm compatibility. Using versions of the add-on product that have not been confirmed compatible by the vendor may result in features behaving differently or not appearing within ACT! 2010. Visit [www.actsolutions.com](http://www.actsolutions.com) or contact your add-on product provider to help determine compatibility.

### About ACT!

ACT! by Sage is the #1 selling contact and customer manager in the world with 2.8 million users. It's designed so you can organize all the details of your customer relationships in one place for a complete view of the people you do business with. Improve your marketing effectiveness to attract new customers and get more from existing relationships. And, take action on your most qualified sales leads with total visibility and control of your pipeline. Because ACT! is easy to learn and use, you can be more productive right away. Continue working with your existing business solutions, like Microsoft Outlook, Word, Excel, and Lotus Notes, because they integrate with ACT!.

### About Sage CRM Solutions

Sage CRM Solutions is a portfolio of market-leading applications consisting of ACT! by Sage, SageCRM, and Sage SalesLogix. Over 63,500 organizations and 3.1 million users worldwide rely on Sage CRM Solutions to develop profitable, long-term business relationships.