

FAQs *(Sage Internal and Partner Only – Not for customer distribution)*

Sage ACT! Pricing and Support Plan Changes – *effective January 5, 2012*

Special Notice: *If you missed the ACC webcast held on Thursday, December 22nd the [recording is available for download](#) as well as posted to the Partner Portal. We covered the changes below, discussed strategic rationale, and heard from Sales leaders about best practices to effectively position and sell Sage Business Care plans to your customers.*

Q. What changes are being implemented to License Pricing?

A. The Manufacturer's Selling Prices (MSP) for Sage ACT! product licenses will be increasing from 11-14% by SKU on January 5th, 2012. Please download the updated Price List from the Partner Portal by navigating to: *Browse>For Partners>Sage ACT!>Sales Tools>ACC Sales Resources.html>Pricing.*

Q. What changes are being implemented to volume discounts?

A. The table below shows the changes to the volume discount schedule, which has been accelerated to provide preferred pricing to larger purchases. Other tier and promotional discounts in place today remain in effect for ACCs. These volume discounts will also apply to Sage Business Care plans.

Volume Discount Schedule

License & SBC	8/1/11	1/5/12
Level A (5-9)	13%	15%
Level B (10-29)	15%	20%
Level C (30-99)	20%	25%
Level D (100-499)	25%	30%
Level E (500+)	35%	35%

Q. How will the price changes affect Sage's marketing and promotional strategy?

A. The price changes provide Sage more flexibility to run creative and aggressive promotions to stimulate sales—like the recent 3-day sale in November 2011. These types of time and incentive-based campaigns will continue in 2012.

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Q. What changes are taking place to the Getting Started support program?

A. Several changes are taking place, also effective January 5th, 2012.

1. Sage will be rolling out new options and resources aimed at customers in the critical getting started period, typically the first 30 days of implementation. Customers will have better visibility of, and access to, self-service resources from the act.com website, the download landing page, and other key interaction points – all in the interest of enhancing the customer experience and reducing common warranty support calls. Look for a completely revamped Support & Training section live on act.com on January 5th, 2012.
2. A new Per-Incident Support program will also be introduced on January 5th, 2012. These offerings are for customers not on a Sage Business Care plan, but require support from Sage outside of the 30-day warranty support boundaries. Per Incident pricing is set such that if a customer were to call in more than a few times, they would be better off subscribing to a Silver or Gold plan, which now both offer unlimited support. The Per Incident pricing is as follows:

Pay Per Incident	8/1/11	1/5/12
1 User	\$69	\$99
2-4 Users	\$69	\$199
5-9 Users	\$69	\$299
10+ Users	\$69	*Call for Pricing

3. As part of a Sage-wide initiative, the warranty boundaries for Sage ACT! support will be more strictly enforced. Details on what issues are covered by the 30-day warranty can be found [here](#).

Q. What changes are being implemented to the Sage Business Care plans for Sage ACT!?

A. Several changes are being implemented, all effective January 5th, 2012.

1. The Basic (support only) plan will be discontinued. The revamped Getting Started resources, Per Incident program, and Sage Business Care options are believed to serve the needs of this customer segment. Customers currently on a Basic plan will have the option to end their contract at the end of their term, migrate to a Bronze, Silver or Gold plan, or take advantage of the Per Incident program.

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2. Volume discounts will now be applied to Bronze plans as well, resulting in lower prices for larger customers. The plan benefits for Bronze are otherwise unchanged.
3. The Silver plan will increase from 5 support incidents to *unlimited* support incidents (Level 1 support). The Silver plan will also now include a 1-year subscription to Sage ACT! Connect. These changes increase the attractiveness of the Silver plan, and differentiate Silver and Gold (Level 2 support) on the basis of the level of support only. The benefits of the Gold plan are unchanged.
4. The volume discount schedule for Sage Business Care plans has been accelerated in lockstep with the license price schedule. The table above (see page 1) shows the new schedule, which is designed to provide preferred pricing to larger customers who subscribe to these plans. Tier, bundle, renewal, multi-year, and other promotions for ACCs remain in effect.
5. We will be implementing MSP price increases to Bronze, Silver, and Gold plans effective January 5th, 2012. The price increases are reflective of careful analysis of value delivered to customers—in the form up upgrades, support, and valuable extras such as Sage ACT! Connect. The SBC plans represent a significant value to Sage ACT! customers, when considering the price of support, connected service, and product upgrade components individually. The new price table is below:

SBC Bronze	MSP	Bundle / Renewal
Sage ACT! Pro	\$129	\$119
Sage ACT! Premium	\$189	\$179
Sage ACT! Premium w/ SQL	\$249	\$239
SBC Silver	MSP	Bundle / Renewal
Sage ACT! Pro	\$229	\$199
Sage ACT! Premium	\$289	\$259
Sage ACT! Premium w/ SQL	\$349	\$319
SBC Gold	MSP	Bundle / Renewal
Sage ACT! Pro	\$329	\$289
Sage ACT! Premium	\$389	\$349
Sage ACT! Premium w/ SQL	\$449	\$409

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Q. Will the Bundle and Renewal promotional prices apply to the new plan prices?

A. Yes, customers who bundle an SBC plan at the time of license purchase and/or who renew on-time are eligible for Bundle/Renewal pricing levels, outlined in the table above (see page 3). Tier, multi-year, and other promotional programs offered today remain in effect for ACCs. The accelerated volume discount schedule also applies.

Q. Where do I find information on what is in the updated Sage Business Care plans?

A. The chart below outlines the benefits of the updated plans. An updated Sage Business Care brief can also be found on the Partner Portal by navigating to: *Browse>For Partners>Sage ACT!>Sales Tools>ACC Sales Resources.html>Sales Support Tools>Sage Business Care Brief.pdf*

Benefits	Sage Business Care Bronze	Sage Business Care Silver	Sage Business Care Gold
Upgrade Assurance (Version Upgrades ¹)	✓	✓	✓
Service Release Updates	✓	✓	✓
Toll-Free Telephone Customer Support		NEW! → Unlimited ²	Unlimited ²
Voice Customer Support		✓	✓
Voice Message Support (Guaranteed Response of Four Business Hours)			✓
Advanced Level Customer Support			✓
Remote Desktop		✓	✓
Live Chat ²		NEW! → Unlimited ²	Unlimited ²
Access to Online Knowledgebase	✓	✓	✓
1-year Subscription to Sage ACT! Connect ⁵		NEW! → ✓	✓
50% Off Sage ACT! Anytime Learning Courses ³	✓	✓	✓
Multi-year Discounts		✓	✓

Q. Will on-plan Silver customers be “grandfathered in” to now receive unlimited Support and Sage ACT! Connect?

A. Customers currently on a Silver plan will automatically now be eligible for unlimited Level 1 support. Sage ACT! Connect will need to be manually added, and can be done on a case-by-case basis. Upon the end of the customer’s current Silver contract, the new pricing will go into effect for the renewal.

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Q. If a customer purchases a multi-year Business Care plan, does the subscription to Sage ACT! Connect match the number of years of their Business Care?

A. Yes. Their annual subscription to Sage ACT! Connect will carry through the same number of years as their multi-year Business Care plan purchase.

Q. What is the policy on when a customer can purchase Sage Business Care?

A. Customers are eligible to purchase a Sage Business Care Bronze plan within thirty-days of a new license purchase of Sage ACT!. Sage Business Care Silver or Gold plans may be purchased at any time as long as the customer is on the current version of Sage ACT!. If a customer is not on the current version of ACT!, the customer will need to purchase an Upgrade in addition to the Business Care Bronze, Silver or Gold plan. All licenses must be on the same Business Care plan level.

Upon initial enrollment, first-time Sage ACT! customers may cancel their Sage Business Care plan within thirty-days of purchase for a full refund of the purchase price, less any rebates received. They may terminate the plan with at least seven calendar days' notice prior to their renewal date and not be charged for the renewal. Sage Business Care is purchased per licensed user.

Q. My customers upgrade every other year. If a Bronze plan costs more than half the price of the upgrade, why would a customer ever purchase Bronze?

A. If a customer only wants to upgrade every 2-3 years and does not require the support services that Sage Business Care Silver or Gold plans provide, they should simply purchase the upgrade. Bronze is designed for customers who like to budget for and keep current on the latest version, and they can do so on the Bronze plan at a price lower than the annual upgrade price. However, the Silver and Gold plans represent the most significant value when considering unlimited access to support, product upgrades, and a one-year subscription to Sage ACT! Connect.

Q. Since Silver and Gold both now offer unlimited Support and SAC? What is the distinction between the two?

A. A Silver customer will reach Level 1 Support that is poised to effectively triage and manage everyday technical questions, while a Gold customer will reach Level 2 Support staffed with expert-level technicians.

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