



Features

- Instant access to contact and customer information
- Forecasting and sales opportunity tracking
- Back-office integration
- Store company records
- Easily import data from Microsoft Outlook®
- Advanced Synchronisation
- Share data with 5 users plus
- Accommodate up to 100,000 contacts
- Synchronise to a central database from within or outside the company firewall
- Assign access rights, by user, to specific contacts or teams of contacts
- Organise users into teams to grant access to specific contacts



"ACT! has dramatically changed the effectiveness of our CRM activities. It facilitates communication both with our clients and internally, cuts down on paper and provides discipline for the sales team in managing their daily tasks."

Gill Smillie, Marketing Manager, Conference Centres of Excellence

A Quick Start Solution that Fits Your Business

Managing, building and retaining relationships are vital elements of business success. Delivering outstanding, professional service to your prospects, customers and business contacts builds dependable and profitable relationships. In a team environment, managing all the details and touch points associated with those relationships can be particularly challenging, especially in a shared, workgroup environment. ACT! Professional for Workgroups ensures these challenges are met cost effectively.

How can ACT! Professional for Workgroups Grow Your Business

ACT! Professional for Workgroups is the contact and customer management solution from an industry leader in the mid-market space - The Sage Group plc. Designed from the ground up with a workflow optimised for workgroups and sales teams, ACT! Professional for Workgroups gives users an intuitive, yet powerful, way to capture and share information in a collaborative environment. This proven technology, used by millions worldwide, enables business teams to benefit from using ACT! Professional for Workgroups in the following ways:

- Streamlining sales operations
- Boosting sales results and profitability
- Enabling efficient team collaboration and scheduling
- Enhancing employee and customer satisfaction and loyalty
- Gaining insight into the business through easy access to comprehensive contact and customer data
- Minimising risk by adopting a proven technology that is secure and scalable

Target New Prospects

You can use ACT! to easily analyse historical sales trends, understand the profile of your best customers and, using this information plan effective marketing and sales campaigns.



Generate Leads

ACT! is a comprehensive tool for marketing, you can quickly and easily use existing information or import bought-in data for direct mailshots, faxshots and e-mail communications. For example, select groups of prospects you wish to mailshot and, with the superb integration with Microsoft Word and Outlook, create an effective direct mail campaign including html e-mails.



Convert Leads to Sales

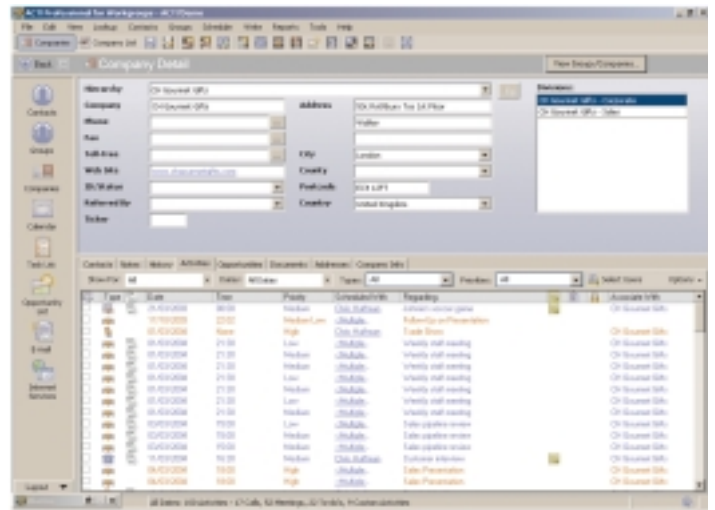
With its own built in sales process system or by designing your own system you can track all communications with the prospect, ensure maximum service levels are maintained through the sales cycle and close business quickly and efficiently. Built-in reporting improves accuracy of sales forecasts for a single team member or the whole sales team.



Improve Customer Relations

ACT! automatically tracks all communication with your customers including mail shots, letters, meetings, phone conversations and, when linked with Sage Instant Accounts, Sage Line 50 or Sage MMS, also provides essential financial information. This ensures a professional interface with your customer and lays the foundation for a long-term relationship and additional sales.

Accounting links available January 2005



Store complete information and provide instant access to all customer details.

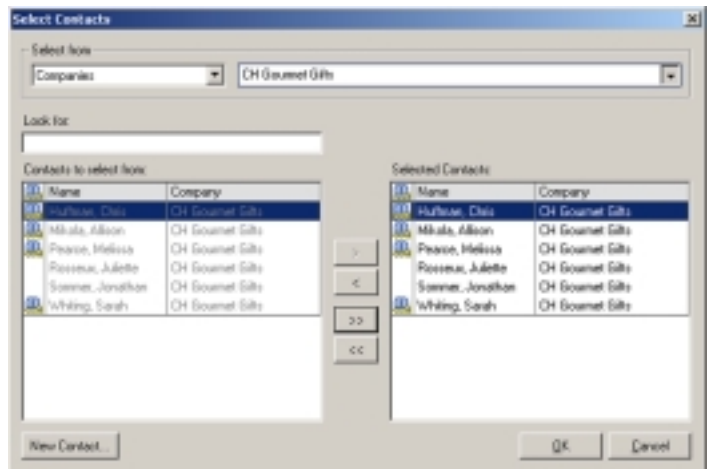
Individual and Team Scheduling

The built-in Calendar allows your team to view and print schedules by Day, Week, Work Week (defined by the user) or Month. The built-in Task List in ACT! Professional for Workgroups gives your team a comprehensive view of what's on their plates, allowing them to filter Calls, Meetings and To-Do items by Priority, Date Range or User, even displaying totals for each type of activity.

Scheduling activities, individually or for your workgroup, has never been easier. When you schedule a group activity, a notification appears on each team member's status bar, users can accept or decline participation.

The Activity Series feature is a huge time-saver for workgroups. Define a series of tasks around one particular event, and then schedule that series to automatically put the activities on other team members' calendars. These activities remain linked, so when one activity moves, you're prompted to move the related ones.

The scheduling capabilities in ACT! extend beyond your team to help you manage resources such as conference rooms or equipment. And conflict checking ensures that resources aren't double-booked. And, if your business also uses Microsoft Outlook, ACT! Professional for Workgroups synchronises with Outlook to keep your entire business up to date.



Easy to use scheduling ensures you keep on top of your to-do items and meetings.

Improving Your Workgroup and Teams

Instant Access to Contact and Customer Information

One of the most important benefits of ACT! is to provide your team with instant access to contact details. ACT! is to provides a contact and customer hub that businesses and organisations rely upon for up-to-the-minute information about their business relationships. ACT! Professional for Workgroups stores complete contact and customer information, including e-mail messages, notes and history, attachments, documents, activities, sales opportunities and more. It makes it easy for your team to service multiple contacts within Companies by allowing you to create Company records, which give your team a complete picture of the entire relationship. All notes, histories and opportunities related to the company are all in the same place. And if core company information changes, each related contact can be updated.

Integration, Security and Scalability

Integration

Most ACT! Professional for Workgroups users will spend the majority of their computing time in ACT!, as it's the one software product that will serve all of their contact and customer management needs. But ACT! Professional for Workgroups also seamlessly works with other popular products such as Microsoft Outlook, Word and Excel; Palm OS and Pocket PC handhelds (ACT! Link for Palm OS and ACT! Link for Pocket PC are both included) and Sage accounting software**.

*ACT! handheld links are one way updates from the desktop to the device.

**Available January 2005

Security

ACT! Professional for Workgroups is a secure environment so your internal and remote users can safely share complete confidential customer information without concern. ACT! allows you to assign up to five security levels to users – everything from a browse user who can only view data to the administrator who can see and access all features – so you decide who has access to what features. Contacts can be public (all users have access) or assigned limited access so that only a group of users (such as a sales team) can access the contact.

Scalability

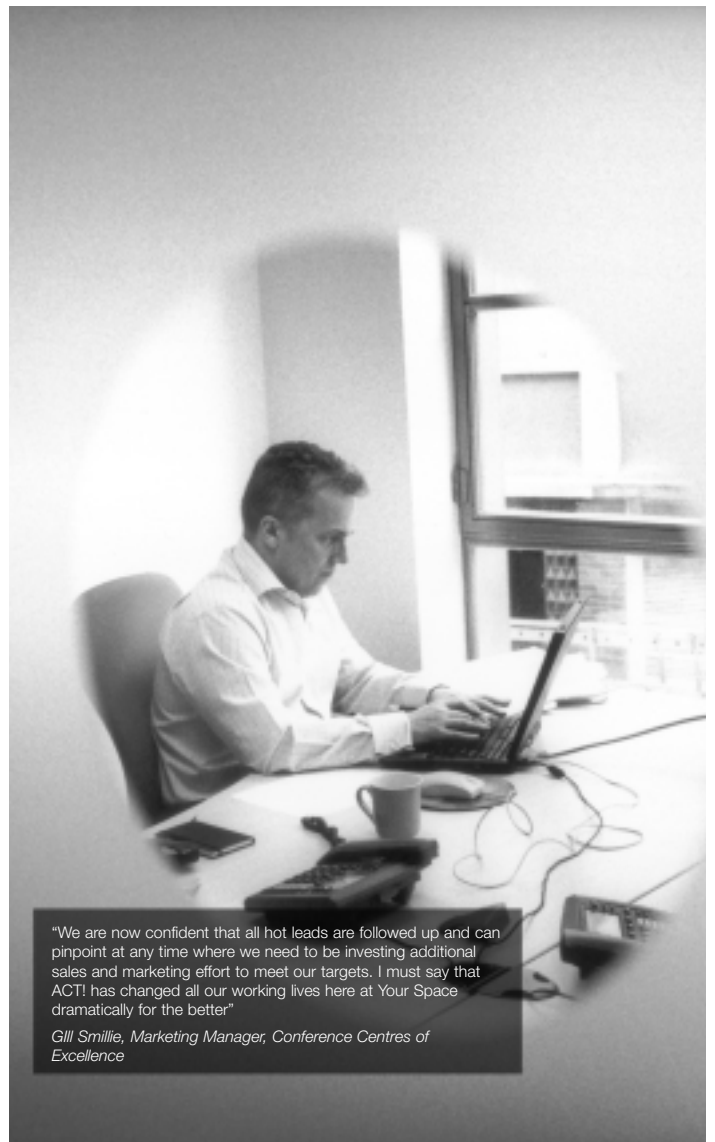
ACT! Professional for Workgroups includes a Microsoft SQL Server license for each licensed user. This version of SQL allows increased flexibility and scalability while networking 5 users or more per database and managing up to 100,000 contacts (actual number of users and contacts will vary depending on the size of the database, number of users logged on, etc.).

Synchronisation

With ACT! Professional for Workgroups, sharing databases over your company network is easy. You can easily and automatically synchronise remote workers so everyone has the most up-to-date contact information.

ACT! Partner Community

ACT! Professional for Workgroups is sold and implemented through a network of highly skilled ACT! Business Partners. Our Partners are dedicated businesses that provide the technical expertise and experience to successfully implement, customise and support your ACT! Professional for Workgroups solution.



Grow Your Business with ACT!

To discover how ACT! Professional for Workgroups can help your business grow, call **0845 245 0276** for your nearest ACT! Business Partner.

Sage (UK) Ltd

Sage House,
North Park,
Newcastle Upon Tyne,
NE13 9AA

Telephone: 0845 245 0276

Fax: 0845 245 0278