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ACT! 2008

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Building and maintaining successful customer relationships is key to your company's growth. You need to keep your current customers happy and you need to ensure you never miss a new opportunity.

Sage 50 ACT! is a simple but powerful contact management system. It centralises your contact information, organises your diary, tracks sales leads and can help you organise marketing campaigns. In short, it is a vital member of your sales and marketing team.

Helping you to...

Get up and running:

- Wizard driven installation
- Import contacts easily
- Pre-formatted templates
- 45 days' free telephone and email support
- Microsoft® Office compatible

Manage your working day:

- Get a quick overview of your business at a glance
- Show detailed customer histories (meetings, phone calls, documents, emails)
- Schedule calls, meetings and to-do's for you and colleagues
- Appointment, task and activity reminders, plus prioritised task lists

Manage your contacts:

- Centralised contact information for easy access
- Contact, company and group records
- Actively manage customer relationships
- Share customer information with team colleagues
- Create and send personalised letters and email

Manage your sales opportunities:

- Monitor prospect leads
- Produce sales forecast reports to improve business management
- Target customers for marketing campaigns

Manage your business:

- Customise to suit your business
- Remote database synchronisation
- Access information when mobile
- Works for 1 to 100 plus users
- Design reports specific to your needs

Choose the right software

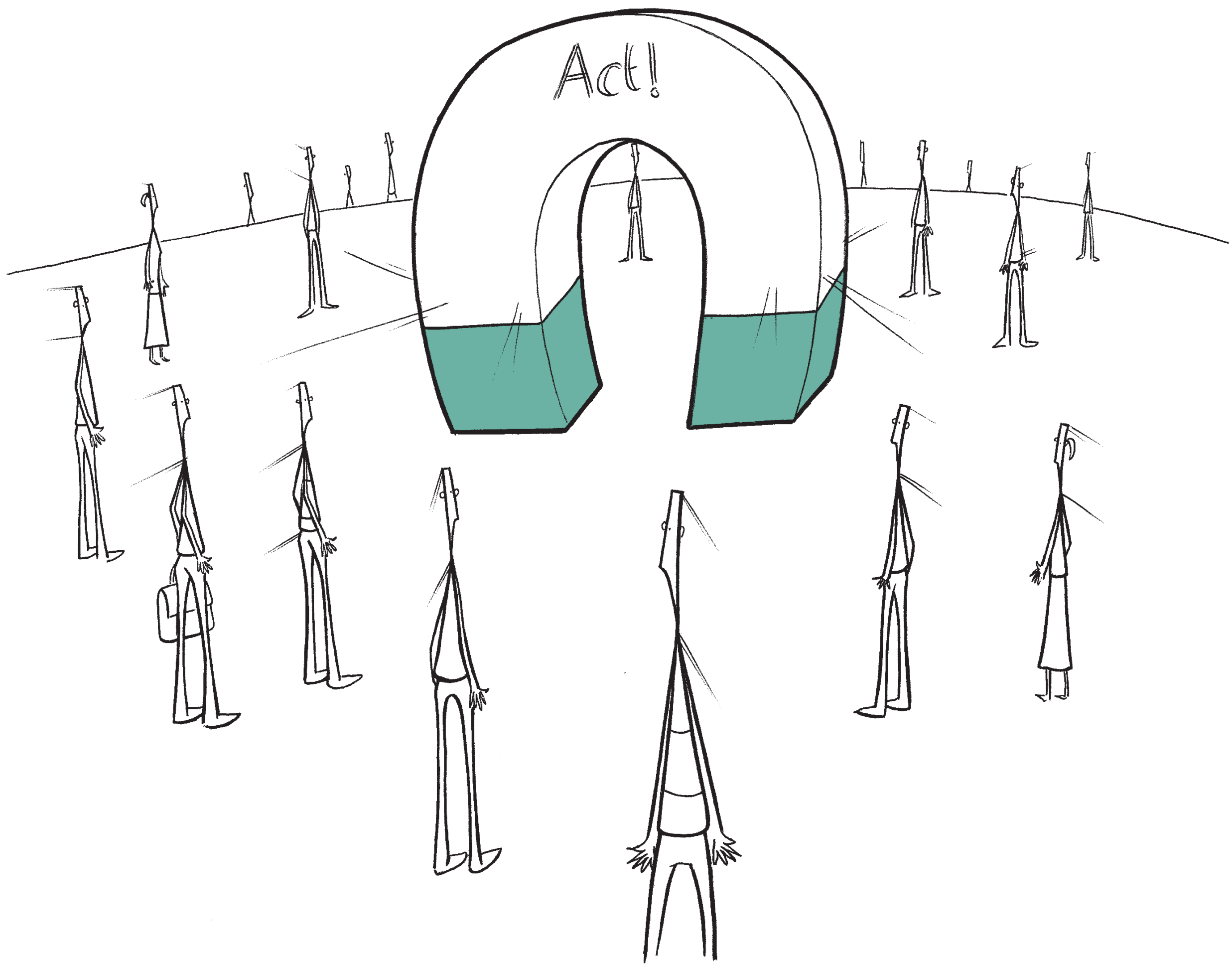
All businesses are different. That's why there's a choice of Sage 50 ACT! tiers to suit your needs. From self-employed people to small businesses with a handful of employees, to large organisations with many different sales teams, our software grows with your business. That means you can continue to develop great customer relationships using software you know and getting help and advice from people you trust.

Sage 50 ACT!

As simple or as complex as you want, ACT! can be used out-of-the box or highly customized to suit your specific needs. It works the way you want it to work. For example, you can add fields and tabs as needed, customize the layout by changing colours or adding your logo, or by adding custom priority, activity, and history types. Because ACT! can be used by anyone with contacts, it fits the needs of a variety of industries and allows you to track everything from the most basic contact details to complex, highly specialized information to fit the needs of your business.

Sage 50 ACT! Premium

ACT! Premium enables users to access critical customer and opportunity information from the office, home, or from the road using either a Windows application or via a Web browser – for one low price. ACT! Premium delivers the tools to increase your sales team's productivity while providing your organization with scalability, centralized administration, advanced security, and flexible deployment and access options required to drive your business.



Key Capabilities

Manage your contacts and opportunities

- Track contact details, notes, history, appointments and to-do items, documents, and opportunities.
- Use more than 60 pre-defined fields including name, company, phone, address, website, email, and ID/Status to record relevant information or add your own.
- Attach documents directly to activities, history, or contacts, even when you're working in Microsoft® Word or Excel®.
- Create Company Records and view notes, history, and opportunities related to contacts at those companies.
- Group contacts using 15 levels of hierarchy to help you organise, communicate, and schedule appointments.

Manage your daily tasks

- Schedule calls, meetings, and to-dos quickly and easily, and filter them by priority, date range, or user.
- View activity details instantly by hovering over Calendar entries for an at-a-glance view.
- Stay on top of your tasks with Activity Alarms and reminders. Anything you don't complete automatically rolls over to the next day.
- For more complex activities, link all the related tasks together, so that a date change in one will automatically update the rest.
- Manage your resources efficiently by using Group Scheduling to see at-a-glance when everyone in the database is available.
- Synchronize Sage 50 ACT! and Outlook calendars to help schedule appointments with employees not using Sage 50 ACT!
- Get a fast, accurate snapshot of meetings, calls and to-do lists for you and your team with the dashboard in Sage 50 ACT!

Track sales opportunities

- Use the built-in sales process or customize it to suit your needs.
- View all sales opportunities at once or filter by Users, Estimated Close Date, Status, Sales Stage, Amount, or Probability of Close.
- Capture the most accurate sales and opportunity information by customising field names and types to suit your business.
- Easily enter repeated products or services, using the Product List and automatically fill in key information including name, item number, cost, and price.
- View the graphical Sales Pipeline and drill down to see details of new opportunities.
- Create sales reports quickly by using the supplied formats or export data to Excel for further analyis.
- Get a graphical display to show how your team are converting opportunities into sales with the dashboard in Sage 50 ACT!

Communicate more effectively

- Create, send, and track email to and from contacts by using Sage 50 ACT! Email Client with Outlook® Express or Lotus Notes®, or integrate Sage 50 ACT! directly with Outlook.
- Track the history of all your communications with a contact and their organisation.
- Get up to speed in an instant by finding your your last communication with a contact using Last Reach, Last Attempt, Last Meeting, Last Letter, and Last Email fields.
- Use the built in word processor which supports tables, graphics, HTML, and spell checking for all your written communications or write letters in ACT! using Word. There are ready-made templates for emails, letters, and memos, and HTML templates that you can customise and email to customers.
- Select a contact or a group of contacts and send them all a letter or email.

Gain business insight

- Use Keyword Search in Sage 50 ACT! to find what you're looking for in a particular note, history, activity, or opportunity.
- Find numeric information easily with greater than or less than queries or refine queries to better suit your search needs.
- Use 40 standard reports including Phone Lists, Activity Reports, Referral Source, and Sales Summaries with Excel, HTML, PDF, or email options. Or use the Report Designer to create your own.
- Manage employees effectively by viewing and reporting on activities by user to see what they've started and completed.
- Check how your team and your business are performing at a glance with the Sage 50 ACT! Dashboard.
- Benefit from better tracking and analysis by customizing Priority, Activity, and History types in Sage 50 ACT!
- Customize layouts, including colour, company logos, and relevant information for greater clarity.

Work with large teams

- Control access to data and features by assigning up to five different security levels to all users.
- Maintain the security of your database security by setting permissions to prevent or allow users to delete and or export data to Excel.
- Ensure your customer information remains up to date by automatically synchronising your database, backup and maintenance.
- Keep data more secure by setting rules for password expiry, complexity and re-use.
- Roll out Sage 50 ACT! Premium to multiple users with Silent Install and ensure everyone gets the same settings and configuration.

Access while mobile or remote

- Use Sage 50 ACT! for Web for anytime, anywhere access.
- Synchronize your Calendar, Contact, To-Do information, Notes, and History to Palm OS®, Pocket PC, or BlackBerry® devices.
- When you print any Sage 50 ACT! Premium calendar, contact phone numbers for any scheduled calls are automatically displayed.
- Access critical contact and customer details through Citrix® or Terminal Services when you're out of the office.

Working with your finances

Accounting Integration

When your business has customer information stored in many different places, it's difficult for key people in your business to have all the information in the right place at the right time.

Bringing together customer information, including key financial data together into one place means it's quick and easy to access and really help build and maintain good customer relationships. That's why Sage 50 ACT! is designed to work alongside Sage Instant Accounts and Sage 50 Accounts, so people can manage both business contacts and view customer accounts at the same time.

If any changes are made to a contact record in Sage 50 ACT! or your customer or supplier details in your Sage accounts system, you can make sure that both records are updated automatically to contain the same information. So you get a single view of the customer, and share information across your business.

Added value and support

SageCover

Designed to offer you peace of mind by providing support for your Sage software. Get the information and business advice you need with access to our award-winning telephone support, and a database of over 1,200 technical guides and frequently asked questions. As a SageCover member, you'll also receive discounts on other Sage software.

Training

We do our best to make sure our software is easy to use and understand, and back that up with specially focused training that can help you get the most from your Sage software.

We offer a choice of hands-on learning in classrooms at venues throughout the UK, plus a self-study guide, so you can master the software quickly and focus on running your business.

About ACT!

ACT! is the world's best-selling contact and customer relationship management software used by more than 2.7 million people worldwide. Designed for small to medium-sized businesses, it centralises your contact information, organises your diary, tracks sales leads and can help you manage effective marketing campaigns.

About Sage

At Sage, we've been providing business management software since 1981. We currently work with more than 700,000 customers in the UK and 5.4 million worldwide. From start-ups to larger organisations we make it easier for companies like yours to manage their business.

We do this by providing software and services to help you manage your finances, your people, your customers, your suppliers, your core operations and to plan your future business success.

At Sage, we're here for the long run. We know sometimes you need a helping hand. That's why our software is backed up by award-winning support and training, to give you peace of mind when you use your Sage software.

For further information on Sage 50 ACT! or Sage 50 ACT! Premium software, please call the ACT! Sales Team on 0845 245 0276 or visit www.sage.co.uk/act

The ACT! product range can be bought through a variety of different channels:

- direct from Sage (including from our online shop – www.sage.co.uk/shop)
- from many retail stores
- from an ACT! Business Partner

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