

SAGE ACT!

2011

ACCESS ALL AREAS
OF YOUR CUSTOMER DATA

century
Software

WHAT'S NEW GUIDE

Sage ACT! | Overview

We all know how hard it is to keep track of all your phone numbers, emails, meeting notes, and documents, without taking too much time away from doing your job. Well now there's a solution that makes perfect sense - **Sage ACT! 2011.**

Sage ACT! is the number one selling Contact and Customer Manager that makes taking care of your customer data a lot easier, as everything will live in the same easily accessible place.

You can even use ACT! like a sales and marketing assistant to get the right leads, send sophisticated e-marketing campaigns and track your overall performance all on its own. So you can concentrate on standing out from the crowd.

And with our improved welcome page you can get up and running quickly, and start as you mean to go on - having greater control over your customer relationships and business performance.



Benefits snapshot

No.1* in the world supporting millions of successful customers

Designed for you so there's everything you need on a day-to-day basis

Easier than the rest, leading the industry in ease-of-use

Priced for the cost-conscious with no hidden charges or investments required

Just for you settings mean you can personalise ACT! to fit your business

* Based on a keystroke level modeling competitive study conducted by Sage and measuring usability, LLC in May 2009. Competitors included Microsoft Dynamics® CRM and Salesforce.com

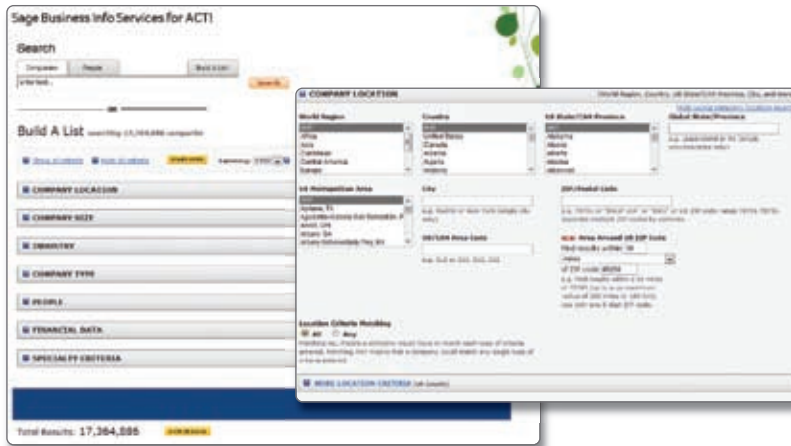
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Sage ACT! | What's new



Build long-lasting customer relationships

Want to know how to target existing and potential customers? To stay a profitable business you need to gain more customers that look like your best ones today. With **Sage Business Information Services for ACT!** you can pull highly targeted prospects lists and business information from Hoover's™ and import that data directly into ACT!. This is an ideal way to fill in the gaps in your database and allows you to find new leads based on the traits you're looking for - along with business data for your current contacts.



Refine searches based on targeted demographics

Import company information including the company's:

- History
- Overview
- Operations
- Competitors
- Key Financial data

Send sophisticated E-marketing campaigns



Looking for a new way to build your business? You can now set up sophisticated campaigns to enhance your sales and marketing strategies with **Sage E-marketing for ACT!**, whilst building on your existing Sage ACT! data. Capture additional leads with web forms on our website, and then use our E-marketing feature to nurture those prospects automatically with drip marketing plans, and quickly identify your most promising leads - and build upon their interest.

“ACT! has allowed us to be more professional in the way we communicate with our customers. We now have an email newsletter that goes out to our customers and we can tailor that right down to individual lists.”

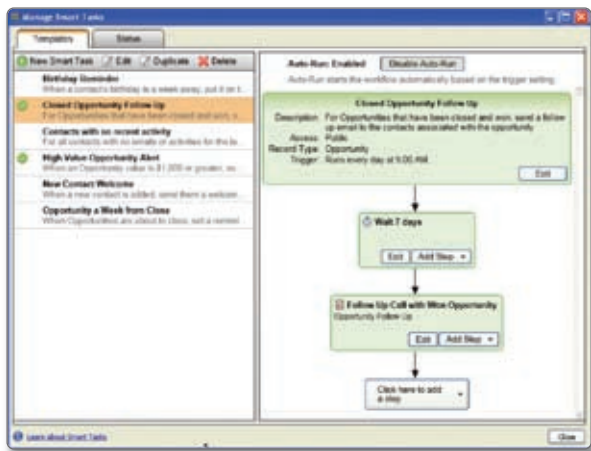
Kari Owers,
O Communications

LEARN MORE ABOUT SAGE ACT! 2011
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Sage ACT! | What's new

More time to focus on your customers and sales

Have you ever wanted a personal assistant? **Smart Tasks** can handle the things that need to get done every day, leaving you more time to focus on what counts - your customers and sales. Smart Tasks will put activities on your calendar, send emails for you and much more. It doesn't matter whether your tasks have two or ten steps, it's all automated so your customers get the service they expect - with little work required by you.



Create or customise multi-step Smart Tasks, with the easy to use drag and drop designer

Being away from the office has never been so easy



Sage ACT! Mobile Live

Need to access your customers' data whilst out and about? **Sage ACT! Mobile Live** will make sure you can do just that. It's an online-based mobile service that enables you to get anytime, anywhere access to your ACT! contacts, calendar, notes, history information and upcoming activities at the touch of a button on your mobile phone. No more missed meetings, misplaced phone numbers, or forgotten customer details simply because you're out of the office and away from your computer.



"51% of business opportunities are lost due to sales people not having access to customer information when on the move."

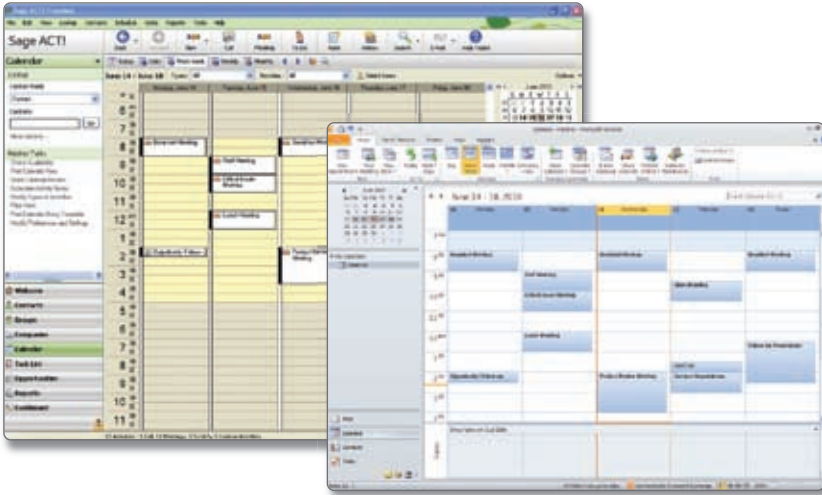
*Source: Forrester Research 2009

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Sage ACT! | What's new

You'll never miss another appointment again

Want to make sure all your applications are up-to-date? With Sage ACT! 2011's **Improved Outlook Integration** you can now truly synchronise your ACT! calendar and contacts with Microsoft® Outlook, giving you access to your Sage ACT! data whenever and wherever you need it - regardless of where the data was originally created you're always up-to-date.



Calendar's are kept up to date regardless of where they are created

The right type of communication at the right time

Want more control over who can access private customer data and email attachments? You should consider **Sage ACT! Premium**, designed for teams who need to efficiently share customer details. With Sage ACT! Premium's **Enhanced File Security** you can make the process of securing customer information quick and simple. You can restrict who has access to your customer profiles, meaning you know that the right people within your business communicate with the right customers - at the right time.



"With Sage ACT!, we're more responsive, we can also be more reactive. And, we can do that with ease by knowing historically what a client has done - that gives us the knowledge and empowerment to bring those clients along further."

George Ford, Veriphly

TAKE SAGE ACT! 2011 FOR A TESTDRIVE
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Sage ACT! | What's new

With Sage ACT! you can:

Manage Relationships	Keep everything - phone numbers, emails, conversation notes, meeting and activity history, documents, social media profiles, and more - in Sage ACT!
Search and Instantly Access	Find the exact customer relationship details you need using the most basic keyword search to a more advanced field search
Be More Productive	Work more efficiently with Smart Tasks that automate key activities like sending emails for you and putting activities on your calendar. Get started with one of 10 pre-loaded Smart Task templates ¹ or simply customise your own version
Unlock New Leads	Obtain leads you can use with Sage Business Information Services for ACT! ² that pulls highly targeted prospect lists and business info from Hoover's™ and puts them directly into Sage ACT!
Market Effectively	Create and send email and drip marketing campaigns, track open and click-through rates, and manage opt-outs with Sage E-marketing for ACT! ²
Sell More	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
Measure Results	View 50+ reports and dashboards, or for deeper analysis, send most reports to Excel® and use connections to third-party report writers
Integrate with Existing Business Solutions	Take full advantage of familiar solutions you've already invested in, including Microsoft® Outlook®, Word, Excel, and Lotus Notes® - over 10 business solutions in all
Eliminate Double Entry	Integrate your Sage ACT! and Outlook contacts and eliminate double entry, plus keep your calendars in sync - no matter where changes were made
Personalise Sage ACT!	Tailor Sage ACT! to fit the way you run your business by designing views, adding fields and tabs, editing drop-downs, and customising templates
Access from Anywhere	Get anytime, anywhere access with Windows® and web options, plus stay connected when you're out of the office from your BlackBerry® or Windows Mobile® device with ACT! Mobile Live ²
Administer and Maintain	Use Silent Install ⁴ administration and activation, and take advantage of automatic backup, maintenance, and synchronisation options

Important Note:

Sage ACT!: You must purchase one license of Sage ACT! per user. Scalability varies based on hardware, size, and usage of your database. Contact your local Sage Business Partner to review Sage ACT! system requirements. Sage ACT! 2011 now supports Firefox® 3.5 and 3.6 and 32-bit version of Microsoft Office 2010! Sage Connected Services for ACT!: Contact your local Sage Business Partner to review ACT! Mobile Live system requirements. Sage E-marketing for ACT! is powered by Swiftpage™. Import functions for Sage Business Info Services for ACT! must be performed on the web server when using Sage ACT! Premium (access via web).

1 Three of the pre-loaded Smart Task templates require a subscription to Sage E-marketing for ACT!

2 Requires additional subscription

3 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. Silent Install is only available in Sage ACT! Premium

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Sage ACT! | Integration

Simple and clear view of your customers

Have you always wanted a more clear view of your customers' accounts? Now you can with improved integration between Sage ACT! and Sage 50 Accounts, which gives you a simple and clear view of your most valuable business assets - your customers.

- **Convert ACT! opportunities** into invoices in Sage 50 Accounts
- **Import Sage 50 Accounts** products directly into ACT!
- **Access the latest data** on your customers and supplies in ACT!



FIND OUT MORE ABOUT ACT! INTEGRATION
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For further information regarding Sage ACT! 2011 and to arrange a free, no obligation software demonstration at your premises, contact Century Software today:-



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Email: info@centurysoftware.co.uk

Website: www.centurysoftware.co.uk

The Sage logo consists of the word "sage" in a white, lowercase, sans-serif font, positioned inside a dark green circular shape.

sage

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