ACT! | What's New in 2010

Know. Market. Sell.

In a down economy, it's tempting to "wait it out," but have you considered the cost of doing nothing? New tools in ACT! by Sage 2010 help you work faster and focus on the most promising customers, saving you both time and money spent sifting through leads.

Work Better and Faster with the Easy New Design

Enjoy the new look of ACT!, with proven easier to learn and use navigation, instant access to search, related tasks, consolidated menus, big "easy" buttons, and more. You'll get streamlined layouts and instant access to search from any view—no longer going through the lookup dialog. Related tasks provide you with more options for working with contacts, groups, opportunities, and more. You'll see consolidated menus with relevant feature options, big "easy" buttons for tasks you complete most often, and a "new" button that lets you create anything new, from contacts to activities. The all-new Welcome Page features resources, tips, help, news, and common tasks.

Take Advantage of Leading-edge Social Media Technology

Tap into the endless possibilities of social networking and online resources for instant knowledge about your customers. See your customers on LinkedIn®, Facebook, Plaxo, or any other sites you choose from within ACT!, to quickly understand more about their interests, their past work history, and their connections.

Generate Actionable Demand with End-to-End E-marketing[1]

ACT! E-marketing intelligently and automatically reaches out to your ACT! contacts, runs e-mail marketing campaigns in minutes, and delivers results right to the ACT! contact record, saving you money by helping you focus on the right customers. With ACT! E-marketing, you get:

- **Email marketing**—Create striking e-mail templates and send to contacts, lookups, groups, and companies in ACT!.
- **Drip marketing**—Create a series of e-mails that are delivered to ACT! contacts over a period of time, automatically.
- **Survey and Web forms**—Gather valuable feedback from existing contacts so you can build and grow your ACT! database.
- **Marketing results tab**—Use a ranked call list of the most interested contacts so you know who to call first.

Benfits Snapshot

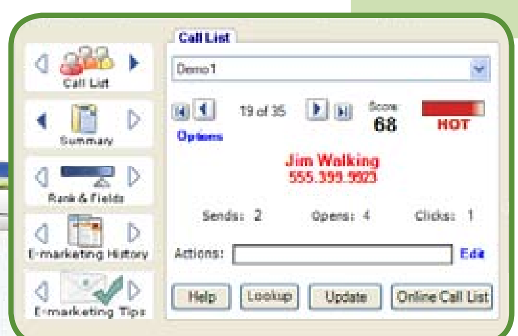
Enjoy the newly designed look of ACT! with proven easier to learn and use navigation.

Take advantage of leading-edge social media technology that automatically integrates profiles and data with ACT! for instant knowledge about your customers.

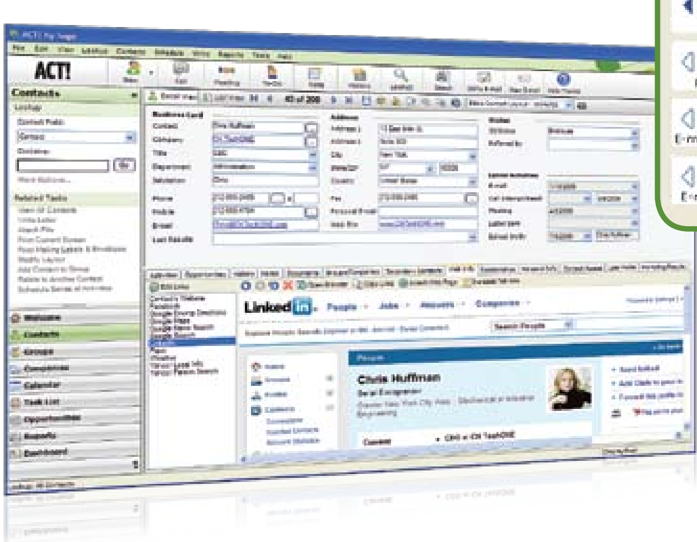
Generate actionable demand with end-to-end e-marketing[1] that intelligently and automatically reaches out to your ACT! contacts and delivers results right to the contact record.

Tailor opportunities to fit your selling model with redesigned sales tracking functionality that makes managing leads easier and more flexible.

Unlock insight into your biggest opportunities for quick wins using new dashboards and reports in a streamlined view.



ACT! E-marketing call list sorts campaign recipients according to results so you can identify hot leads fast.



Newly designed look of ACT! provides enhanced usability with big "easy" buttons, social media integration, and the new Welcome page.

"I have been using ACT! for at least 12 years and this new version is very impressive! The redesign, particularly the top 'big' buttons, is great!"

— ACT! 2010 Beta Customer

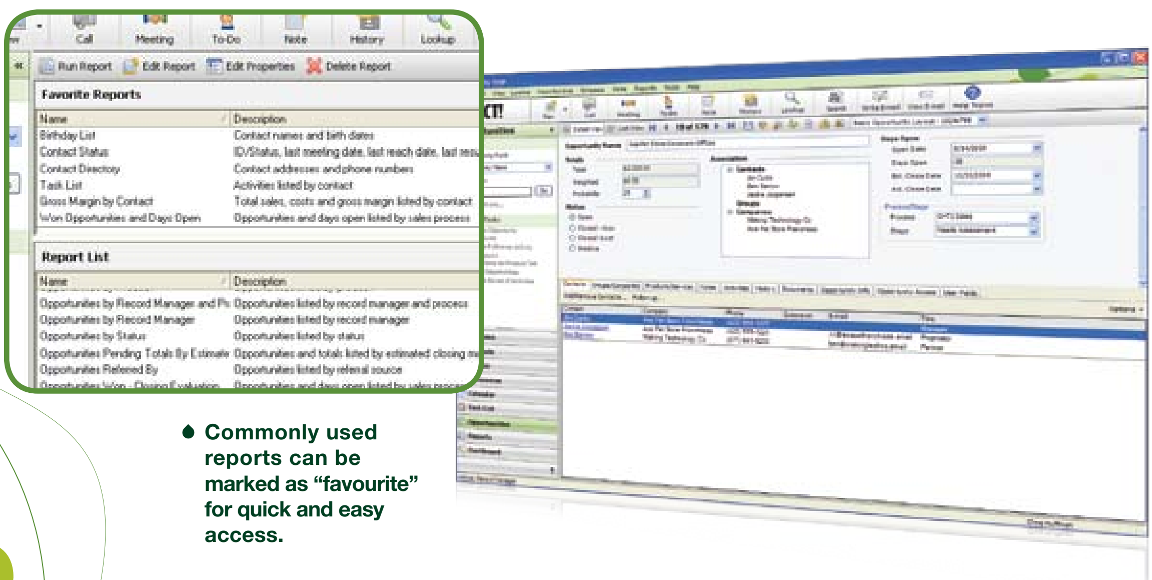
Tailor Opportunities to Fit Your Selling Model

Sales tracking functionality in ACT! has been completely redesigned to make managing leads easier and more flexible. Sales opportunities now behave and appear like contacts, groups, and companies, so you can customise them, personalise them, track activity history, and set security options like you would a contact record.

Gain Insight with New Dashboards and Reports, and Streamlined View

Twelve new dashboard charts and two new default dashboards have been added to ACT!, giving you at-a-glance snapshots of your customers, your sales opportunities, and even your users. Plus, you can better understand your biggest opportunities for quick wins by running one of the 13 new opportunity reports you've been asking for, including opportunities by process and status, pipeline by process, and many more!

With the streamlined reports view, easily understand which ACT! reports are available to you, mark reports as your favourites for quick access, and customise report descriptions for a view that's more personalised to your needs.



- **Customisable opportunities allow ACT! to better fit your business processes.**
- **Commonly used reports can be marked as "favourite" for quick and easy access.**

1 Requires additional subscription.
* 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.sage.co.uk/act/systreq. You must purchase one license of ACT! per user. Scalability varies based on hardware, size, and usage of your database. Check with your add-on product provider to determine compatibility.

About ACT!

ACT! by Sage is the number 1 selling Contact and Customer Manager in the world with 2.8 million users. It's designed for you to organise 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!

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