



# ACT!™ 2007 Product Family

Powerful contact and customer management for your business

## Make contact. Build relationships. Get results.

ACT! by Sage enables individuals and small business customers to instantly access key contact and customer information, manage and prioritise activities, and track all contact-related communications so you can grow productive business relationships. Renowned for its ease of use, ACT! can be tailored by each user and offers robust integration with the tools you use everyday.



### Key Benefits:

Organise your contact data in one place

Stay in touch to grow business relationships

Prioritise your work

Forecast and track sales opportunities

Get a complete view of customer interactions

Access critical information when mobile

Access financial information held in Sage accounting systems



### No.1 Selling Contact and Customer Manager

With more than 2.5 million users, ACT! is the No.1 selling contact and customer manager that helps you make contact, build relationships, and get results. With ACT! you can be more productive by centralising critical contact and company information, work to improve your bottom line by forecasting and tracking customer opportunities, and maintain a complete customer view with robust reporting capabilities. ACT! can be tailored by each user and offers robust integration with the tools you use everyday, such as Microsoft® Office, Lotus Notes®, accounting products, and handheld devices.

### Centralise Critical Customer Information

ACT! is a single, central repository for critical contact and customer information captured across your business. ACT! enables you to access detailed contact and customer information, manage individual and team calendars and activities, capture all customer communications, track opportunities through the sales process, and report on overall effectiveness. And, because ACT! allows you to link to Palm OS® and Pocket PC, or synchronise to remote databases, or is accessible through a web browser, you can access the data you need when you're on the go.

### Choose the Right Solution for your Business

From single user Windows-based systems to 50+ user Web-based solutions, we have a range of ACT! solutions to suit the needs of any individual and small/medium organisation involved in selling.

	ACT! 2007	ACT! 2007 Premium for Workgroups	ACT! 2007 Premium for Web
Typical user/ Business requirements:	Selling professionals and small teams selling to companies and not individuals, with medium volumes of information. Companies who require more business analysis. Self install so no specialist IT skills needed.	Corporate workgroups and large sales teams selling to companies and not individuals, with large volumes of information. Companies who require in-depth business analysis, customisation and integration with other business software. IT skills needed within company.	Corporate workgroups and large sales teams selling to companies and not individuals, with large volumes of information. Companies who require in-depth business analysis, customisation but no integration with other business software. IT skills needed within company.
Number of users:	1-10	5+	5+
Number of records and database size:	50,000 and 4Gb	100,000 and no limit	100,000 and no limit
Database:	SQL Server 2005 Express Edition	Either SQL Server 2005 Express Edition or SQL Server 2005 Standard Edition	Either SQL Server 2005 Express Edition or SQL Server 2005 Standard Edition

## How can ACT! improve your business?

### 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 Sales to Leads

With its own built in sales process system or by designing your own system you can track all communications with the prospect, ensuring maximum service levels are maintained through the sales cycle and business is closed 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 mailshots, letters, meetings, phone conversations and, when linked with Sage Instant Accounts, Sage Line 50, Sage Line 100 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.

## Should you be considering ACT! Premium Products?

ACT! 2007 is targeted primarily towards individuals and smaller businesses that require a robust contact and customer management solution for up to 10 networked users. For corporate workgroups and larger sales teams requiring more than 10 users, or some additional opportunity management features, better administration and security capabilities, or need to share centralised data in real time through a Web browser, ACT! Premium for Workgroups/Web should be considered. These products provide:

Flexible deployment options with ACT! by Sage Premium for Workgroups 2007 and ACT! by Sage Premium for Web 2007.

Scalability to accommodate larger workgroups or teams.

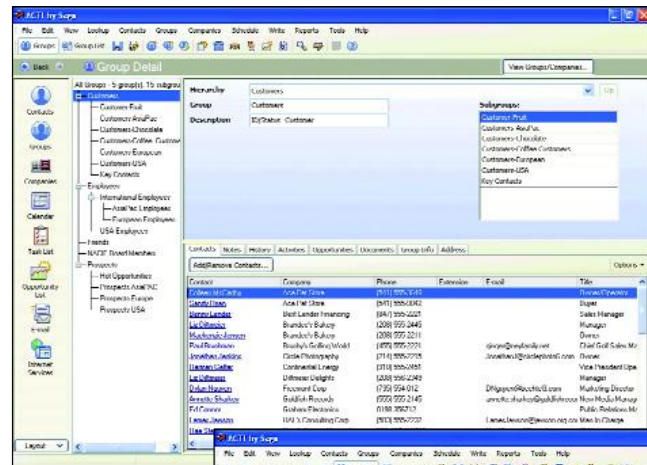
Centralized administration and advanced security functions geared towards workgroups and teams.

Automatic database synchronization, maintenance, and backup to ensure up-to-date customer information and database reliability.

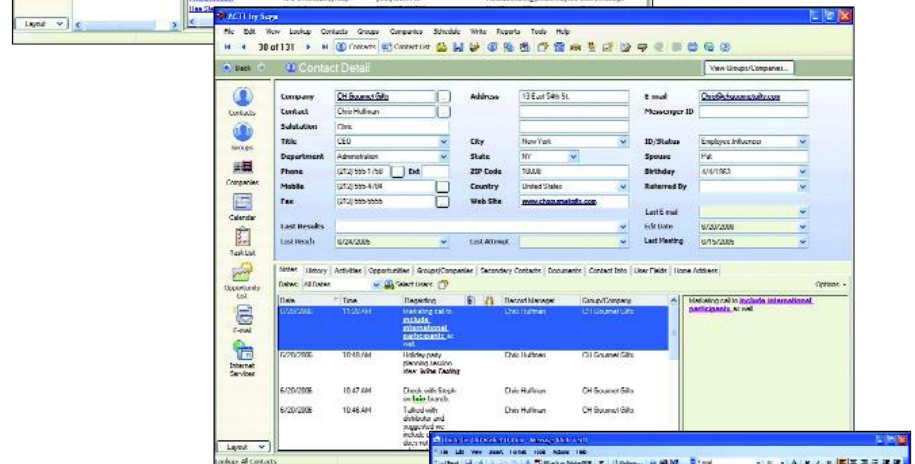
Advanced opportunity tracking for more accurate data and better reporting.

Group Scheduling for your entire workgroup to increase team efficiency.

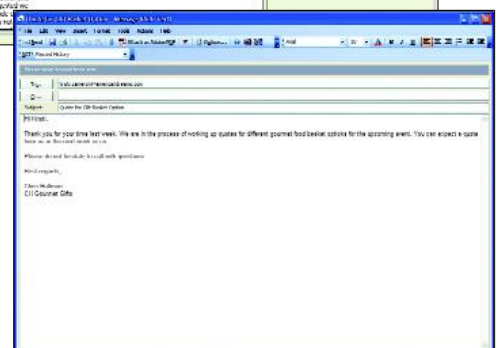
Automatic synchronization of ACT! and Outlook calendars so you have current times of important meetings.



Organize Contacts into Groups based on criteria you specify, such as all leads from the July marketing mailing, for easier follow-up.



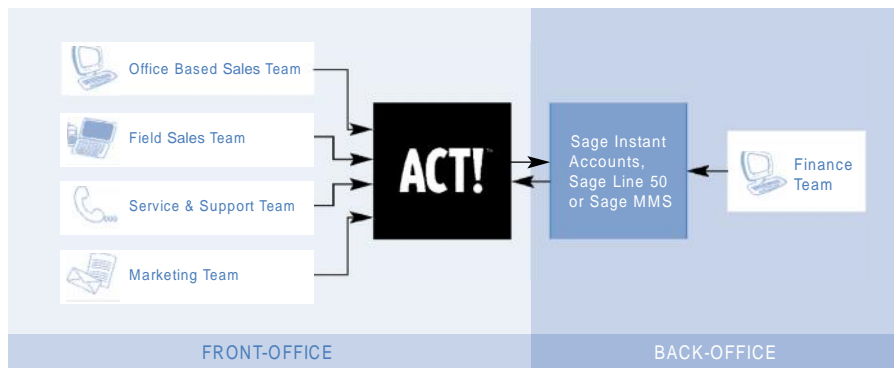
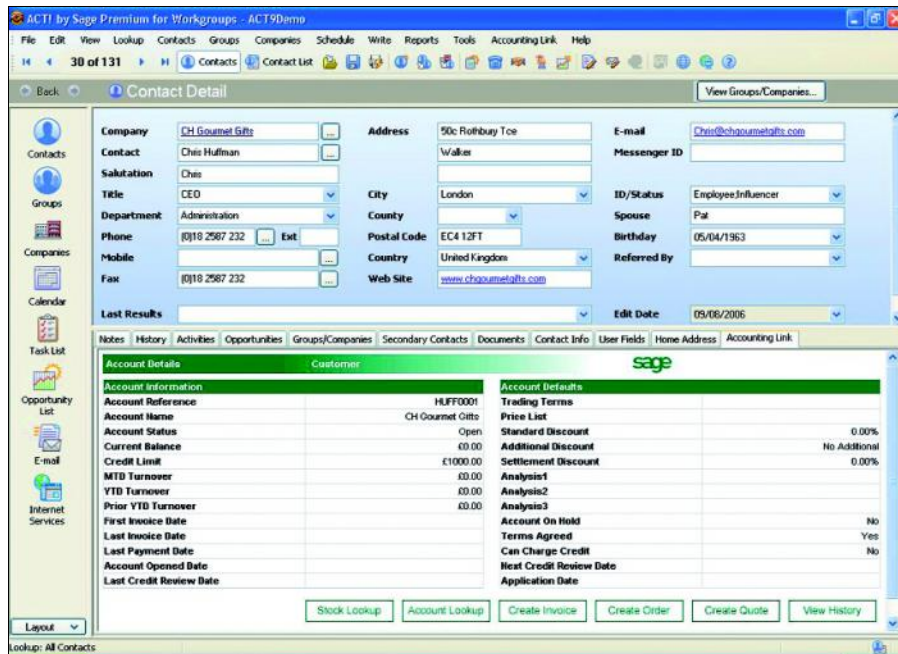
Seamlessly integrate ACT! and Outlook e-mail, saving you time while allowing you to track vital information on the ACT! Contact Record.



## Integrate ACT! with Sage Accounting Software

To unite your front-office (customer facing employees) and back-office (accounting and admin employees) solutions, ACT! Link software is available to integrate ACT! with Sage Accounting Software such as Sage Instant Accounts, Sage Line 50 or Sage MMS. Offering your business an integrated front and back office system developed and supported by Sage.

The integrated solution provides the "big picture" where all the relevant sales, marketing and financial information for any customer is available at the click of a button. Data can be initially transferred from the existing sales ledger into the ACT! database. Then through the accounting menu and tab, financial data can be displayed in the contact record. Credit limit, sales to date and outstanding debt information as well as trading terms and discounts available are displayed. Transactional information such as invoice numbers, details and amounts owed and paid can also be shown.



## Comprehensive Support and Services

### Support

We know that customer care and support forms a major part of the product buying process. One of our aims at Sage is to ensure that we maximise customer satisfaction across our ACT! customer base. Our technical support team are here to ensure that you get the highest value from your ACT! solution.

To ensure that ACT! fulfils all your business needs we have developed a comprehensive support service for the ACT! product range in the form of SageCover. With SageCover, you can simply call to speak directly to one of our dedicated ACT! experts. They can help you with the smooth operation of your ACT! system, leaving you to focus on your customers and your business.

### Training

Sage offers a wealth of training courses at locations throughout the UK. Our training helps you and your staff to master your ACT! software quickly – letting you focus on running your business.

### Local expertise

Sage has an extensive network of ACT! Business Partners located throughout Ireland to provide local consultancy, implementation, customisation and on-site support for your ACT! solution.



For more information  
about ACT! by Sage 2007

Call 1850 930 390

AAT Technologies  
Sage Business Partner

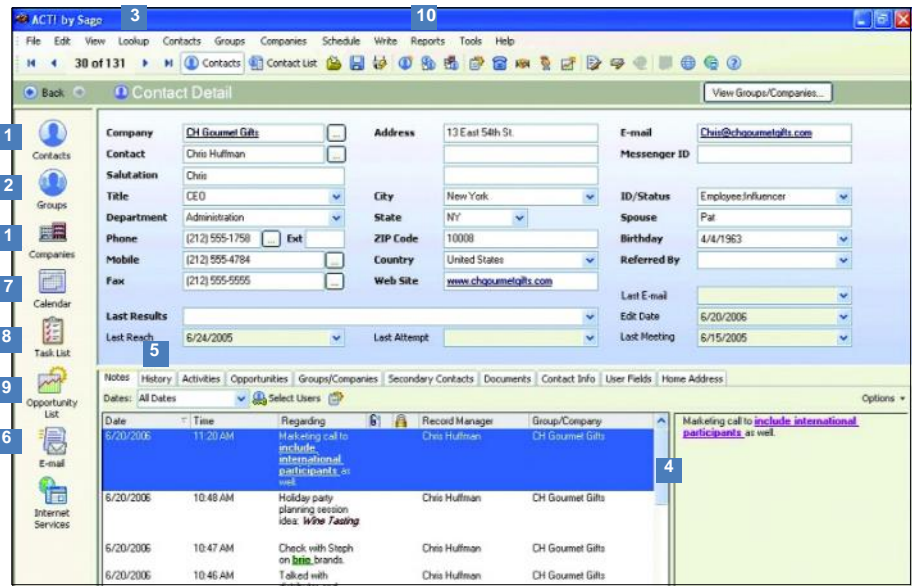
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Sage Business Partner



- 1. Contacts and Companies:** Associate contacts with a Company Record and view a roll-up of all associated notes, history, and opportunities.
- 2. Groups:** Track collections of related contacts using the Groups feature for easier follow-up.
- 3. Lookups:** Find exactly what you're looking for quickly and easily with robust lookup capabilities.
- 4. Notes:** View the entire contents of a contact, group, or company note while simultaneously scrolling for another note.
- 5. History:** Ensure you have a history of all e-mail sent, even if you are sending e-mail through Outlook.
- 6. E-mail:** Utilize direct integration with Outlook e-mail while working in ACT!.
- 7. Calendar:** Get Daily and Work Week views, and pop-up details on each event as you mouse over them.
- 8. Task List:** Sort activities and to-dos by priority to stay on top of important deliverables.
- 9. Opportunity List:** View all sales opportunities at once or filter by Users, Estimate Close Date, Status, Sales Stage, Amount or Probability of Close.
- 10. Reports:** Gain critical insight into your business using up to 40 standard reports.

### About ACT!

ACT! is the No.1 selling contact and customer manager that enables individuals and organizations involved in selling or other contact related functions to Make contact, Build relationships, and Get results.

ACT! helps you instantly access key contact and customer details, manage and prioritize activities, and track all contact-related communications, so you can build productive business relationships.

ACT! has a 19-year track record of being easy to use, customizable, and affordable for the small business market place. With more than 2.5 million registered users and 35,000 corporate accounts standardized on ACT!, ACT! continues to be the market leader in contact and customer management.

### About Sage

Sage Ireland Limited offers leading business management software and services that support the needs, challenges and dreams of more than 50,000 small and mid-sized business customers in the Ireland. Its parent company, The Sage Group plc (London: SGE.L), supports 5.0 million customers worldwide.

For more than 25 years, Sage has delivered easy-to-use, scalable and customizable software for accounting, customer relationship management, human resources, time tracking and the specialized needs of accounting practices and the construction, distribution, manufacturing, nonprofit and real estate industries. For more information, please visit the website at [www.sage.ie](http://www.sage.ie)

POWER TO RUN YOUR BUSINESS



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