ACT! by Sage

Make contact.
Build relationships.
Get results.

ACT! enables individuals and small business customers to instantly access key contact and customer information, manage and prioritize 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

- Organize your contact data in one place
- Stay in touch to grow business relationships
- Prioritize your work
- Forecast and track sales opportunities
- Get a complete view of customer interactions
- Access critical information when mobile

sage software
Your business in mind.

ACT! by Sage 2007 (9.0)

#1 Selling Contact and Customer Manager

With more than 2.5 million users, ACT! is the #1 selling contact and customer manager that helps you make contact, build relationships, and get results. With ACT! you can be more productive by centralizing 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.

Centralize Critical Customer Information

ACT! is a single, central repository for critical contact and customer information captured across your business. ACT! works with up to 10[1] users in a network environment, and 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, you can download the data you need for instant access when you're on the go.

Stay on Top of Your Deliverables

ACT! helps you stay on top of all your daily responsibilities, whether it's a task you must complete, a call with a customer, a meeting with a co-worker, or an e-mail to a prospect. And, everything you do in ACT! is related to a contact. So, once that item is completed, it's tracked on the contact for a complete history of your interactions.

Multiple calendar views including Daily, Weekly, Monthly, and customizable Work Week views are also provided in ACT!, and calendar pop-ups provide quick at-a-glance views into the day's appointments. Calls, meetings, and to-do items can be filtered by priority, date range or user, with totals being displayed for each type of activity. Even create your own custom activity types so you can better track activities key to your business. And, Activity Alarms will help you stay on top of all your time-sensitive deliverables, while incomplete activities roll over to the next day to help you ensure that nothing slips through the cracks.

Easily Integrate with the Tools You Use Everyday

ACT! delivers one of the most robust integrations with Microsoft Office available today. With ACT!, you can perform key calendar and e-mail tasks in either ACT! or Microsoft Outlook® and ensure the data is still captured on your ACT! Contact Record[2]. In addition, integration with Microsoft Excel® allows for one-click export of Contact, Group, Company, or Opportunity Lists to an Excel spreadsheet for sharing with non-ACT! users or for further analysis[3]. And, integration with Microsoft Word allows you to perform mail merges for communications with prospects and customers and record a history on each individual contact record[4].

1 You must purchase one license of ACT! per user.
2 Requires Microsoft Outlook 2000, 2002, 2003. ACT! must be added as an address book to utilize this feature.
3 Requires Microsoft Excel 2000, 2002, or 2003.
4 Requires Microsoft Word 2000, 2002, or 2003.

Forecast and Track Sales Opportunities

ACT! enables sales professionals to track sales opportunities from initial inquiry through close utilizing the standard sales process or a process customized to suit your business. Sales opportunities can be viewed all at once or filter by Users, Estimated Close, Date, Status, Sales Stage, Amount, or Probability of Close. And, when working an opportunity, you can simply click follow-up and a new activity will be created automatically with the opportunity details.

Tailor ACT! to Capture Data Unique to Your Business

ACT! can be adapted to meet your unique requirements so you can make more insightful business decisions. End-user friendly and adaptable, users can easily add, delete and edit fields and tabs within ACT! Layout Designer to meet specific needs.

For example, field types can be designated as Date, Currency, Yes/No, Expansive Memo, and Picture fields to ensure you are capturing and can report on the right type of data. Priority, Activity, and History types are customizable so you can define "Billable Hours" as an activity type instead of just using "Meeting," "Call," or "To-Do."

Get Up and Running Quickly

ACT! is easy to install. With a Start Here Guide, an easy step-by-step Installation Wizard, a Getting Started Wizard to help configure common preferences and settings, and Product Feature Tours, you can get up and running quickly. Using a personal information manager or PDA software to manage contacts? No problem. Data can be imported from popular formats including .csv, Outlook, and Palm Desktop, eliminating the work involved in re-entering data.

Should you be considering ACT! Premium Products?

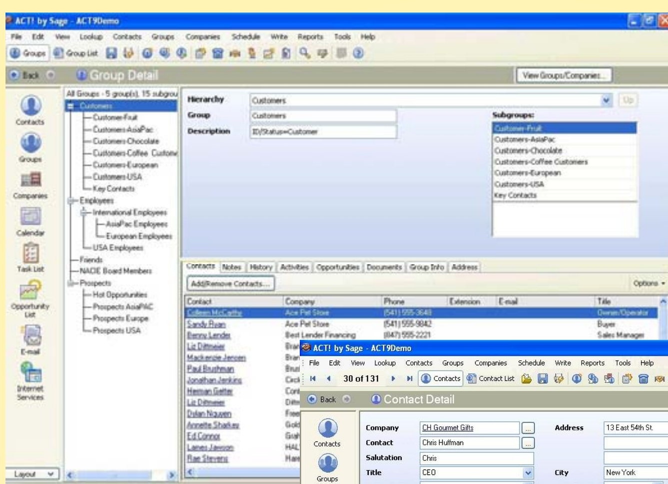
These products provide:

- Flexible deployment options with ACT! by Sage Premium for Workgroups 2007 (9.0) and ACT! by Sage Premium for Web 2007 (9.0).
- Scalability to accommodate larger workgroups or teams.[1]
- 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.[2]
- Automatic synchronization of ACT! and Outlook calendars so you have current times of important meetings.[3]

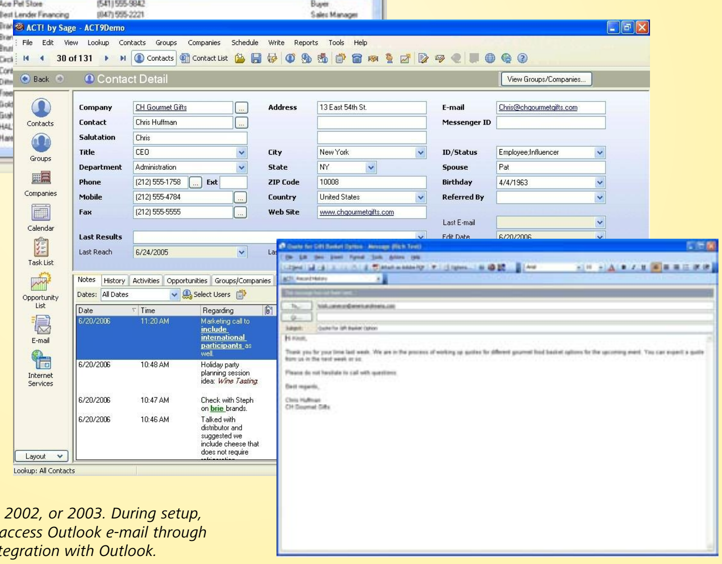
1 *Sage Software offers a recommendation of up to 30 users for ACT! Premium for Workgroups and ACT! Premium for Web (EX Editions) and up to 50 users for ACT! Premium for Workgroups and ACT! Premium for Web (ST Editions). Actual scalability and number of users supported will vary based on hardware and size and usage of your database. Sage Software scalability recommendations are based on in-house performance tests using the recommended server system requirements found at: www.act.com/2007systreq. Published minimum system requirements are based on single user environments. You must purchase one license of ACT! per user.*

2 *This feature is not available in ACT! Premium for Web.*

3 *Requires Microsoft Outlook 2000, 2002, or 2003. This feature is not available in ACT! Premium for Web.*



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.[1]

1 *Requires Microsoft Outlook 2000, 2002, or 2003. During setup, users must select if they want to access Outlook e-mail through the ACT! E-mail Client or direct integration with Outlook.*

Key Capabilities

Organize your contact data in one place

- Track complete customer data: contact details, notes and history, appointments and to-do items, documents, and new opportunities.
- Populate 60+ pre-defined fields including Name, Company, Phone, Address, Web site, E-mail, and ID/Status, or add your own.
- Enter virtually unlimited date- and time-stamped notes and history. View a list of notes and/or see the entire contents of a note with split-panel note preview.
- Create Company Records and view a roll-up of notes, history, and opportunities tied to contacts at those companies.
- Use the Groups feature to easily organize, communicate, and schedule with related contacts.
- Attach documents directly into Activities, History, or Documents tabs. Even when you are in Word and Excel[8], you can attach documents and spreadsheets to ACT! contacts so it's easy to quickly locate presentations, proposals, quotes, and more.
- Create notes, history, activity, and opportunity details using Rich Text Formatting that supports colors, bullets, graphics, URLs.
- Customize your layouts, including changing colors, adding logos, and moving relevant field displays for greater visibility so ACT! is unique to your business.

Stay in touch to grow business relationships

- Track customer correspondence for a history of all communications with a contact and its organization.
- Quickly identify the last communication with a contact from the Contact Detail View with the Last Reach, Last Attempt, Last Meeting, Last Letter, and Last E-mail fields.
- Write letters in ACT! using Word or the ACT! built-in Word Processor which supports tables, graphics, HTML, and spell checking.
- Select a group of contacts and perform a mail merge to a letter or e-mail. A history is automatically generated on each Contact Record.
- Use pre-formatted templates to save time on e-mails, letters, and memos. Easily customize the HTML graphical templates to e-mail customers.
- Create, send, and track e-mail to/from contacts using ACT! E-mail Client integrated with Outlook Express or Lotus Notes or integrated directly with Outlook and create a history for all e-mails sent.[5]
- Utilize direct Outlook e-mail integration from within ACT! to send messages.[6]

Prioritize your work

- Schedule calls, meetings, and to-dos quickly and easily.
- Filter calls, meetings, and to-do items by priority, date range, or user.
- Access Daily, Weekly, and Monthly Calendar views.
- Calendar pop-ups make it easy to view activity details instantly by mousing over any activity for an "at-a-glance" view.
- Use Activity Alarms to stay on top of deliverables.
- Schedule recurring activities at once for repeat tasks. Activities are linked to one another so a date change in one can push out other activities.
- Synchronize your ACT! and Outlook calendars to facilitate appointment scheduling with company employees not using ACT!.[7]

Forecast and track sales opportunities

- Use the built-in sales process or customize it to suit your specific needs.
- View all sales opportunities at once or filter by Users, Estimated Close Date, Status, Sales Stage, Amount, or Probability of Close.
- Use the Product List to easily enter repeated products or services and automatically fill in information such as name, item number, cost, and price.
- Generate instant quotes[8] for any opportunity without having to re-key information.
- View graphical Sales Pipeline and drill down to see opportunity details.
- Choose from 20+ pre-formatted Sales Reports or export to Excel[9] with one click for further analysis using built-in, customizable pivot tables.

Get a complete view of customer interactions

- Perform a lookup on most fields or use Advanced Keyword Search and ACT! will highlight the keyword in particular note, history, activity, or opportunity.
- Perform numeric lookups such as greater than or less than queries and easily edit a row or rows within the query to better suit your search needs.
- Access 40 standard reports including Phone Lists, Activity Reports, Referral Source, and Sales Summaries.
- Use the Report Designer to create custom reports and send most reports to Excel[9], HTML, PDF, or e-mail.
- Customize Priority, Activity, and History types for better tracking and analysis.

Access critical information when mobile or remote

- Synchronize your ACT! Calendar, Contact and To-Do information, Notes, and History items to Palm OS® or Pocket PC devices.
- Print over 20 templates designed for popular paper organizers so you always have your schedule with you.
- Print from any ACT! calendar template and the contact phone number for any scheduled call is automatically printed on the calendar.
- Access critical contact and customer details through Citrix® or Terminal Services when out of the office.[10]

5 Requires Microsoft Outlook 2000, 2002, or 2003. Requires Outlook Express 5.5 or 6.0. Requires Lotus Notes 6.5. ACT! must be added as an Outlook address book to use this feature.
6 Requires Microsoft Outlook 2000, 2002, 2003. During setup, users must select if they want to access Outlook e-mail through the ACT! E-mail client or direct integration with Outlook.
7 Requires Microsoft Outlook 2000, 2002, or 2003.
8 Requires Microsoft Excel and Word 2000, 2002, or 2003.
9 Requires Microsoft Excel 2000, 2002 or 2003.
10 Citrix and Terminal Services require specific configurations. Citrix supported using Presentation Server V3.0 and V4.0.

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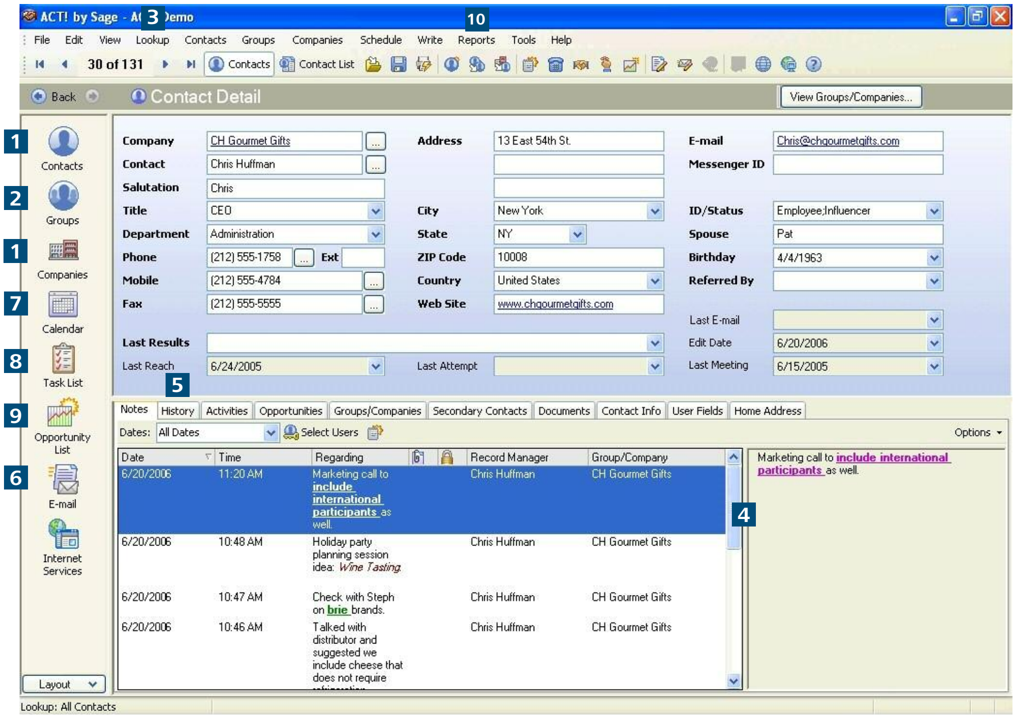
For more information about ACT!:

- Call 1-866-795-3711
- 5 users or more?
  Call 1-888-855-5222
  for Corporate Licensing
- Contact your ACT!
  Certified Consultant
- Visit www.act.com



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.[11]
6. **E-mail:** Utilize direct integration with Outlook[12] 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.

11 Requires Microsoft Outlook 2000, 2002, 2003. ACT! must be added as an address book to utilize this feature.

12 Requires Microsoft Outlook 2000, 2002, or 2003. During setup, users must select if they want to access Outlook e-mail through the ACT! E-mail Client or direct integration with Outlook.

About ACT!

ACT! is the #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 Software

Sage Software offers leading business management software and services that support the needs, challenges and dreams of more than 2.6 million small and mid-sized business customers in North America. Its parent company, The Sage Group plc (London: SGE.L), supports 5.0 million customers worldwide.

For more than 25 years, Sage Software 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 Web site at www.sagesoftware.com/moreinfo or call (866) 308-2378.

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Your business in mind.

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