

Sage ACT! | Product Brief

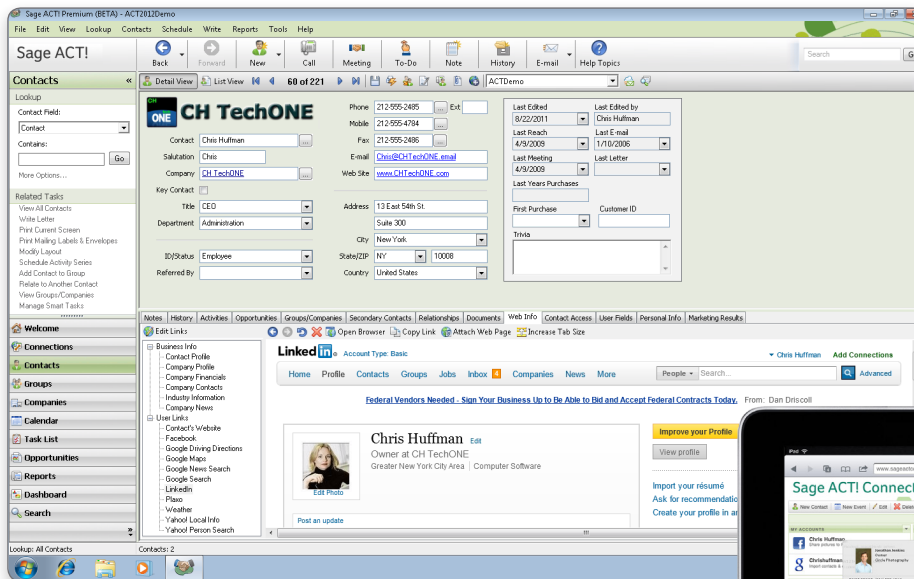
Make contact. Build relationships. Get results.

Sage ACT! makes it easy for you to manage anything and everything related to your contacts and calendar. Think of it like your business' command center that serves up relevant relationship details and also connects to powerful, subscription-based sales and marketing services, desktop and web-based productivity tools, and social media to help you get results.

Know Every Detail about Your Contacts and Customers

It's important for any business owner or salesperson to be organized, but being organized doesn't mean anything if the customer info you keep isn't actionable. Sage ACT! not only keeps all the details of your business relationships in a single, orderly view; it also makes it easy for you to drill into the specifics whenever you need to. So, the next time a customer calls unexpectedly, you'll have the email they sent you last week, notes from your last phone call, even their account status in front of you in an instant.

And, when you subscribe to Sage ACT! Connect², you get convenient access to the details you need from virtually anywhere. Details like Sage ACT! contacts and calendar are stored in the Cloud, so you can quickly pull up that customer address you're headed to, make changes to an existing phone number, and check your meeting schedule for the day from popular smartphones and web browsers on your laptop and tablet, like the iPad[®]3.



- Keep everything—contact details, emails, documents, associated notes, history, social media profiles, and more in a single, orderly view.

BENEFITS SNAPSHOT

Know every detail about your contacts and customers with organized access to the full spectrum—from basic contact info to rich customer history, even back-office updates¹.

Make the most of your work day with features that help you manage both business and personal tasks. Even setup Smart Tasks to automatically trigger and perform tasks for you.

Generate buzz for your business when you subscribe to Sage E-marketing for ACT!². It makes it easy for you to create, send, and track impactful marketing campaigns.

Turn new opportunities into paying customers when you subscribe to Sage Business Info Services for ACT!². It fills your pipeline with highly-targeted leads⁴ from Hoover's[™].

Work seamlessly with the tools you rely on every day, like Microsoft[®] Outlook[®], Gmail[®], LinkedIn[®], and more.



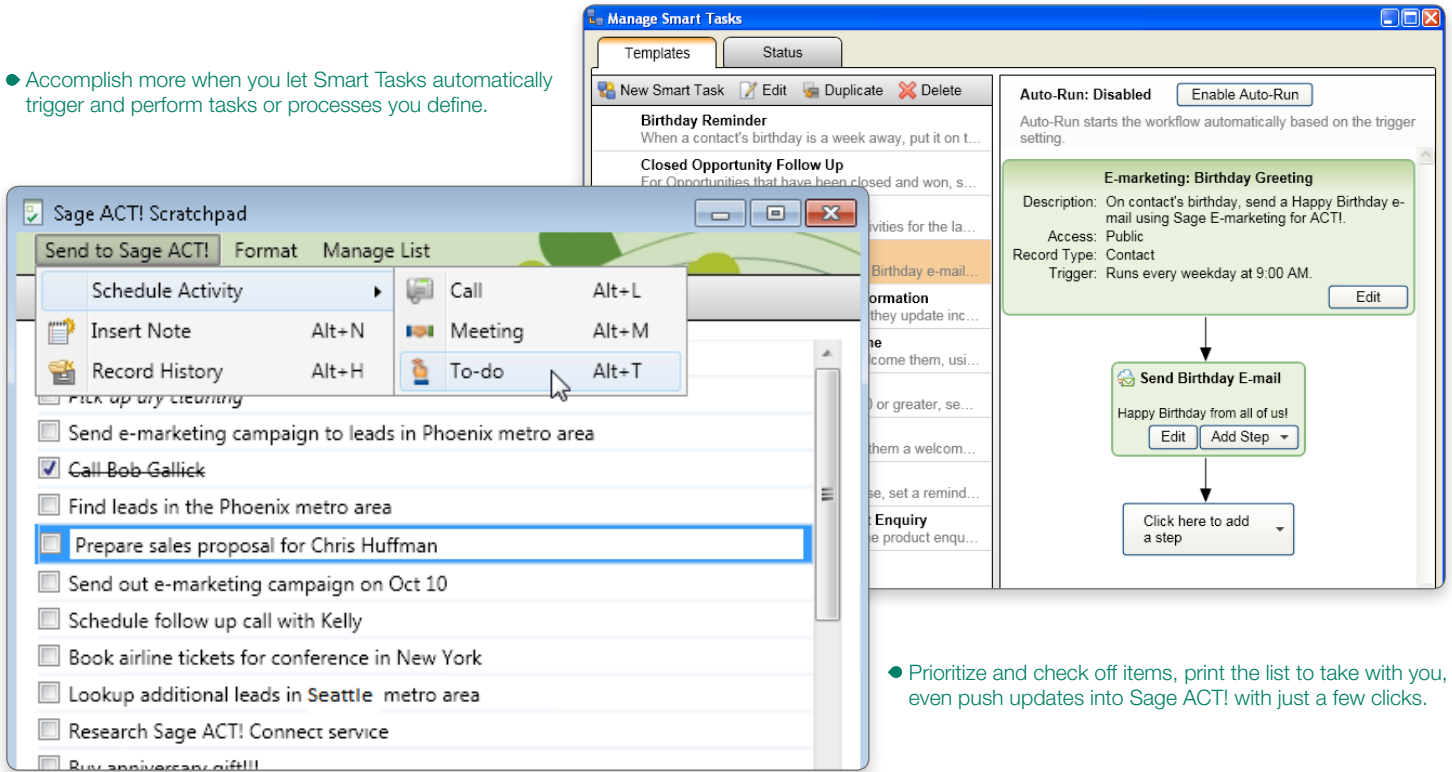
- Cloud access to your Sage ACT! contact and calendar details.

CALL 866-903-0006
CONTACT YOUR SAGE ACT! CERTIFIED CONSULTANT* | VISIT WWW.ACT.COM
TAKE A TEST DRIVE OF SAGE ACT! 2012 AT WWW.ACT.COM/TRY2012

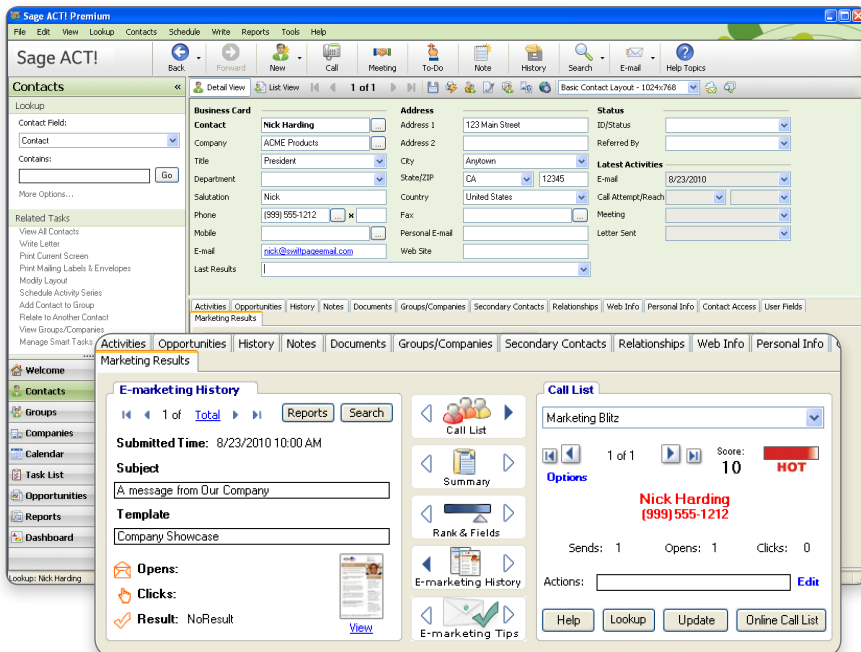
Make the Most of Your Work Day

The start of your day can be tedious with unanswered emails in your inbox and to-dos that carried over from yesterday, but, it doesn't have to be. With Sage ACT!, you can approach the things you need to get done in an organized, prioritized manner. Keep everything from impromptu notes to personal tasks in Sage ACT! Scratchpad⁵, a convenient, virtual notepad. Schedule and associate certain activities to your contacts. Then take it to the next level when you setup Smart Tasks to automatically trigger and perform tasks for you. It's like workflow, only easier. Setup Smart Tasks to send emails or schedule follow-ups, so your customers get the excellent service they expect, with little work required by you.

- Accomplish more when you let Smart Tasks automatically trigger and perform tasks or processes you define.



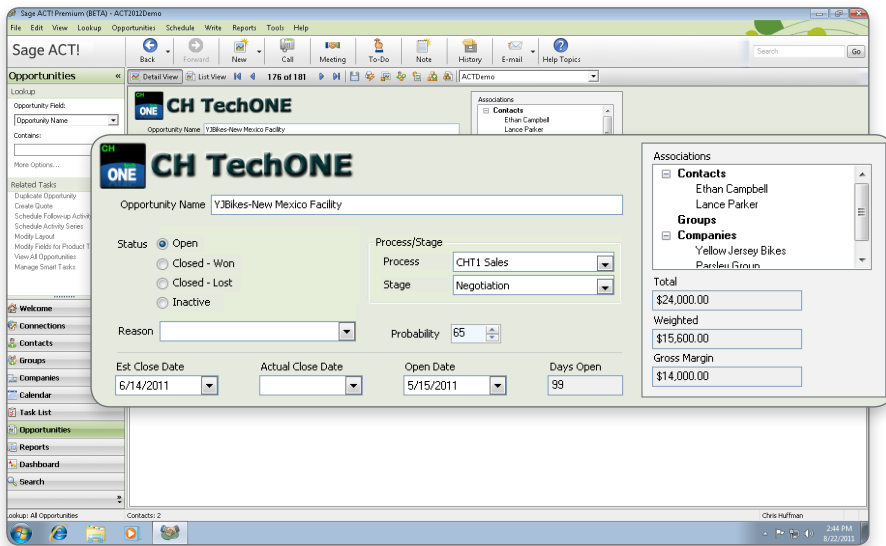
- Prioritize and check off items, print the list to take with you, even push updates into Sage ACT! with just a few clicks.



Generate Buzz for Your Products and Services

Email marketing is one of the most effective and inexpensive marketing techniques to grow your business. So, what are you waiting for? Extend the power of Sage ACT! when you subscribe to Sage E-marketing for ACT!² to drive interest for your business using professional email communications. Sage E-marketing for ACT! gives you tools to engage in end-to-end e-marketing activities, from initial campaign creation through to results tracking. It's like having a full marketing department at your disposal, only it's easy enough for you to do yourself.

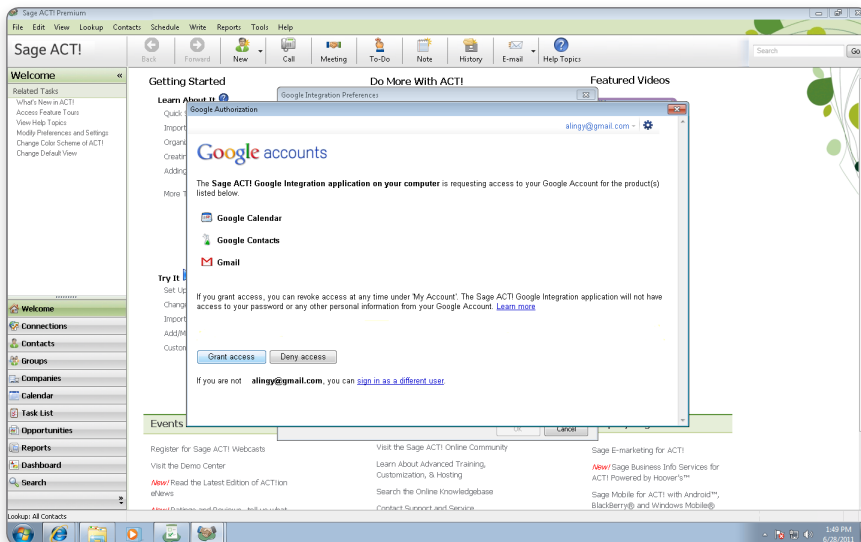
- Gauge your campaign success with a ranked, qualified list of your most interested prospects.



- Manage sales opportunities by tracking your products and services, associated activities, probability of close, and more.

Work Seamlessly with the Tools You Rely on Every Day

Close those open application windows and do it all from just one place. Sage ACT! works with the other desktop and web-based productivity tools, and social media sites you already rely on. Seamless interaction with and in-context access to Microsoft® Outlook®, Gmail®, Google® Contacts, Google Calendar™, LinkedIn®, Facebook®, Hoover's™, and more mean you only need Sage ACT! open. Not only can you continue to work with the things you find valuable, you'll make the most of your existing technology investments and leverage additional web services you may not be taking advantage of today.



- Keep all or just a subset of your emails, contacts, and activities updated in both places when you sync Sage ACT! with Google®.

Turn New Opportunities into Paying Customers

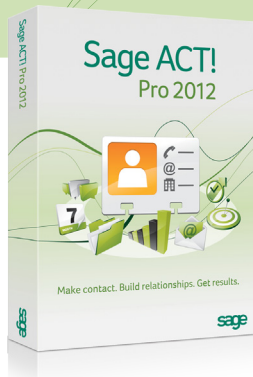
Looking for new customers is not only time-consuming, it can be incredibly frustrating when you've spent the day cold calling companies that weren't a fit for your products and services after all. When you subscribe to Sage Business Info Services for ACT!², you always have highly-targeted leads⁴ in your pipeline. You get access to a large pool of leads from Hoover's™ that you segment based on your criteria and then import⁶ them directly into Sage ACT!. Work those leads through sales processes in Sage ACT! and watch as they turn into qualified prospects and eventually profitable, long-lasting business relationships.

"Without Sage ACT! I would be disorganized and behind in keeping in touch with prospects and clients. I promote it to everyone who is a small business owner because it will help them stay on track and grow a successful business. I love it!"

– Trudy Phillips, File Management, LLC, Customer Since 1987

Choose the Best Solutions for Your Business

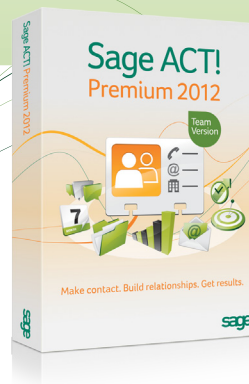
Sage ACT! makes it easy for you to manage anything and everything related to your contacts and calendar, and connect to powerful, subscription-based sales and marketing services.



Sage ACT! Pro 2012

1 - 10 users

- Contacts, groups, and companies
- Activity management
- Seamless interaction with desktop and web-based productivity tools, and social media, like Microsoft® Outlook®, Gmail™, LinkedIn®, and more
- Opportunity management
- Dashboards and reports
- Standard security settings, including user permissions and access



Team
Version

Sage ACT! Premium 2012

1 - 10+ users

- All the Sage ACT! Pro features **+**

- Group scheduling
- Dashboards and reports with team views
- Additional security settings including field-level security
- Advanced administration and deployment
- Options for customers with a large number of users or large databases
- Web access to complete Sage ACT! Premium details, maintained by your IT admin or a Sage ACT! Hosting Provider⁷

About Sage North America

Sage North America is part of The Sage Group plc, a leading global supplier of business management software and services. At Sage, we live and breathe business every day. We are passionate about helping our customers achieve their ambitions. Our range of business software and services is continually evolving as we innovate to answer our customers' needs. Our solutions support accounting, operations, customer relationship management, human resources, time tracking, merchant services, and the specialized needs of the construction, distribution, healthcare, manufacturing, nonprofit, and real estate industries. Sage North America employs 3,900 people and supports more than 3 million small and medium-size business customers. The Sage Group plc, formed in 1981, was floated on the London Stock Exchange in 1989 and now employs 13,600 people and supports more than 6 million customers worldwide. For more information, please visit the website at www.SageNorthAmerica.com or call 866-996-7243.

Important Notes:

For Sage ACT!: Review Sage ACT! system requirements at www.act.com/2012systreq. You must purchase one license of Sage ACT! per user. Scalability varies based on hardware, size, and usage of your database. Visit www.act.com/solutions.com or contact your add-on product provider to determine compatibility for your add-on products. **For Sage Connected Services for ACT!:** The mobile component of Sage ACT! Connect requires an active data plan. You are responsible for all data related charges to your mobile phone. To facilitate mobile setup, Sage ACT! Connect sends a text message to your mobile phone. Based on your wireless plan, you may receive an extra charge from your carrier for this text message. Sage E-marketing for ACT! is powered by Swiftpage™.

¹ This feature is not available in Sage ACT! Premium (access via web).

² Requires additional subscription.

³ Review Sage ACT! Connect system requirements at www.act.com/connectsystreq to confirm supported mobile phones, tablets, and web browsers.

⁴ 400 leads per month are included in the Reference + Leads service level. Additional leads are sold in blocks of 400.

⁵ Sage ACT! Scratchpad is not supported in a Citrix® environment.

⁶ Import functions for Sage Business Info Services for ACT! must be performed on the web server when using Sage ACT! Premium (access via web).

⁷ Sage ACT! Hosting Providers are third-party vendors. Sage and its affiliates are in no way liable or responsible for claims made related to the products or services provided by third-party vendors.

*Sage ACT! 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.