



# What's new in Act! v16

Thanks for your input. We happily took it to heart!

## Maintaining a competitive edge requires you to work smarter to accomplish more

Designed with extensive user input, Act! v16 delivers new functionality and enhancements that help you maximize your time, prioritize intelligently, and be informed and prepared to market and sell.

Create a holistic view of all relationship interactions at a company automatically, and benefit from an insightful look back at a consolidated history for your system and everyone you do business with. Take the guesswork out of knowing where to prioritize your time based on data-driven customer intelligence, and quickly perform actions en masse to free up your time. Drive productivity in the field with new mobile enhancements<sup>1</sup> and gain peace of mind knowing your system and data are healthy via proactive system notifications.

## Streamlined company management and global actions increase sales effectiveness

Company	Ace Pet Store Franchises		Address	925 Cabby St.	
Phone	(423) 555-1221			P.O. Box 123	
Fax	(423) 555-7412				
Toll-Free	(800) 555-2453		City	Eugene	
Web Site	www.acepetfranchises.com		State/ZIP	OR	97401
ID/Status	Customer		Country	United States	
Referred By	E-mail Campaign				

Contacts					
Notes	History	Activities	Opportunities	Documents	Web Info
Addresses					
Company Info					
Add/Remove Contacts...					
Contact	Company	Phone	Extension	E-mail	Ti
Jim Curtis	Ace Pet Store Franchises	(423) 555-1221			M
Gavin Dillerstone	Ace Pet Store Franchises	(423) 555-1221			M
Jackie Jorgensen	Ace Pet Store Franchises	(423) 555-1221		JJ@acepetfranchises.ensil	Pr
Colleen McCarthy	Ace Pet Store Franchises	(423) 555-1221			O
Sandy Ryan	Ace Pet Store Franchises	(423) 555-1221			Bu

A consolidated view of contact details for everyone you do business with at a company – automatically.

Effortlessly link all contacts at a company to benefit from a consolidated view of notes, history, and activities

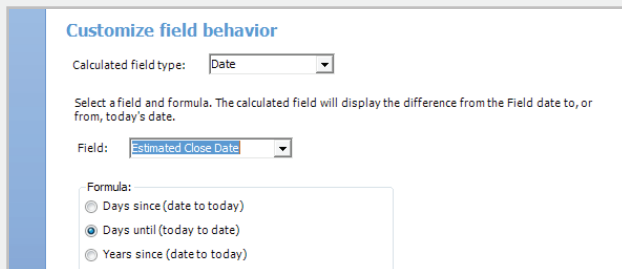
for everyone you do business with. Act! v16 can automatically link existing and new contacts to company records so you don't have to. Market and sell intelligently, because you're informed and prepared based on a complete view of all contact interactions at a company, and save time by performing global actions like emailing and scheduling. Company records are automatically created when the first contact is created – both in the office and using Act! Premium Mobile<sup>2</sup>.



- Streamlined company management & global actions increase sales effectiveness
- New calculated fields drive prioritization and maximize customer IQ
- New History view provides an insightful look back
- Act! Premium Mobile<sup>2</sup> enhancements drive productivity in the field
- Usability and system improvements for speed and peace of mind
- Integrated marketing helps you grow your business
- Extend the power and possibilities of Act! with Act! Marketplace

## New calculated fields drive prioritization and maximize customer IQ

Act! v16 puts your data to work for you by performing calculations automatically in a field using data from other standard or custom fields. Use calculations based on age, date, percentage, dollar value, currency, and other data to help you prioritize and make data-driven decisions. Automate specific actions based on calculated data, including contract renewals, birthday and thank you notes, follow-up surveys, restock reminders – and more.



Drive productivity through customer insight and intelligent prioritization, and automate tasks to drive sales and enhance relationships.

## New History view provides an insightful look back

Assess productivity, see a customer activity timeline, export data, and schedule global follow-up actions via a dynamic new view that aggregates user and system history.

With Act! v16, you'll gain business insight from a convenient view of all completed user activities and system actions such as to-dos, calls, e-mails, meetings, and deleted contacts. Save time by filtering past activities and scheduling individual or global actions from a single history view instead of within individual contact records.

Date	Time	Type	Contact	Company	Result	Regarding	Phone	Email
11/18/2014	10:00 AM	Opportunity...	UR Powerful	Captains of Industry	Opportunity...	Upgrade for Houston - ACT! Sales Cycle...	(713) 661-5095	ur@c
8/22/2014	1:30 PM	Opportunity...	UR Powerful	Captains of Industry	Opportunity...	New Opportunity - ACT! Sales Cycle...	(713) 661-5095	ur@c
12/15/2014	1:14 PM	Opportunity Won	UR Powerful	Captains of Industry	Opportunity Won	Houston Training Facility \$12,000.00...	(713) 661-5095	ur@c
11/13/2014	12:37 PM	Opportunity Won	UR Powerful	Captains of Industry	Opportunity Won	SC for Bellaire Offices \$2,000.00 Closed...	(713) 661-5095	ur@c
4/18/2014	12:13 PM	New Opportunity	UR Powerful	Captains of Industry	New Opportunity	New Opportunity - ACT! Sales Cycle Initial...	(713) 661-5095	ur@c
3/17/2014	12:17 PM	New Opportunity	UR Powerful	Captains of Industry	New Opportunity	New Opportunity - ACT! Sales Cycle...	(713) 661-5095	ur@c
5/23/2014	6:30 AM	Call	+Fred Fenderline	CH Gourmet Coffee	Call Completed	European Sales Meeting Conference Call	0208 746534	fend
10/26/2014	6:30 AM	Call	+Fred Fenderline	CH Gourmet Coffee	Call Completed	European Sales Meeting Conference Call	0208 746534	fend
4/9/2014	6:26 PM	Call	+Fred Fenderline	CH Gourmet Coffee	Call Completed	European Sales Meeting Conference Call	0208 746534	fend
3/28/2014	7:30 AM	Call	+Fred Fenderline	CH Gourmet Coffee	Call Completed	European Sales Meeting Conference Call	0208 746534	fend

“Act! v16 continues to add timely new features to the most user-friendly customer management software in the industry.”<sup>3</sup> –Act! v16 Beta participant



## Act! Premium Mobile enhancements<sup>2</sup> drive productivity in the field

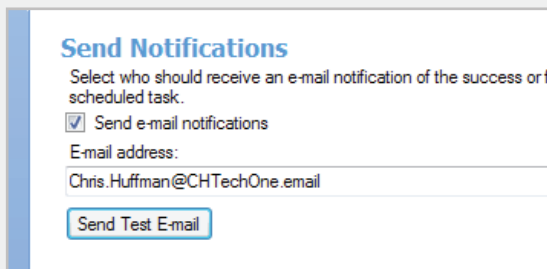
Be more productive while away from the office using new mobile features and enhancements that save time and make you smarter.

Act! Premium Mobile<sup>2</sup> in v16 puts the same group and company functionality you rely on in the office at your fingertips. View customer groups – like hot leads in the city I'm traveling to – then send an email to all contacts at a specific company. A new split-screen tablet view lets you scroll through, select and view records more conveniently.

“Solid improvements. Giving users new features and enhancements to existing features shows that Act! is listening. Keep it up!”<sup>3</sup> –Act! v16 Beta participant

## Usability and system improvements for speed and peace of mind

Act! v16 introduces Scheduler Notifications, designed to proactively notify you of the success or failure of system events like backups and sync, based on rules you define. Now you can also reschedule activities en masse and take advantage of streamlined Act! Web Client<sup>4</sup> configuration capabilities.



Save time and rest assured that your system and data are healthy and secure with global activity rescheduling, proactive system alerts, and streamlined field and layout configuration<sup>4</sup>.

## Integrated marketing helps you grow your business.

Act! marketing takes the guesswork out of marketing and follow-up by uniting intelligent marketing with the power of Act!. Powerful and easy-to-use marketing tools enable you to quickly segment lists and groups, then create, send, and track professional, eye-catching email campaigns that reach customers and prospects with the right message at the right time. Intelligent, prioritized Call Lists<sup>9</sup> automatically recommend hot leads to follow up with first – all from within Act!.



“Act v16 follows in the path of previous releases as a stable & product with new features taking advantage of the latest technologies.”<sup>3</sup> —Act! v16 Beta participant

## Extend the power and possibilities of Act! with Act! Marketplace

The Act! Marketplace is now accessible directly through Act! v16. Easily access a variety of apps that help extend the power and possibilities of Act! – including dozens of premium apps for integrated accounting, data management and reporting, plus, exclusive discounts for Business Care members.

## The new Act!

A multitude of product innovations, feature enhancements, and business-critical services have been introduced since your version. Check out what you could be doing with Act! v16 to propel your sales and marketing success.

- ACT! by Sage 2009**
  - Related contacts
  - Seamless interaction with Microsoft® Outlook® email
- ACT! by Sage 2010**
  - Web info tab
  - Email marketing with Sage E-marketing for ACT!®
  - Reports view
  - Simplified navigation
  - Welcome page
  - Customizable opportunities
- Sage ACT! 2011**
  - Smart Tasks
  - Outlook® contact and calendar sync
  - Direct import from Excel®, no .csv required
  - Works with Office 2010 and Windows® 7
- Sage ACT! 2012**
  - Sage ACT! Premium Mobile<sup>2</sup>
  - Sage ACT! Scratchpad
  - Universal search
  - Gmail integration
  - Google Contacts™ and Google Calendar™ sync
  - Works with Internet Explorer® 9 and Firefox® 4
- Sage ACT! 2013**
  - Sage ACT! Premium Mobile<sup>2</sup> with Opportunities
  - Social Updates<sup>7</sup>
  - Offline Smart Tasks<sup>8</sup>
  - Smart Tasks<sup>8</sup> with data/field triggers<sup>9</sup>
  - Optimized download and install experience
  - Usability improvements based on customer feedback
  - New wizards for remote database creation, plus database moving and sharing

● Unsupported version. Not available for upgrade pricing.

● Not available for upgrade pricing after 9/30/13.

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Extend the power and possibilities of Act! with Act! Marketplace

Call us at 866-873-2006, contact your Act! Certified Consultant\*, or visit [act.com/upgrade](http://act.com/upgrade) for more information.

1 Act! v16 mobile enhancements apply to Act! Premium Mobile only. 2 Act! Premium Mobile requires set-up and configuration of Act! Premium (access via web). Mobile access to Act! Pro requires a third-party solution available for purchase in the Act! Marketplace. Data access available via active Internet connection from supported device browsers. Review Act! system requirements at [act.com/systreq](http://act.com/systreq). You are responsible for all data-related charges. 3 Reviewer is a participant in the Beta Program and may be eligible for participation-based incentives. 4 Act! Premium (access via web) users only. 5 Requires additional subscription. 6 This feature is not available in Act! Premium (access via web). 7 Sage E-marketing for ACT! steps will not run offline. 8 Data/field triggers are only available in Contact and Opportunity entities. 9 Additional fee applies.

**Important Note:** Review Act! system requirements at [www.act.com/systreq](http://www.act.com/systreq). You must purchase one license of Act! per user. Scalability varies based on hardware, size, and usage of your database. Visit [www.act.com/marketplace](http://www.act.com/marketplace) or contact your add-on product provider to determine compatibility for your add-on products. **For Act! emarketing:** Additional subscription required after 60-day Free Trial. Product features vary based on services chosen.\*Act! Certified Consultants are third-party vendors. Swiftpage and its affiliates are in no way liable or responsible for claims made related to the services provided by third-party vendors.

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