

**Volume 1
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Headline News

Best Software received CRM Market Leader honors from *CRM Magazine* for its ACT! and SalesLogix software solutions. ACT! was awarded top honors for sales force automation. SalesLogix, the CRM leader for small to mid-sized businesses, was awarded the SMB Suite leadership honor, its third consecutive year winning a *CRM Magazine* award. The awards recognize elite CRM vendors based on leadership criteria including customer satisfaction, depth of functionality, revenue growth and market share.

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ACT! 2005 Gives Star Performance To Great Reviews

ACT! 2005 is here, with many new features that will boost your productivity and allow you to focus on increasing sales and service to your customers. There's even a new edition—ACT! 2005 Premium, designed specifically for work groups and corporate users. There are dozens of new features in ACT! 2005, let's look at just a few of them.

New Look

The first thing you'll notice about ACT! 2005 is the updated look of the views. Enhancements are added to make ACT! even easier to use while keeping the intuitive feel for which ACT! is famous.

New Company And Division Records

Individual contacts are at the core of your ACT! database, but often, those individuals are part of a company or division comprising many contacts. ACT! 2005 adds Company and Division records to provide you with a global picture of your customer relationships. When company level information changes, those changes push out to each contact. If you have previously used Groups to represent a company, ACT! 2005 makes it easy to convert those Groups into Company records.

More Opportunity Information

If you manage your daily activities by opportunity, ACT! 2005 includes a feature to make your job easier. Now you can see all opportunities in

one place using a convenient new customizable working view. From the new view, you can view, update, and filter opportunities by User, Estimated Close Date, Status, Sale Stage, Amount, or Probability of Close. You will have quick access to the corresponding contact record and will be able to perform lookups from any opportunity on the list.

With ACT! 2005 you can generate an instant quote from any opportunity without the need to re-enter contact and opportunity information. Create or import a product list including cost and price to ensure consistency across company

quotes. Your quote is created as a Word template with an imbedded Excel spreadsheet. You can customize the quote template with your company logo and contact information, and add charge amounts such as freight and tax. When the quote is complete, one click saves it to ACT! 2005, maintaining a complete record of your communications.



ACT! 2005 is full of features and enhancements to help your sales team be more effective.

New Calendar Features

A new Calendar View is added in ACT! 2005. Called the Work Week View, it's totally customizable to match your work schedule. Do you work only Monday through Thursday? Now your calendar can reflect your work week. A new multiple month mini-calendar can be expanded to show the entire year, so you can easily schedule events up to a year in advance. Make sure every-



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one's aware of the company holiday schedule with a new ACT! 2005 feature that lets you set up Global Events to appear on everyone's calendar.

Custom Activity Types

In ACT! 2005, you can define custom Activity Types to help you keep track of your daily tasks. For example, you can define Vacation, Prospecting, Personal, and Billable Time instead of just using Meeting or To-Do activity types.

New Field Types

You now can add new Field Types to your database, including a **Picture Field**, **Yes/No Fields**, and a **Memo Field**. These new fields allow you to customize your database, storing useful information about your contacts and opportunities.

Contact Notes And History Tabs

ACT! 2005 provides separate Notes and History tabs to help you better organize your contact data. Each tab can include an unlimited date and time-stamped entries to track important conversations and notes.

One-Click Export To Excel

Microsoft Excel remains the most popular spread-

sheet and analysis tool on the market. ACT! 2005 makes it simple to take advantage of Excel's graphing and data analysis tools with a new one-click export. Now you can send any of your List Views to Excel with a single click, preserving all column customizations for easy viewing.

Outlook Integration Enhancement

In ACT! 2005 the integration with Microsoft Outlook is even better. Now when you schedule or edit an activity in either application, both calendars are updated with the new information.

Unlimited Secondary Contacts

In ACT! 2005, you can add an unlimited number of Secondary Contacts to any contact. Use Secondary Contacts to track alternate contacts, assistants, or family members—whatever makes sense for you. Each Secondary Contact has its own fields, including email address, business address, two phone numbers, and more. The ACT! Lookup feature will search these fields, making these records as easy to locate as the rest of your ACT! data. What's more, when a Secondary Contact warrants a promotion, one

click switches the record to a full contact.

New Activity Series

The date for your new product rollout changes, and you scramble to adjust the dates of all the activities leading up to the big day. A new Activity Series feature in ACT! 2005 will assure all activities are updated when one activity changes. This feature allows you to define a series of activities around an anchor date. You can schedule activities in the series for yourself and for other users. When any one of these activities moves, you are prompted to move the other related activities. Use this feature to keep your projects moving along on schedule without missing an important task.

ACT! 2005 is packed with features that streamline many of your daily tasks, allowing you to be better organized and focused on selling.

Give us a call to learn more or to order your update. ★

ACT! 2005 Premium For Work Groups

ACT! has long been the choice for individuals and small sales teams. With the introduction of ACT! 2005 Premium, larger sales teams wanting to share data can take advantage of ACT! too. The new edition of ACT! is designed specifically for sales teams and corporate users who rely on collaboration between workers to increase their selling power. Here we highlight the features and advantages that distinguish the powerful ACT! 2005 Premium.

Support For Larger Database

ACT! 2005 Premium is a scalable solution, supporting up to 100,000 contacts and up to 50 users sharing data.

Manage And Schedule Resources

ACT! Premium allows you to define Resources such as video equipment and conference rooms, and to schedule these resources to avoid conflicts.

Security

Up to five security levels allow different access to information, ensuring the data you intend to keep private stays that way. In ACT! 2005, you can make certain records private, to keep confi-

dential information from being shared.

Team Coordination

You can send meeting invitations to coworkers, and view the calendars of other users to see when they are available for meetings or sales calls. In ACT! 2005 Premium, you can organize users into teams, and then provide access to various subsets of contacts by team.

Industry-Standard Architecture

ACT! 2005 Premium is written on Microsoft's .NET platform and built around SQL Server 2000 Standard Edition. These industry-standard tools allow for the powerful database collaboration, enhanced security features, and the vast scalability of ACT! 2005 Premium. A license for Microsoft SQL Server 2000 Standard Edition is included in every copy of ACT! 2005 Premium.

Advanced Synchronization

With ACT! 2005's improved synchronization functions, both local and remote users can synchronize with the central database from within or outside the corporate firewall. Synchronization occurs in the background while you con-

tinue working.

Low Cost And Ease Of Use

Many sales teams and work groups need more advanced features, such as database sharing and team scheduling, but do not need the complexities of an enterprise CRM solution. ACT! 2005 Premium combines many advanced features with low cost and ease of use.

How To Buy

If you already own a version of ACT!, you can upgrade to ACT! 2005 Premium at a very competitive price. Some system requirements have changed, call us to confirm your hardware and operating systems are compatible.

If you are new to ACT!, licenses are sold on a per user basis, or in five-user packs. Included with ACT! 2005 Premium is the ACT! Link for Palm OS and Pocket PC, so ACT! can work for you wherever you are. ACT! 2005 Premium is the ideal solution for sales teams and work groups.

Call us today with any questions, or to place your order. ★