

**Volume 5
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Headline News

Consider joining the ACT! by Sage Online Community. From here you can discuss, meet, and connect with ACT! users just like yourself. There are forums, bulletin boards, best practices, news, tips, and even a blog by the North American General Manager for the ACT! product line. You can join online at: <http://community.act.com/>

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ACT! BY SAGE

On The Road With ACT!

Many of us want the ability to send and receive e-mail messages, check our calendars, and be productive when we're away from the office. The new ACT! for Palm OS® 3.0 is an add-on product that provides mobile access for ACT! by Sage 2008 (10.0) and ACT! by Sage Premium 2008 (10.0). ACT! for Palm OS 3.0 brings the power and convenience of ACT! to your Palm OS handheld device in a way never before possible.

Productive Anywhere

ACT! for Palm OS 3.0 enables you to access your ACT! information from a Palm OS handheld device so you can stay productive, wherever you may roam. You can access and update pre-defined fields as well as custom fields, notes and history, activities and calendar information, sales opportunities, and more.

ACT! for Palm OS enables you to view Group and Company membership for each contact. You can enter new Opportunities from your Palm OS handheld device, accessing the existing opportunity product list and adding multiple products to an opportunity. In addition to calls, meetings, and to-dos, you can schedule activities from your device using the Custom Activity Types you have defined in ACT!.

Beyond ACT! Link For Palm OS

Included with your ACT! software is the ACT! Link for Palm OS. Why then should you consider purchasing the ACT! for Palm OS add on?

With the ACT! Link for Palm OS and third-party synchronization solutions you must use

the date book and address book that come with the Palm OS device. In contrast, ACT! for Palm OS 3.0 is an ACT! application that resides on your Palm OS handheld device. It delivers many of the benefits of the ACT! desktop version, such as a linked calendar and task list, the ability to go directly to a contact record from a scheduled appointment, and the ability to view interactions with a contact or a customer from the contact record.



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Fast Entry And Access

It's got to be fast and easy to enter data on your handheld or you won't use it. ACT! for Palm OS 3.0 is designed to make entering and accessing information on your handheld device easier than ever. For example, when you add a note or history to a contact record you attach it to multiple shared contacts without the need to reenter the data on each contact. Also, you can use the Custom Field view to design a snapshot of the 10 most critical data fields that

On The Road With ACT! CONTINUED

you regularly access. This read-only view is based on data captured in other areas of the application and allows you to access and view key information quickly.

Whether you are accessing customer information, entering opportunities, or tracking time spent, you can do it all from your Palm OS handheld device, anytime, anywhere. With ACT! for Palm OS 3.0, you can synchronize more pre-defined fields as well as more ACT! custom fields than with the ACT! Link for Palm OS product, giving you access to more complete customer information when on-the-go.

Here is a summary of the features and functionality available only with the ACT! for Palm OS 3.0 application.

- ▶ Synchronize additional pre-defined fields and ACT! custom fields to your Palm OS handheld device.
- ▶ View Group and Company membership information on your Palm OS handheld device.
- ▶ Utilize Opportunity features to better manage your sales from the road.
- ▶ Customize your view for quick information access.

- ▶ Display information in color so you can quickly recognize high-priority items.
- ▶ Track time spent on activities you define in ACT!.
- ▶ Manage secondary contacts from your Palm OS handheld device.

Not A Palm OS User?

If you use a BlackBerry, Pocket PC, or Treo Smartphone handheld device, there is a solution for you. Third-party add-on products are available that brings similar functionality to these handheld devices.

Please call us for pricing and details. ☆

Swiftpage—An Integrated E-mail Marketing Solution for ACT!

It's not enough to send out dozens or even hundreds of e-mail messages and then simply sit back and hope for the best. To capitalize on e-mail marketing, you need to monitor the reaction your recipients have to your messages. By knowing what your recipients respond to, you can give the recipients more of what they're interested in. Swiftpage is an online, hosted e-mail system that is fully integrated into ACT! by Sage. Swiftpage has the power to transform e-mail marketing from a marketing-department-only solution to a mainstay of your company's sales process. Let's learn more.

Create

Creating a customized e-mail using Swiftpage is easy. You can choose from 65 pre-built templates and use the simple online editor in Swiftpage to plug in your details or import your own HTML template.

Send

Using Swiftpage, you can send one message or 100,00 messages—there are no send-limit restrictions. Your messages are sent by way of Swiftpage's powerful servers so you aren't limited by your ISP's filters and send limits. In addition, Swiftpage handles the opt-out messages for you ensuring you remain in compliance with anti-SPAM laws. Swiftpage even offers a free SPAM-Check utility that will analyze your

e-mail message to identify words or phrases that could be rejected by the recipients' Spam filters. This allows you to change the objectionable words before you send your message.

Track

Swiftpage saves you time while helping you capitalize on the hottest opportunities; it sends e-mails to the ACT! contact, or group of contacts, that you specify and then allows you to record the responses back to the ACT! database.

Swiftpage generates a Call List for each e-mail campaign you send via Swiftpage. It generates a score from the interaction data and uses it to create the Swiftpage Call List with contacts presented in a ranked order. The ranking is based on the assumption that someone who opens your message five times and clicks on three links is more interested than someone who opens the e-mail once and clicks on nothing.

You can filter the list any way you like and assign portions of it to your sales staff. Assign the hot leads to your inside sales group or top team member and assign the warm and mild leads to your call center for follow up. Or, take the entire list and randomly assign leads to every team member. As each team member logs into their own account they will see the assigned portion of the Call List waiting for them.

Swiftpage has a new Snapshot tab within ACT! that summarizes your contacts based on

communications you have had with them—the e-mail campaigns you have sent them and their response to the campaign. Snapshot tells you which contact to send e-mail to, which contact to call, and what to talk about when you have them on the phone based on their interaction with your e-mails. Snapshot also gives you the ability to access a number of other tools from this single location.

Swiftpage Features At A Glance

- ▶ Send e-mail campaigns from 1 to 100,000.
- ▶ Choose from 65+ pre-built templates.
- ▶ Know who opened and clicked on your e-mail messages.
- ▶ Contact your highly-qualified opportunities first using the ranked Call List.
- ▶ Bring all Swiftpage e-mail campaign data back into ACT!, including opens, clicks, survey data, bounces, opt-outs, and more.
- ▶ Give a personal touch to each outgoing message by creating mail merges utilizing custom fields from your ACT! database.
- ▶ Create campaigns now and schedule to send at a later time with the Scheduled Send feature.

Swiftpage is available in three editions: Swiftpage Basic, Swiftpage Pro, and the new Swiftpage Team edition—call us for more information on specific features and pricing. ☆