

Comparison of ACT!TM and SalesLogix[®]

	<i>ACT! Contact Management Software Solution</i>	<i>SalesLogix CRM (Customer Relationship Management) Software Solution</i>
General Description	An integrated contact management software application that centralizes customer information to help professionals better manage business relationships, geared to individuals, corporate workgroups, and small businesses.	Software suite that enables the leveraging of collective knowledge to maximize customer relationships and revenue opportunities, geared to business teams that include sales, marketing and support personnel within an organization.
Target Customer	<ul style="list-style-type: none"> • Anyone who manages contacts and relationships • Individuals, small workgroups, or specific department(s) within a company • Organizations with franchise sales forces who are individually managing leads (like Mary Kay) <p>Those who:</p> <ul style="list-style-type: none"> • Are interested in centralizing customer information and improving business relationships • Want to have a customizable solution implemented immediately • Possess varying levels of computer literacy • May not have a large budget • Are likely seeking minimal integration capability with back-end systems (i.e., accounting packages) 	<ul style="list-style-type: none"> • High growth, sales driven businesses or divisions of large organizations with 10-2000 users, interfacing with common client accounts • Companies with revenue ranging from \$25M-\$500M. <p>Those who:</p> <ul style="list-style-type: none"> • Want to automate key aspects of the sales cycle • Are looking for quick implementation and return on investment • Require ease of use, scalability and customization on a workgroup level • Want integration of information across multi-channel selling environment • Expect integration flexibility with existing back-end systems • Want data access regardless of locale • Are using collaborative and Internet-based selling models • Desire sophisticated performance tracking (multiple variables or information layers)
Product Highlights	<ul style="list-style-type: none"> • Customizable contact database • Complete account detail and history tracking • Scheduling & task automation • Integrated daily, weekly, and monthly calendars • Sales forecasting and reporting • Integration with Interact.com and Internet sales tools • Dale Carnegie sales tips • Synchronization with Palm PoweredTM handhelds 	<ul style="list-style-type: none"> • Account, contact & opportunity management • Scheduling & task automation • Sales process and sales tool mgmt. • Sales forecasting & reporting • Marketing campaign management, automation & measurement (ROI) • Support center management • Problem tracking and resolution • Escalation and knowledge management • Internet-based lead capture and routing • Product configuration • Integration with Palm PoweredTM handhelds and wireless phones
Product Benefits	<ul style="list-style-type: none"> • Get up and running in a matter of minutes • Find contact information and details of every call, meeting or to-do item in seconds. • Get relevant Internet information delivered directly into ACT! for any contact via Interact.com • Less expensive than (1/5 to 1/10 the cost of) SalesLogix 	<ul style="list-style-type: none"> • Created with the needs of small- to mid-size implementations in mind • Easy to implement and use • Affordable and yields quick ROI • Modular, scalable and customizable • Out-of-the-box integration with back office systems for holistic customer view • Access to customer data, regardless of locale and with multiple devices