

SalesLogix®
Web

SALES • MARKETING • SUPPORT • WEB

SalesLogix is the customer relationship management (CRM) solution that drives sales performance in small to mid-sized businesses through Sales, Marketing, and Customer Support automation and integration to accounting and business management applications.

Through superior sales automation functionality, SalesLogix empowers your sales professionals to be more effective sellers, and provides the information and tools you need to make profitable business decisions.

Advanced customization capabilities enable SalesLogix to work in concert with your unique sales and customer interaction processes, and to accommodate growth and changing business requirements.

Through robust functionality, ease of use, and ease of customization, SalesLogix provides your small to mid-sized business an affordable CRM solution with low cost of ownership, rapid time to productivity, and high return on investment.

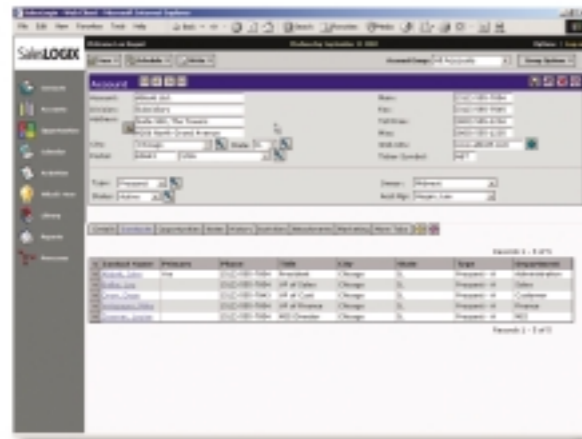
With more than 4,600 companies using SalesLogix worldwide, SalesLogix is the CRM leader for small to mid-sized businesses.

SalesLogix Web solutions leverage the flexibility and accessibility of the Internet, while still delivering the robust functionality, ease of use, and customization that are part of every component in the SalesLogix line of CRM solutions.



Leverage the power of the Web

SalesLogix Web solutions provide a powerful deployment alternative to traditional client/server applications. Designed for businesses needing a Web-based CRM solution with flexible financing options, SalesLogix Web solutions deliver resources and tools that drive sales performance and provide superior customer support. Easy to deploy, customize, and use, SalesLogix Web solutions are practical and deliver low total cost of ownership.

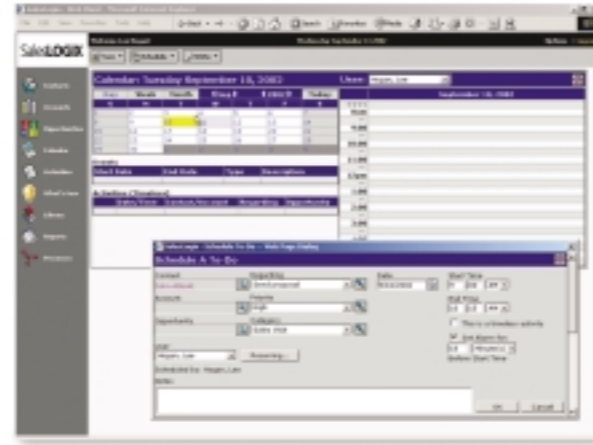


SalesLogix is organized and easy to use, putting everything you need to close sales at your fingertips.

Increase productivity and drive results

The SalesLogix Sales Web Client helps your sales teams increase productivity and achieve results.

- Manage account and contact information.
- Track opportunities from lead through close.
- Manage calendars and activities.
- Automatically distribute new leads to sales reps from your website.
- Store important reference materials in the Sales Library.



Manage calendars and activities, segment opportunities, perform a mail merge, then generate management reports to boost sales productivity.

Do it all with the intuitive, easy-to-use interface that salespeople will use.

Tools and resources for selling

The SalesLogix Sales Web Client provides all the tools and resources needed to sell efficiently and effectively. Use Mail Merge to send personalized faxes, letters, or custom HTML e-mail messages to your customers and prospects. Create and manage groups, segmenting your customer data by account status, geography, or opportunity size. Analyze your sales performance with integrated Crystal Reports® and use the knowledge to refine your sales strategy.

Advanced Outlook Integration enables you to share contacts, send e-mail, and manage calendars and activities using Microsoft Outlook® – from within SalesLogix – recording it all to the SalesLogix account history.



SalesLogix WebTicket energizes product support

To deliver superior customer support, SalesLogix WebTicket for Employees provides your support professionals with:

- Ticket management;
- An integrated knowledge base with powerful search capabilities;
- Visibility to defects and RMAs; and
- Management reports.

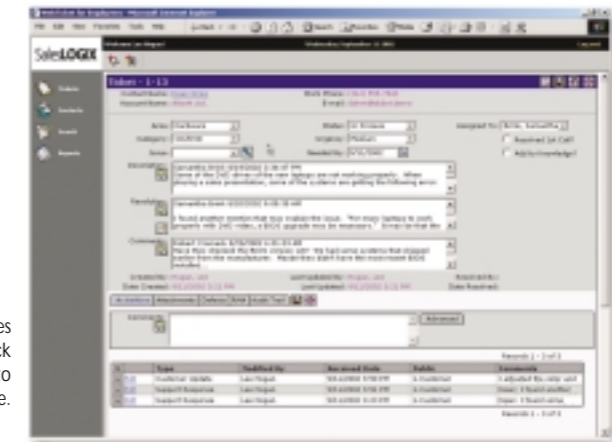
Designed for ease-of-use and rapid access to critical information, SalesLogix WebTicket enables support reps to find and quickly provide resolutions via the Web, delivering beyond your customers' expectations and helping you exceed your support department's performance metrics.

With SalesLogix WebTicket, employees and customers can create and track tickets, or search for resolutions to support issues online—anytime.

Help customers help themselves

SalesLogix WebTicket for Customers is a self-service portal that customers can use to create and update support tickets or search your knowledge base for solutions themselves. Customers can also attach files to a ticket, or engage in two-way communication with the support rep handling the ticket.

Customers will love the added convenience. You'll love the reduced costs that result as customers find the support solutions they need online, anytime.



Product	Benefits
	<ul style="list-style-type: none"> • Increase productivity by automating key aspects of the selling cycle. • Maximize team selling effectiveness with advanced sales tools and resources. • Make informed, profitable decisions based on accurate visibility into the sales pipeline. • Customize to mirror unique business processes and to accommodate growth and change. • Provide superior customer support and exceed performance goals. • Deliver effective self-service support solutions. • Integrate Sales with Marketing, Customer Support, and Accounting information for a complete customer view.

About SalesLogix

SalesLogix is the customer relationship management solution that drives sales performance in small to mid-sized businesses through Sales, Marketing, and Customer Support automation and back-office integration.

About Best Software

Best Software offers leading business management products and services that give over 1.6 million small- and mid-sized customers in North America the insight for success throughout the life of their business.

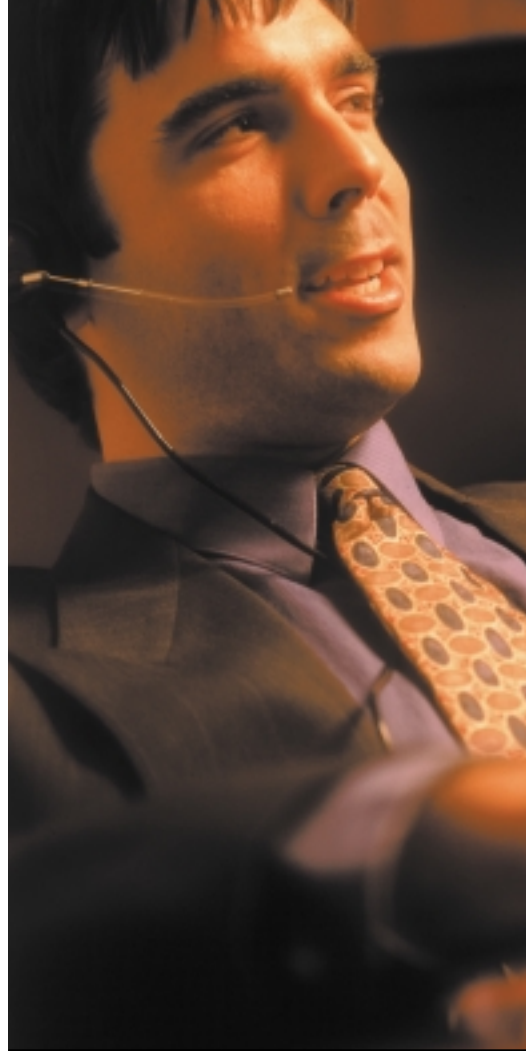
Its parent company (London: SGE.L) supports nearly three million customers worldwide and has revenue of nearly \$700 million.

For more than 25 years, Best has delivered easy-to-use, scalable, and customizable applications through its portfolio of leading brands, including Abra, MAS 90, FAS, MIP Nonprofit Series, SalesLogix, Peachtree, and ACT! among many others.

best

BEST SOFTWARE, CRM Division
8800 N. Gainey Center Drive, Suite 200
Scottsdale, Arizona 85258
☎ 1-800-643-6400
www.saleslogix.com

13WE60XXDS01 10/02



For more information,
go to www.saleslogix.com.

Or contact your certified
SalesLogix Business Partner.
To find a Business Partner in
your area, call 1-800-643-6400.

To register for an e-demo
to see how SalesLogix can
help your business, go to
www.saleslogix.com/edemo.

web

SALESLOGIX®