



Companies Prefer ACT! by Sage Solutions Over Competitors

Why is ACT! the optimal solution for you? Listen to the experts: Our customers explain why they selected ACT! over leading competitors.



Several years ago, Empire Safety was using GoldMine® as its contact management solution and Sage BusinessWorks Accounting for its back office accounting functions. *“There was a link between the two systems, but when that link was discontinued we decided to replace GoldMine. It’s important to us to have integration between our front and back office systems.”* Empire Safety was impressed by the powerful marketing and communication tools included with ACT! and the integration between ACT! and Sage Businessworks, and chose ACT! as its new contact management solution.

Tony Smith, eCommerce coordinator — Empire Safety



Profit-Tell International replaced Maximizer™ with ACT!. *“It made a lot of sense for us. ACT! is constantly growing and improving, with new features and third-party enhancements being added all the time. The product’s reputation and the company’s stability made it an easy decision.”*

Dave Heard, President — Profit-Tell International



Mark Renn looked at GoldMine and Siebel® before deciding on ACT! Premium. *“ACT! Premium won us over with its flexibility, affordability, and the availability of a well-qualified local consultant. Having the local support from our ACT! Certified Consultant is very important to us.”*

Mark Renn, Marketing Manager — H. J. Oldenkamp



Transcontinental evaluated GoldMine and several other contact management solutions before selecting ACT! Premium because of the product’s easy-to-learn, intuitive interface, and its robust marketing capabilities. This enables Transcontinental to communicate more effectively with its customers and prospects.

Bruce Jensen, Vice President of U.S. Sales for the Catalog and Magazine Division — Transcontinental



Golden Flame Distributing evaluated both ACT! Premium and GoldMine before deciding on ACT!. *“ACT! Premium is easier to use, plus it provides for the flexibility we need to add new fields and customize screens.”*

Mark Williamson, Service Manager — Golden Flame Distributing



Pathways Home Health & Hospice compared contact management and CRM vendors and designated a task force to compile requirements and examine solutions. The task force selected ACT! based on ease-of-use and its long-standing reputation as the #1 contact and customer management solution.

Rita Johal, Community Relations Project Coordinator — Pathways Home Health & Hospice



Ridgeway Communications switched from GoldMine software to ACT! Premium. Soni Frazier explains, *“The duplicate record-checking functionality was very poor in GoldMine. The software didn’t offer field-level security, so I had to lock people out of whole areas of the software.”* While browsing the Sage Software Web site, Frazier found, *“The site offered detailed information and it was clear that ACT! Premium included the functionality we needed.”* By using the powerful duplicate-checking function and field-level security, Frazier estimates the company saves more than 150 labor hours every month. *“I wouldn’t have believed ACT! Premium could save us that much time, but it does!”*

Soni Frazier, Computer Consultant — Ridgeway Communications



Design North originally chose ACT! for its ease of use and intuitive interface. *“We wanted a reliable contact management system that had the marketing and communication functionality, without the overhead of the features we didn’t need—ACT! was affordable and included just what we needed.”*

Lee Sucharda III, President — Design North



After almost 20 years of ACT! use, Gordon Rogers began to consider whether he should transition his firm from the world’s leading contact management solution to a CRM solution. After analyzing leading CRM solutions and learning more about the team capabilities in ACT! Premium, Rogers decided to remain with ACT! – a decision he doesn’t regret. *“I was so impressed by the level of customer service and attention to my concerns, as well as the direction of future product versions, that I decided to stay with ACT!.”*

Gordon Rogers, Principal — Gordon Rogers Architecture



Vermeer-Wisconsin examined several leading products, including Siebel and Microsoft® CRM. Management first ruled out Microsoft because of its newness to the CRM market, then Siebel because it was too complex and costly. In the end, they selected ACT! Premium because it offered some of the functionality they were seeking in a CRM solution and because of its low total cost of ownership. With ACT!, Vermeer-Wisconsin also remains in the Sage CRM Solutions family, knowing when they are ready to transition to CRM they can follow a smooth migration path from ACT! Premium to Sage SalesLogix.

Julie Tomlin, Chief Financial Officer — Vermeer-Wisconsin

Important Note: Sage Software recommends you review ACT! 2009 Solutions system requirements at www.act.com/2009systemreq to ensure you meet these requirements.

Compatibility: ACT! cannot be used in conjunction with ACT! Premium Solutions. ACT! Premium Solutions are only compatible with their respective same editions. **Add-on**

Solutions: Visit www.actsolutions.com or check with your add-on product provider to determine compatibility.



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