



Making customer relationships your business

Award-winning SalesLogix is a part of the Best Software family of business management products. SalesLogix is a sales-driven customer relationship management (CRM) solution with a history of being easy to use and driving sales productivity that stems from its ACT!™ heritage.

In 1987, when Pat Sullivan, a successful salesman, wanted to electronically track his prospects and customers he created ACT!, the first contact management solution.

Recognizing the need for a tool to fill the sales force automation needs of small and mid-sized organizations, Sullivan founded SalesLogix in 1996. It soon evolved into a full CRM solution and became a logical upgrade for ACT! users needing to move from contact management to CRM. Together, ACT! and SalesLogix make up the CRM Division of Best Software.

SalesLogix drives sales performance in small to mid-sized businesses. With Sales, Marketing, and Customer Support modules, plus integration to accounting and business management applications, SalesLogix provides sales professionals with the information they need to be more effective and sales management with the tools to make profitable business decisions. SalesLogix also grows with changing business requirements, offering an affordable CRM solution with low cost of ownership, rapid time to productivity, and high return on investment.

Largest SMB Customer Base in CRM and Growing

More than 4,600 companies use SalesLogix, making it the leader in CRM for small to mid-sized businesses. SalesLogix customers include Aames Funding Corporation, ADP, Anheuser Busch, Avnet, Bank of New York, Blue Cross Blue Shield, Forbes, New Horizons, Pulte Homes, The Seattle Times Company, and USCO Logistics. Year after year, SalesLogix continues to add more than 200 new customers a quarter.



Long-Term Stability and Sustained Growth

Best Software is the North American subsidiary of The Sage Group plc, the world's leading business management software provider to the small and mid-sized business community. Headquartered in the UK, The Sage Group plc serves almost three million customers worldwide and produces annual revenue of nearly \$700 million.

Best Software offers a suite of products that include contact management and customer relationship management, accounting and ERP, fixed asset management, and HR solutions. Now, as a member of the Best Software family, SalesLogix has the opportunity to deliver front-office solutions that integrate with the back-office applications of more than 1.6 million Best software customers—giving them greater insight into their businesses.

Channel-driven to Deliver Personalized Attention to Customers and Expand Reach

Best Software is one of the few CRM providers delivering solutions through a business partner channel, offering customers immediate access to local resellers trained to deliver CRM solutions that meet their unique needs. Certified SalesLogix Business Partners are available for the life of a customer's CRM project—from installation, implementation, and training to customization and integration with additional products.

SalesLogix has more than 500 value-added resellers and integrators worldwide. The product is available in English, French, Italian, German, and Spanish.

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Committed to Providing Technology that Integrates with Tools Customers Use Every Day

SalesLogix works with the products that sales, marketing, and support representatives use every day. It is available for networked and synchronized environments, with access to data through the Web and on devices such as Palm OS® and Pocket PC handhelds, as well as mobile phones.

SalesLogix integrates with Microsoft Office, offering advanced integration to Microsoft Outlook®. It contains recognized selling methodologies and sales reporting tools, and integrates with many other popular market solutions.

SalesLogix integrates with Best Software back-office products such as MAS 90, MAS 200, and MAS 500. SalesLogix also offers integration with other accounting products such as Great Plains, J.D. Edwards, Exact/Macola, and Solomon—and it has established OEM relationships with Made2Manage, Mapics, Friedman, Expandable, and Cedar Group.

Leads CRM Industry in Ease of Use and Customization

SalesLogix has been recognized through users' choice awards for its ease of use which contributes to the products high user adoption rate.

SalesLogix is acclaimed for its customization capabilities. This flexibility enables SalesLogix to work in concert with organizations' unique sales and customer interaction processes, and accommodate growth and changing business requirements. With customization, organizations are able to experience early productive use of SalesLogix. This keeps the total cost of ownership down, while achieving a high return on investment.



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