



Stewart Technologies, Inc.

## **ACT! 2010: What's New**

### **Know. Market. Sell.**

In a down economy, it's tempting to "wait it out," but have you considered the cost of doing nothing? New tools in ACT! by Sage 2010 help you work faster and focus on the most promising customers, saving you both time and money spent sifting through leads.

### **Work Better and Faster with the Easy New Design**

Enjoy the new look of ACT!, with proven easier to learn and use navigation, instant access to search, related tasks, consolidated menus, big "easy" buttons, and more. You'll get streamlined layouts and instant access to search from any view—no longer going through the lookup dialog. Related tasks provide you with more options for working with contacts, groups, opportunities, and more. You'll see consolidated menus with relevant feature options, big "easy" buttons for tasks you complete most often, and a "new" button that lets you create anything new, from contacts to activities. The all-new Welcome Page features resources, tips, help, news, and common tasks.

### **Take Advantage of Leading-edge Social Media Technology**

Tap into the endless possibilities of social networking and online resources for instant knowledge about your customers. See your customers on LinkedIn®, Facebook, Plaxo, and ZoomInfo, or any other sites you choose from within ACT!, to quickly understand more about their interests, their past work history, and their connections.

#### **Benefits Snapshot**

Enjoy the newly designed look of ACT! with proven easier to learn and use navigation.

Take advantage of leading-edge social media technology that automatically integrates profiles and data with ACT! for instant knowledge about your customers.

Generate actionable demand with end-to-end e-marketing<sup>1</sup> that intelligently and automatically reaches out to your ACT! contacts and delivers results right to the contact record.

Tailor opportunities to fit your selling model with redesigned sales tracking functionality that makes managing leads easier and more flexible.

Unlock insight into your biggest opportunities for quick wins using new dashboards and reports in a streamlined view.

For questions, please contact Beth L. Brigham at extension 102 or email [act@stewarttechnologies.com](mailto:act@stewarttechnologies.com)



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## Generate Actionable Demand with End-to-End E-marketing<sup>1</sup>

ACT! E-marketing intelligently and automatically reaches out to your ACT! contacts, runs e-mail marketing campaigns in minutes, and delivers results right to the ACT! contact record, saving you money by helping you focus on the right customers. With ACT! E-marketing, you get:

- E-mail marketing—Create striking e-mail templates and send to contacts, lookups, groups, and companies in ACT!.
- Drip marketing—Create a series of e-mails that are delivered to ACT! contacts over a period of time, automatically.
- Survey and Web forms—Gather valuable feedback from existing contacts so you can build and grow your ACT! database.
- Marketing results tab—Use a ranked call list of the most interested contacts so you know who to call first.

ACT! E-marketing call list sorts campaign recipients according to results so you can identify hot leads fast.

Newly designed look of ACT! provides enhanced usability with big "easy" buttons, social media integration, and the new Welcome page.

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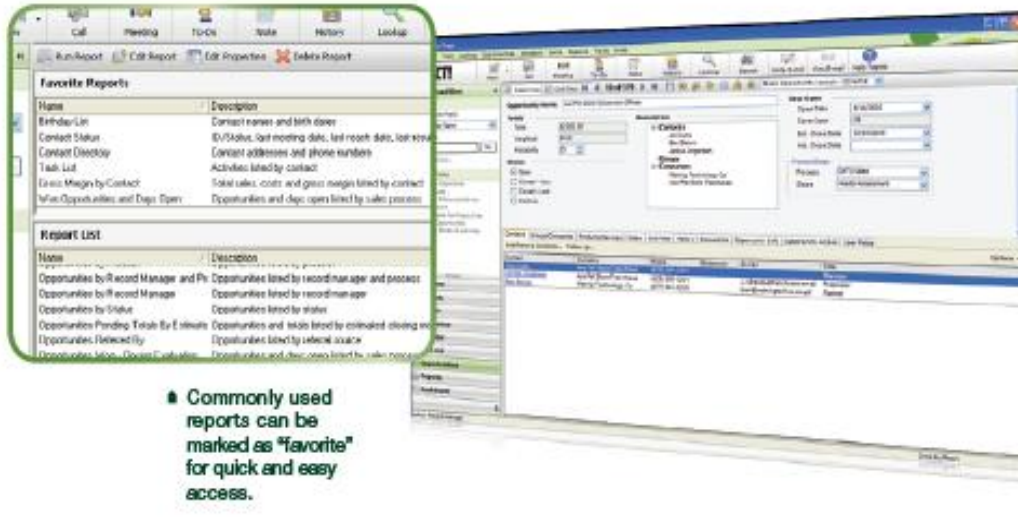
## Tailor Opportunities to Fit Your Selling Model

Sales tracking functionality in ACT! has been completely redesigned to make managing leads easier and more flexible. Sales opportunities now behave and appear like contacts, groups, and companies, so you can customize them, personalize them, track activity history, and set security options like you would a contact record.

## Gain Insight with New Dashboards and Reports, and Streamlined View

Nine new dashboards have been added to ACT!, giving you at-a-glance snapshots of your customers, your sales opportunities, and even your users. Plus, you can better understand your biggest opportunities for quick wins by running one of the 13 new reports you've been asking for, including opportunities by process and status, pipeline by process, and many more!

With the streamlined reports view, easily understand which ACT! reports are available to you, mark reports as your favorites for quick access, and customize report descriptions for a view that's more personalized to your needs



Customizable opportunities allow ACT! to better fit your business processes.

For sales information please contact Beth L. Brigham at 410-309-9550 ext.102 [act@stewarttechnologies.com](mailto:act@stewarttechnologies.com)