



insights for the life of your business™

MAS 90 MAS 200

Client/Server
Client/Server for SQL Server

MAS 500

SalesLogix CRM Solutions:

- SALES
- MARKETING
- SUPPORT
- WEB

SalesLogix Web solutions are components of the integrated SalesLogix customer relationship management (CRM) suite, which also includes Sales, Marketing and Support solutions.

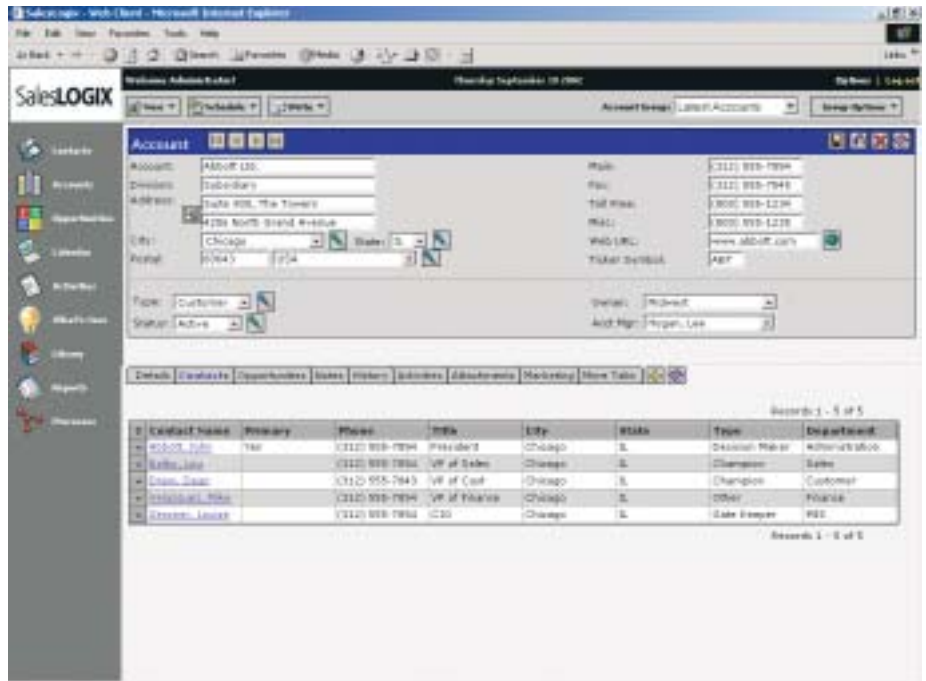
FEATURES

SalesLogix Web solutions deliver powerful sales automation and management tools and online customer support solutions.

- Account and Contact Management
- Opportunity Management
- Calendar and Activity Management
- Sales Process Automation
- Advanced Forecasting and Reporting
- Microsoft Outlook Integration
- Segmentation and Groups
- Customer Communications / Mail Merge
- Competitor Tracking
- Literature Fulfillment
- Reference Library
- Territory Realignment
- Marketing Integration
- Back-Office Integration
- Business Alerts / Notification
- Support WebTicket
- Support Web KnowledgeBase



SALESLOGIX WEB



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

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 help you provide superior customer support. Easy to deploy, customize, and use, SalesLogix Web solutions are practical, flexible, and deliver low total cost of ownership.

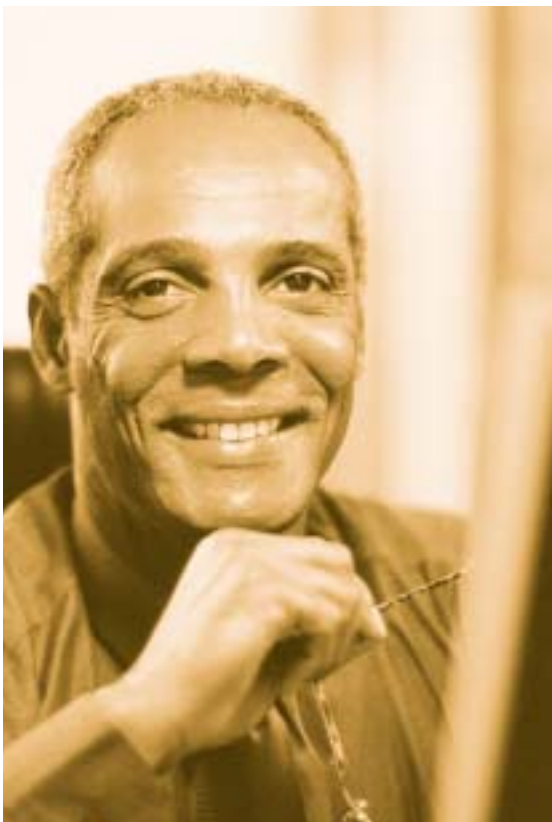
A Single Source for Customer Information

The SalesLogix Sales Web Client provides the tools and resources needed to effectively manage all aspects of the sales cycle and increases team sales performance. It's a single repository for the customer information captured across your organization that enables you to access account and contact information, track opportunities from lead through close, manage team calendars and activities, forecast revenue, and report on sales activities and effectiveness – all within an intuitive, easy-to-use interface that salespeople will use.

Increase Sales Productivity and Drive Results

SalesLogix delivers sales productivity tools that increase effectiveness and help drive opportunities through the sales cycle. Sales reps can manage activities, update opportunities, track competitor information, and access the Sales Library for product

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PRODUCT BENEFITS

- Increase productivity by automating key aspects of the sales cycle
- Maximize team selling effectiveness with advanced sales tools and resources
- Make informed, profitable business 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 processes for a holistic customer view

SalesLogix Web Solutions (continued)

information and marketing materials. Or, segment customer data by account status, geography or opportunity size, then use Mail Merge to send personalized letters or HTML e-mail messages to groups of customers and prospects. Integrated Crystal Reports enable you to analyze sales activities and use the knowledge to refine your strategy.

Advanced Outlook Integration allows users to send e-mail using Microsoft Outlook from within SalesLogix, and record the activity to the SalesLogix account history.

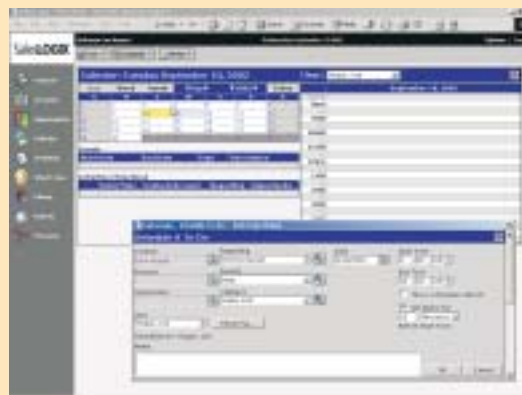
SalesLogix WebTicket Energizes Product Support

SalesLogix WebTicket for Employees provides your support professionals with advanced ticket management capabilities, an integrated knowledge base with a powerful search engine, visibility to defects and RMAs, management reports, and more. Designed for ease of use and rapid access to critical information, SalesLogix WebTicket enables support reps to quickly provide resolutions via the Web, delivering beyond your customers' expectations and helping you exceed your support department's performance metrics.

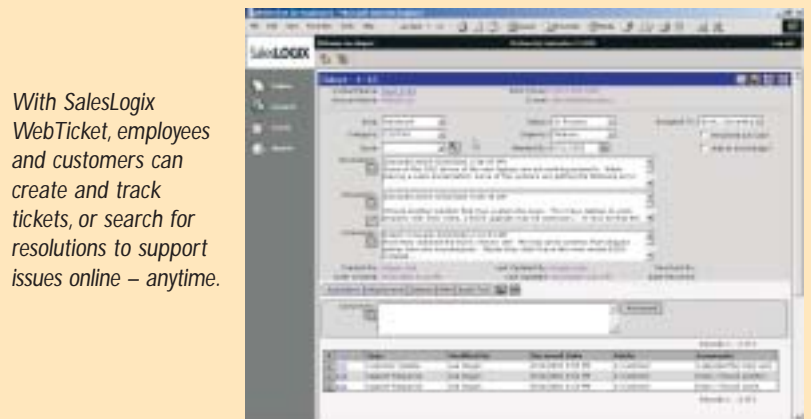
Help Customers Help Themselves

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 a two-way communication with the support rep handling the ticket.

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 of the SalesLogix CRM suite.



Manage schedules and track phone calls, meetings, to-do lists, and literature requests for multiple users.



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

Features

Account and Contact Management

- Track all customer interactions and add files, notes or literature requests
- Assign ownership, establish account hierarchies and track lead sources

Opportunity Management

- Track probability of close, products, lead source, status and competitors
- Forecast revenue potential and measure sales process effectiveness

Calendar and Activity Management

- Manage schedules and track phone calls, to-do items, events and literature requests

Microsoft Outlook Integration

- Send e-mail and attachments using Outlook within SalesLogix and record to history

Sales Process Automation

- Create custom processes based on product line, deal size or territory
- Assign objectives, activities and results required at each stage

Forecasting and Reporting

- Analyze sales campaigns, pipeline efficiency, revenue by lead source and more
- Segment opportunities by account manager, region or probability of close

Segmentation and Groups

- Deliver targeted marketing messages or sales offers to select customer segments

Customer Communications / Mail Merge

- Create custom HTML e-mail templates, then personalize and send using Mail Merge

Competitor Tracking

- Record competitor product information as well as strengths and weaknesses
- Track sales team members, sales strategies and reasons for win/loss

Literature Fulfillment

- Select cover letter, item, priority, send date, quantity and shipping options

Reference Library

- Store and send product information, sales collateral, manuals, pricing and presentations

Territory Realignment

- Realign sales territories and assign new account ownership

Integration – SalesLogix Marketing

- View campaign name, type, code, objectives, target audience and notes
- Access key campaign metrics in real-time, such as responses and related sales

Back-Office Integration

- View accounting data such as credit status and accounts receivable balance
- Access ERP systems for product information, inventory and pricing

Business Alerts / Notification

- Monitor data proactively and notify management when business conditions are met
- Receive alerts via e-mail, pager, PDA, fax, cell phone or Web browser

WebTicket

- Enable employees to add new tickets or update existing tickets online
- Empower customers to add, view or update tickets via a self-service portal

Web KnowledgeBase

- Empower customers to locate support solutions via the Web, 24x7x365
- Provide search capability of the same knowledge base that customer service reps use

Administration and Customization

- Manage team and territory assignments, user profiles and admin roles
- Configure views, reports, fields, processes and security profiles



"SalesLogix has had a profound impact on our sales force. If they can get to the Web, they can use SalesLogix. It's one of the best investments we've ever made."

*David Peckinpugh
Vice President of Sales
Conferon*



SalesLogix WEB

best
software

insights for the life of your business™

www.shelko.com

About Best Software

Best Software offers leading business management products and services that give 1.7 million small and medium-sized customers in North America the insight for success throughout the life of their business. Its UK parent company, (London: SGE.L), supports 3 million customers worldwide and has revenue of \$815 million.