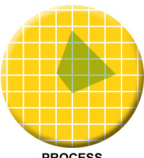
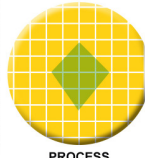
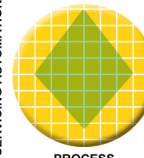



ACT!, GoldMine, Sage CRM & Microsoft Dynamics CRM CRM Comparison Grid



	 SALES and MARKETING AUTOMATION BUSINESS INTELLIGENCE PROCESS AUTOMATION	 SALES and MARKETING AUTOMATION BUSINESS INTELLIGENCE PROCESS AUTOMATION	 SALES and MARKETING AUTOMATION BUSINESS INTELLIGENCE PROCESS AUTOMATION	 SALES and MARKETING AUTOMATION BUSINESS INTELLIGENCE PROCESS AUTOMATION
Typical number of licences	1-100 users	1-250 users	5-500+ users	1-5000+ users
Managing Contacts				
Manage contacts & companies	✓	✓	✓	✓
Track all contact communications	✓	✓	✓	✓
Manage contacts in groups & lists	✓	✓	✓	✓
Customise fields & database layout	✓	✓	✓	✓
Attach documents	✓	✓	✓	✓
Integrates with Microsoft Outlook	✓	✓	✓	✓
Save contacts in recently viewed list	-	-	-	✓
Mobile device access	Basic	Basic	✓	✓
Includes web access	ACT! Premium only	-	✓	✓
Multi-lingual support	-	-	✓	✓
Manage all business entities eg. events	-	-	✓	✓
Fully access CRM in Microsoft Outlook	-	-	-	✓
Improving Productivity				
Calendar management	✓	✓	✓	✓
Manage tasks and activities	✓	✓	✓	✓
Inbuilt knowledgebase	-	-	✓	✓
Apply workflow rules	-	-	✓	✓
Automates processes	Basic	Basic	✓	✓
Resource and service management	-	-	-	✓
Customer Service & Support				
Schedule follow-up activities	✓	✓	✓	✓
Case support case management	-	✓	✓	✓
Service Level Agreement escalation	-	-	✓	✓
Web self-service customer portals	-	-	✓	✓
Enables case queuing & routing	-	-	-	✓



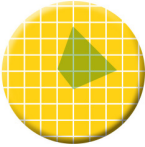
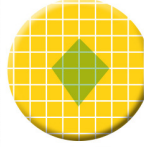
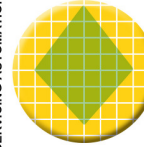

CRM Software Comparison Grid

ACT!
by Sage

GoldMine
PREMIUM EDITION

sage Sage CRM

 Microsoft Dynamics CRM

	 SALES and MARKETING AUTOMATION BUSINESS INTELLIGENCE PROCESS AUTOMATION	 SALES and MARKETING AUTOMATION BUSINESS INTELLIGENCE PROCESS AUTOMATION	 SALES and MARKETING AUTOMATION BUSINESS INTELLIGENCE PROCESS AUTOMATION	 SALES and MARKETING AUTOMATION BUSINESS INTELLIGENCE PROCESS AUTOMATION
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Marketing Automation

Send email broadcasts	✓	✓	✓	✓
Run telemarketing campaigns	Basic	✓	✓	✓
Marketing campaign management	-	Basic	✓	✓
Marketing campaign ROI analysis	-	-	✓	✓
Automated lead routing to sales	-	-	✓	✓

Managing Sales

Track sales opportunities	✓	✓	✓	✓
Sales pipeline management	✓	✓	✓	✓
Sales dashboards	✓	✓	✓	✓
Quote generator and product catalogue	Basic	✓	✓	✓
Automated sales workflows & scripts	-	-	✓	✓
Enables opportunity queuing	-	-	-	✓
Track sales goals & product targets	-	-	-	✓

Reporting & Analysis

Inbuilt reports	✓	✓	✓	✓
Performance dashboards	✓	✓	✓	✓
Includes Crystal Reports	-	✓	-	-
Works with Microsoft SQL Reporting	-	-	✓	✓
Share CRM data via MS SharePoint	-	-	Can be configured	✓
Online analytical processing	-	-	-	✓

Customisation & Integration

Customise fields and database layout	✓	✓	✓	✓
Roles based personalisation	✓	✓	-	-
Sage accounting software integration	✓	Add-on required	✓	Can be configured
Create bespoke user views	Limited	Limited	✓	✓
Read data from back-office systems	Limited	✓	✓	✓

Database Administration

Automated database audited			Can be developed	✓
Advanced user access controls	ACT! Premium only	✓	✓	✓
Hosted option available	ACT! Premium only	-	✓	✓



ABOUT PREACT CRM

Preact is an independent Customer Relationship Management (CRM) consultancy working with businesses in the private sector as well as charities and educational organisations.

As multiple award winning CRM architects, we've been helping businesses achieve results with CRM since 1993. Our experienced team combine strong consultative skills with professional implementation skills and a commitment to customer service excellence.

By providing 4 distinct CRM systems: ACT!, GoldMine, Sage CRM and Microsoft Dynamics CRM we offer an independent view of the CRM market to help businesses choose the best software for their immediate and long term needs.

CRM EXPERTISE

At Preact we believe in providing impartial pre-sales advice combined with proven implementation methodology to help businesses achieve rapid and long term benefits from their investment in CRM. We understand the competitive advantage that CRM can leverage through sales, service and marketing process efficiency so our consultants work closely with clients to design and deploy systems precisely in line with individual businesses needs.

We complete over 150 CRM projects each year for customers in numerous industries with varying sized deployments from 1 to 200+ users. Our Microsoft Gold Partner certification and our status as a leading Sage and FrontRange Solutions business partner reflect our ability to deliver complex and innovative solutions.

We have been honoured with many awards including Sage ACT! Business Partner of the Year 2009

Our recent CRM projects have included implementations for John Lewis Plc, The Ethical Tea Partnership, ThomsonLocal.com, Scottish & Southern Energy, Cranfield University, DPAS Dental Plans, Europa Worldwide Logistics and Marie Curie Cancer Care.

AWARD WINNING CRM SOLUTIONS

- Unrivalled coverage of ACT!, GoldMine, Sage CRM and Microsoft Dynamics CRM
- UK's most experienced ACT! reseller
- Best online pre-sales resources for Microsoft Dynamics CRM, Sage CRM, GoldMine and ACT! content
- Free demonstrations, web presentations and proof of concept consultancies available

