



insights for the life of your business™

## MAS 90 MAS 200

Client/Server  
Client/Server for SQL Server

## MAS 500

### SalesLogix CRM Solutions:

#### • SALES

Increase productivity by automating key aspects of the selling cycle, maximize team selling effectiveness with advanced sales tools, and make informed decisions based on accurate visibility into the sales pipeline.

#### • WEB

Leverage the power of the Internet to increase sales productivity, gain valuable customer insight, and help customers help themselves — all with our Web-based CRM solutions that deliver the same functionality, ease-of-use, and customization that are part of every SalesLogix component.

#### • MARKETING

Identify and target the most profitable prospects, manage and track all aspects of campaigns in one place, and analyze campaign ROI to increase marketing efficiency.

#### • SUPPORT

Reduce the time and money it takes to support your customers, provide efficient and consistent resolutions to issues, and extend customer service through 24x7 self-service options.



## SALESLOGIX CUSTOMER RELATIONSHIP MANAGEMENT



Taking care of customers and servicing their needs is vital to every company's success. And the more you know about your customers, the better. That's why it makes sense to invest in the industry's leading customer relationship management solution: SalesLogix. As a member of the Best Software family of products, SalesLogix integrates with your current MAS 90, MAS 200 or MAS 500 application. With both systems sharing data, you can streamline workflow between your front office and back office.

It's this high level of integration between Best Software products that empowers everyone in your organization — from sales and marketing to accounting and finance to support and shipping — to work together, efficiently, in the business of building profitable customer relationships. Integrating SalesLogix with your back-office software gives your employees greater customer insight by enabling them to:

- Quickly identify cross-sell and up-sell opportunities
- Easily access payment history information
- Identify additional purchasing power — or lack of
- Identify availability of products for sales
- Quickly assist customers with order status
- Generate more accurate quotes and proposals

SalesLogix is comprised of four integrated solutions: Sales, Marketing, Support and Web. To learn more about this dynamic suite of products, contact your local authorized reseller or visit [www.bestsoftware.com](http://www.bestsoftware.com).



## SalesLogix 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.

## SalesLogix Marketing

Building lasting and profitable customer relationships means executing effective, timely marketing initiatives across all of your sales channels. It is critical that your company's marketing resources are put to their best use.

SalesLogix Marketing provides full-scale marketing campaign management and sophisticated analytical tools designed to identify your most profitable customers and shorten your sales cycle. Capturing rich, timely data from customer interactions across your organization allows you to develop and execute meaningful marketing programs that drive results.

Most importantly, SalesLogix delivers critical marketing intelligence, like return on investment (ROI), for your marketing campaigns, so you can focus your strategy and resources on programs that deliver results for your business.

## SalesLogix Support

Sales and Marketing deliver customers to your business, but your Customer Support department keeps them with you for the long haul. With the costs of acquiring new customers 5-10 times higher than retaining existing customers, support solutions designed to help foster lasting relationships with your customers have a tremendous impact on the bottom line.

To deliver beyond your customers' expectations and exceed your support department's performance goals, service professionals must be able to resolve issues quickly and effectively. SalesLogix Support provides the advanced issue tracking and resolution tools as well as access to relevant customer data – including products purchased, ticket and defect history, and maintenance contract status – needed to maximize the effectiveness of each interaction with your customers.

SalesLogix Support also provides powerful self-service support solutions via the Internet, reducing transaction costs and allowing your customers around the world to get the support they need, how and when they need it.



*"SalesLogix helps our sales reps work more efficiently, and allows me to report on our sales pipeline quickly and accurately."*

Larry Harmeyer  
CRM/Information Systems  
Project Manager  
Trinity Industries

*Evaluate the effectiveness of your marketing campaigns by analyzing sales potential associated with each lead source.*





SalesLogix  
SALES  
WEB  
MARKETING  
SUPPORT

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## 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. For more than 25 years, Best Software has delivered easy-to-use, scalable and customizable applications through its portfolio of leading brands, including Abra, ACT!, CPASoftware, FAS, MAS 90, MAS 500, MIP, Peachtree and SalesLogix, among many others. For more information, please visit the Web site at [www.bestsoftware.com](http://www.bestsoftware.com) or call toll free 866-308-BEST (866-308-2378).

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