



**best**  
software

**SALESLOGIX**

SALES • MARKETING • CUSTOMER SERVICE • SUPPORT

## Award-winning SalesLogix is a Part of the Best Software Family of Business Management Solutions

SalesLogix is the leader in customer relationship management (CRM) for small to medium-sized businesses (SMBs) that require flexible, easy-to-use solutions to help acquire, retain and develop profitable customer relationships.

Best Software's portfolio of contact and customer relationship management solutions is comprised of ACT!, ACCPAC and SalesLogix. Gartner Research named Best Software the number one CRM market-share holder for the small and medium-sized segment with 25% market share\* in 2004, prior to the acquisition of ACCPAC. With its ACT! heritage, Best has seventeen years of specialized market focus on contact management and CRM. As a result, SalesLogix, with more than 6,000 customers, has garnered accolades for its ease of use and high levels of end-user adoption, making it a natural choice for ACT! users that have outgrown contact management and require a full CRM solution.

SalesLogix delivers integrated Sales, Marketing, Customer Service and Support automation solutions that adapt to an organization's unique customer acquisition, retention and development processes. SalesLogix provides a complete CRM solution with low cost of ownership, rapid time to productivity and high return on investment. And, as part of Best Software, SalesLogix integrates with Best accounting and business management applications.

### 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 more than 4.3 million SMB customers worldwide and its first half 2004 revenue run rate was the equivalent of over \$1 billion in annual revenues.

Best Software offers leading business management products and services that give more than 2.3 million small and mid-sized customers in North America the insight for

success throughout the lives of their businesses. Best Software produced an annual revenue of \$407 million during fiscal year 2003. The organization continues to expand its portfolio of business management solutions through recent acquisitions such as Timberline Software, ACCPAC and Softline.

### Integrated Suite of Business Management Solutions

Best Software can accommodate the growing needs of a small or medium-sized business through its integrated suite of products that include contact management and customer relationship management, accounting and ERP, fixed asset management and HR solutions.

Best Software specializes in offering a range of solutions in each business management category so that as an organization grows, there is a clear product migration path for its customers. Best Software has had great success migrating Peachtree customers to the MAS accounting product line and ACT! customers that have outgrown contact management to SalesLogix for CRM. In addition, Best Software has industry-specific solutions for manufacturing, distribution, non-profits, accountants, and construction and real estate.

### Ranks Highest in End-User Adoption and Satisfaction

SalesLogix has received CRMAdvocate's Annual Users Choice Award for the SMB CRM Suite category for the past two years in a row. This is the only award program in which CRM products are judged by end-users. And, in a recent HYM Press Survey and Report, "The State of CRM Software – 2003-2004," by CRM experts Dick Lee and David Mangen, SalesLogix ranked highest in end-user satisfaction for the second year in a row.

It's not only end-users that have recognized SalesLogix, but also numerous industry analysts and media publications. Accolades include: ISM Top 15 Small and Medium Business



CRM Software Packages for 2004, Gartner MSE CRM Marketscope recognition, Top 10 CRM Implementations from Aberdeen Group, CRM Magazine's Market Leader Award for 2002 and 2003 and multiple Product of the Year recognitions.

## Channel-driven to Deliver Personalized, Local Customer Support

Best Software has developed a mature network of market-leading business partners that specialize in SalesLogix implementation, support, training and customization. These partners are well-versed in front-office disciplines and often have vertical market expertise they can extend to customers on a local, personalized basis.

SalesLogix has more than 450 value-added resellers and integrators worldwide. Certified SalesLogix Business Partners sell products in English, French, Italian, German and Spanish in countries worldwide.

## Flexibility to Span Almost Every Industry

SalesLogix is acclaimed for its ability to adapt to an organization's unique sales and customer interactions processes. As a result, the 6,000 SalesLogix customers span more than 90% of the high-level industry codes (NAICS/SIC).

SalesLogix demonstrates particular strength in the Services, as well as in Manufacturing, Wholesale Trade, and Finance, Insurance and Real Estate. Customers site ease of use, flexibility, customization capabilities, rapid time to productivity and high return on investment as key criteria for selecting SalesLogix as their CRM solution.



## SalesLogix

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### ABOUT SALESLOGIX

SalesLogix is the customer relationship management solution that enables small to medium-sized businesses to acquire, retain and develop profitable customer relationships.

SalesLogix delivers integrated Sales, Marketing, Customer Service and Support automation solutions with low cost of ownership, rapid time to productivity and high return on investment. Flexible and easy to use, SalesLogix readily accommodates growth and changing business requirements.

SalesLogix, the SMB CRM leader with more than 6,000 customers worldwide, is part of the Best Software family of integrated business management solutions.

### ABOUT BEST SOFTWARE

Best Software offers leading business management products and services that give more than 2.3 million small and mid-sized customers in North America the insight for success throughout the lives of their businesses. Its parent company, The Sage Group plc (London: SGE.L), supports more than 4.3 million customers worldwide. Its first half revenue run rate was the equivalent of over \$1 billion in annual revenues. For more than 25 years, Best Software has delivered easy-to-use, scalable and customizable applications through its portfolio of leading brands, including Abra, ACCPAC, ACT!, BusinessVision, CPASoftware, FAS, MAS 90, MAS 200, MIP, Peachtree, SalesLogix, Timberline, among many others. For more information, please visit the Web site at [www.bestsoftware.com/moreinfo](http://www.bestsoftware.com/moreinfo) or call (866) 308-BEST.