

MAS 90 and MAS 200 Front Office Powered by ACT! 2000

Frequently Asked Questions

What's included in Front Office Powered by ACT! 2000?

Front Office Powered by ACT! 2000 includes five user copies of ACT! 2000 and the link software used to integrate MAS 90 or MAS 200 with ACT! 2000.

What version of ACT! 2000 is required?

ACT! 2000 v5.03 or higher is required (As currently supported by Best).

What if I need additional copies of ACT! 2000?

You'll be able to purchase additional copies from Best, either in conjunction with your Front Office purchase or separately at a later date.

What if I already own ACT! 2000?

No problem. You'll be able to purchase the ACT! 2000 Front Office Link by itself. The only requirement is that you have ACT! 2000 v5.03 or a higher version that we support, and MAS 90 or MAS 200 3.51 or above.

I already own ACT! 2000, but it's an earlier version. Can I upgrade through Best?

Actually, you'll need to contact Interact Commerce Corporation (www.interactcommerce.com) to upgrade your existing copy of ACT! 2000. They have an upgrade program in place.

What are the differences between contact management, sales force automation and customer relationship management?

Contact management (CM) can be described best as an individual daily planning tool. CM helps you focus on managing your individual contacts and your daily schedule. The contact data includes the normal business and home address, telephone information, plus more unique categories of information like the name of your contacts' assistants, their Web sites, their stock tickers and more. It can also feature an area for personal information, such as spouse and children's names, birth dates, etc. The goal is to have every piece of information available in an easy-to-use, easily updated format. It is usually based around one person keeping contact information in an individual database where management insight into the selling channel is not required. Examples of CM software include Microsoft Outlook and ACT! 2000.

Sales force automation (SFA) takes CM a step further and includes sales information to allow salespersons to track their opportunities and sales. SFA usually has basic sales forecasting and analysis tools to give the salesperson the ability to forecast and track the sales pipeline. It can include notes and history about past transactions as well. SFA includes the same scheduling and task tracking as CM, however, it is more advanced. SFA databases are

normally shared by more than one user, although they may still be individual databases. Most SFA packages allow users to synchronize with the company database to allow them to keep a local copy on their laptop so they have access to necessary information while they are out of the office. Examples of SFA software include Telemagic, Front Range (GoldMine), and ACT! 2000.

Customer relationship management (CRM) goes even further than SFA. CRM is focused on managing information pertinent to every relationship a business maintains, from their customers to their suppliers. CRM systems are used by a variety of departments—sales, support, finance and marketing—any employee in the company that needs to access information about a contact or company with whom they do business. CRM systems not only include sales information, they can also include information about customer support, marketing programs and even order entry. Most CRM systems today are Web-enabled, allowing access from anywhere. They can even include Web front-end order systems that are integrated with the back office accounting package. A full-featured CRM system should encompass every contact that a company touches. Examples of CRM software include SalesLogix, Siebel, Pivotal and Onyx.

What are the core benefits of the ACT! 2000 Link to MAS 90 and MAS 200?

The link provides real-time access to critical MAS 90 or MAS 200 data in the following ways:

1. Synchronizes ACT! 2000 contacts with MAS 90 or MAS 200 customers and contacts.
2. From within ACT! 2000 you'll be able to:
 - Inquire on MAS 90 or MAS 200 customer information.
 - Inquire on invoice history.
 - Inquire on inventory items.
 - Inquire on sales order history.
 - Inquire on open sales orders.
 - Enter sales orders and quotes.

Can you customize the way the link will operate?

The link is customizable, allowing you to select fields you want to synchronize from MAS 90 or MAS 200, as well as to where these fields are mapped within the ACT! 2000 database. Plus, with MAS 90 or MAS 200 security, you have full control over what you want the ACT! 2000 user to see and do within MAS 90 or MAS 200.

Reseller Specific Frequently Asked Questions

What will the MAS 90 and MAS 200 reseller tier margin discount be?

The MAS 90 and MAS 200 tier margin discount will be 35 percent off the standard list price for all Front Office products, including Front Office Powered by ACT! 2000, the ACT! 2000 Link (if sold by itself), and additional copies of ACT! 2000.

Will my sales of Front Office products count toward my tier credit?

Yes, you will receive full tier credit for your sales of any Front Office product, as listed above.

Will there be any certification requirements to sell Front Office Powered by ACT! 2000?

No, there are no certification requirements to sell Front Office Powered by ACT! 2000, but you must be a MAS 90 or MAS 200 authorized reseller, and you need to purchase your reference library.

How much is the reference library for Front Office Powered by ACT! 2000?

You have three options:

- *Option 1* – Front Office Powered by ACT! 2000 – Single-user version.
This version includes one Not For Resale (NFR) user of ACT! 2000 and the ACT! 2000 Link to MAS 90 or MAS 200.
Cost = No charge.
Channel partners are required to fax back order forms.
This version is good for those partners who would like to try out the module, or only have one salesperson demonstrating the product.
- *Option 2* – Front Office Powered by ACT! 2000 – Five-user version.
This version includes five NFR users of ACT! 2000 and the ACT! 2000 Link to MAS 90 or MAS 200.
Cost = \$200.
- *Option 3* – Front Office Powered by ACT! 2000 – 10-user version.
This version includes 10 NFR users of ACT! 2000 and the ACT! 2000 Link to MAS 90 or MAS 200.
Cost = \$350.

Channel partners are required to fax back order forms. This version is good for those partners that have several salespeople, or would like to use the product in-house.