



# What's New in Act! v17

Finally, sales process meets nurture marketing.

Grow and connect with your audience – the new intelligent, integrated Act! emarketing experience helps you attract new customers and get more from existing relationships. Optimize your workforce and drive productivity with enhancements that help you save time and stay organized, including a dynamic view of all your contact interactions with Contact Timeline, new Smart Task automation, and numerous usability, installation, and configuration improvements.

## Fuse the power of intelligent emarketing with automation of sales best-practices.

Grow your business – easily create simple web forms to capture leads from web pages, newsletters, emails, and more! Follow up for your whole team with professional, eye-catching email campaigns<sup>1</sup> that reach customers and prospects with the right message at the right time – all from within Act!. And don't worry about missing an important opportunity – intelligent lead scoring and Smart Task automation help you nurture your leads and stay in touch.



- Enhanced emarketing, including Team access, Lead Capture, and new Smart Task options.
- Save time & stay organized with new Smart Task options, new Outlook® sync options, and integration with popular business tools like Dropbox and iCloud®.
- Make deployments a snap with new streamlined configuration and access options.
- Fresh, modern look.

## Automation & Productivity enhancements help you save time and stay organized.

Be more productive and maintain a competitive edge by knowing the most up-to-date information about your customers and prospects so you can market and sell intelligently. Attach photos from your mobile device<sup>2</sup> and easily integrate documents from popular business tools such as Dropbox, SharePoint™, and iCloud®, right into a contact record; select from new Outlook® sync options for your Act! Contacts and Calendar, and effortlessly view all your interactions with a particular contact at a glance with Contact Timeline. Take advantage of new Smart Task options that help you automate daily tasks like territory assignment and call scheduling, so you can save time and stay organized<sup>3</sup>.



## New Streamlined configuration and access options make deployment a snap!

Get more done with streamlined configuration and access options, including automated silent install for larger deployments, the ability to configure remote databases for Act! Premium for Web, and enhancements to Global Preferences – all designed to help your efficiency. Numerous usability and system improvements give you faster access to support, easier onboarding, and peace of mind.

## Act! gets a fresh, new look.

Discover the new, modern look of Act!, and easily access resources, tools, and a variety of apps that help you get more out of your solution.

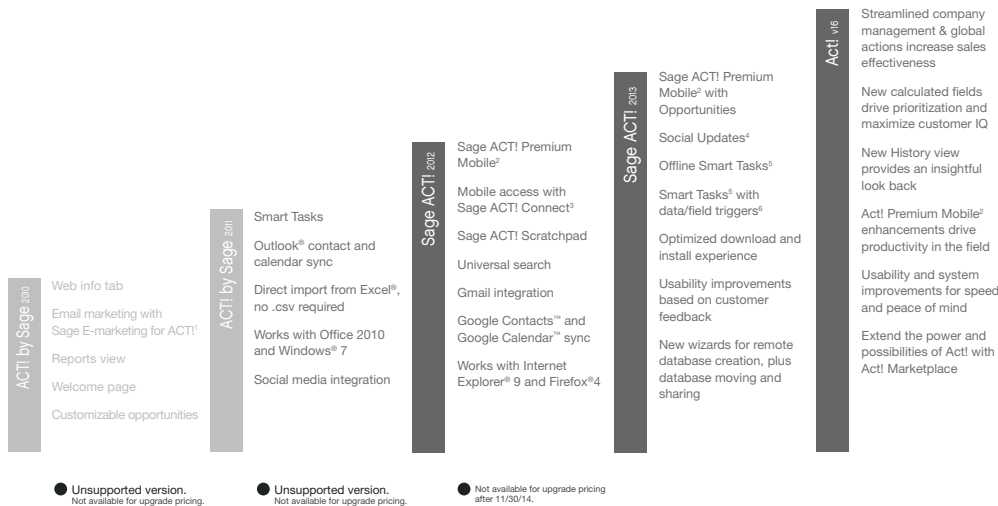


“We use Act! for everything. Having client history and valuable information at your fingertips is great! Act! has made keeping track of customers much easier.”

- Act! v17 Beta participant

## The new Act!

A multitude of product innovations, feature enhancements, and business-critical services have been introduced since your version. Check out what you could be doing with Act! v17 to propel your sales and marketing success.



**Act! v17**

Enhanced emarketing, including Team access, Lead Capture, and new Smart Task options.

Productivity enhancements such as new Outlook® sync options, integration with popular business tools, and more Smart Task options help you save time and stay organized.

New streamlined configuration and access options give you faster access to support, easier onboarding, and peace of mind – making deployment a snap!

Discover the new, modern look of Act!, and easily access resources, tools, and a variety of apps that help you get more out of your solution.

Call us at **866-873-2006**, contact your Act! Certified Consultant\*, or visit [act.com/upgrade](http://act.com/upgrade) for more information.

<sup>1</sup>Basic account included (email up to 500 contacts per month). <sup>2</sup>Act! Premium Mobile requires set-up and configuration of Act! Premium (access via web). Mobile access to Act! Pro requires a third-party solution available for purchase in the Act! Marketplace. Data access available via active Internet connection from supported device browsers. Review Act! system requirements at [act.com/systreq](http://act.com/systreq). You are responsible for all data-related charges. <sup>3</sup>Data/field triggers are only available in Call List, Contact, and Opportunity entities. <sup>4</sup>Reviewer is a participant in the Beta Program and may be eligible for participation-based incentives.

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**Important Note:** Review Act! system requirements at [act.com/systreq](http://act.com/systreq). You must purchase one license of Act! per user. Scalability varies based on hardware, size, and usage of your database. Visit [act.com/marketplace](http://act.com/marketplace) or contact your add-on product provider to determine compatibility for your add-on products. **For Act! emarketing:** Basic account included (email up to 500 contacts per month). Product Features vary based on services chosen. Visit [act.com/act-emarketing](http://act.com/act-emarketing) for details.

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