



SALESLOGIX

THE EVOLUTION OF EMAIL AND CRM

The Next Step in Managing Customer Interaction

To Be... Or Not to Be... Relevant

In the midst of SPAM rhetoric, the traditional approach to email has been challenged. Customers have become more sophisticated about what they like and dislike in their inbox.

Stopping customers from voting with the delete key requires that marketers keep the customer engaged in the medium. And this where CRM adds value. No where else do you have such a holistic view of your customer, from purchase history to interest, demographic, and even psychographic data.

A fully synchronized approach allows your organization to change your communications from sporadic, uncoordinated email campaigns to an automated CRM tool that can effectively propel your communications to either your customers' "A" list or to their "must read" folder.

By enabling your business to automatically create and deliver rich, relevant, interactive messages, Empulse and the SalesLogix CRM platform fill a critical gap in the communications process.

Where CRM and Email Meet

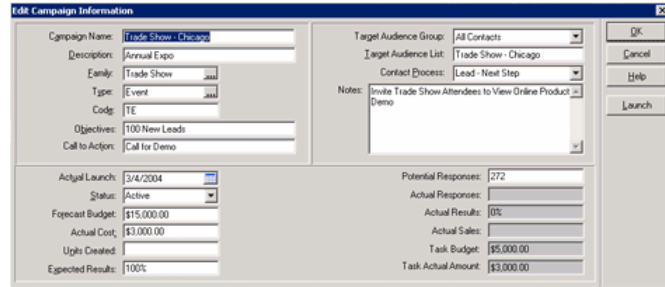
By itself, Empulse's Solution is a comprehensive and robust suite of easy-to-understand and easy-to-use, web-based eMail marketing tools. But when seamlessly integrated with the CRM knowledge provided by SalesLogix, marketers are finally able to maximize the value of every single customer engagement, regardless of medium or channel.

Benefits Summary

- Segment customers and prospects by meaningful profiles
- Create custom campaigns for unique groups
- Design and deliver high-impact marketing communications
- Automate campaign activity scheduling and follow-ups
- Assign "hot" leads based on dynamic business rules
- Track campaign success by lead source
- Analyze ROI and increase marketing efficiency

Features Summary

- Segmentation & Groups
- Campaign Management
- Workflow Automation
- eMail Marketing Communications
- Campaign Response Tracking
- Web Lead Capture
- Campaign Task Management
- Budget & Revenue Tracking
- Multichannel Campaign Reporting (ROI)
- Marketing Resource Library



SalesLogix Interface

Seamless Real-Time Campaign Results & Data Sharing

About SalesLogix

SalesLogix is the customer relationship management solution that enables small to medium-sized businesses to cultivate profitable customer relationships by increasing sales and marketing performance and maximizing customer satisfaction and loyalty.

About Best Software

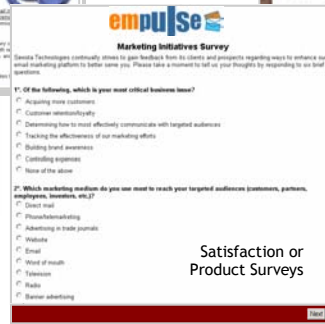
Best Software offers leading business management products and services that support the needs, challenges and dreams of more than 2.3 million small and mid-sized customers in North America. Its parent company, The Sage Group plc (London: SGE.L), supports 4.4 million customers worldwide.



Targeted Newsletters



Tradeshow, Sales or Marketing Events



Satisfaction or Product Surveys

5445 McGinnis Village Pl.
Suite 102
Alpharetta, GA 30005
678.405.6020

