



best

Front Office Powered by SalesLogix

MAS 90

MAS 200

Client/Server

Client/Server for SQL Server

SalesLogix Benefits

- **Sales**
SalesLogix is the leading solution for managing, forecasting and reporting throughout all phases of the sales cycle.
- **Marketing**
With sophisticated analytical tools, you can efficiently manage your marketing campaigns, identify the most profitable customers and shorten the sales cycle.
- **Support**
SalesLogix provides a complete solution for tracking, managing and resolving customer support issues, helping you build long lasting relationships.
- **E-business**
By seamlessly integrating your e-business initiatives with your traditional selling channels — Sales, Marketing and Customer Support — you can maximize your selling opportunities.

DynaLink Benefits

- **Improved Sales Productivity**
- **Enhanced Customer Service**
- **Front Office-Back Office Integration**
- **Data Available Anytime**
- **Direct Software Integration**
- **Bi-directional Data Transfer**



The paramount goal of today's expanding businesses is centered on selling more and selling faster. To be truly effective at achieving this goal, your entire team — the order desk, accounting, sales and support — needs to work in unison. Linking SalesLogix with MAS 90 or MAS 200 provides seamless communication between these sectors and can equip your entire sales force with easy-to-use, intelligent tools. They can then move more customers through every stage of your company's sales cycle.

With more than 3,000 customers, SalesLogix is the fastest growing customer relationship management (CRM) solution. The popularity of the software can be attributed to its ability to serve diverse business needs. Current customers are found in virtually every industry, including banking and finance, insurance, manufacturing, healthcare, service, high technology, publishing and more. Their sizes range from small businesses with 10 salespeople to large enterprises with sales forces of more than 2,000.

When linked to MAS 90 or MAS 200, the result is a complete front office-back office solution that leverages the strengths of two industry leaders — Best and Interact Commerce. The direct connection between products provides a series of unique options. For instance, workgroup users operating within SalesLogix can issue sales orders, perform customer inquiries, or view detailed orders and invoices. Also, the programs operate in synchronous time, so accounting and customer information entered into MAS 90 or MAS 200 will instantly be available to the remote sales force.

This bi-directional data transfer exists throughout the link and can be utilized to maximize efficiency within numerous aspects of your company, from sales and marketing to support and e-business. It's a complete CRM solution that can boost your company to the next level of profitability.

See reverse side for list of benefits

SalesLogix Benefits

Sales	SalesLogix assists your sales force throughout all phases of the sales cycle. You can easily manage multiple accounts and automatically distribute leads to remote sales professionals. Integrated sales processes can then guide them through proven selling methods. Plus, by storing white papers, FAQs and marketing materials in the software's Sales Library, your sales team can quickly access everything they need to close the sale.
Marketing	SalesLogix provides sophisticated analytical tools for full-scale marketing campaign management. By capturing rich, timely data from customer interactions across your organization, the software identifies the most profitable customers and shortens the sales cycle. You can then develop and track "one-to-one" marketing programs.
Support	SalesLogix offers numerous benefits to support departments. Aside from putting the most current and complete customer data at your team's fingertips, the system streamlines your support activities with advanced problem tracking and resolution tools. Plus, a robust Web knowledge base puts the same intelligence used by your support team on your Web site. This can reduce costs by empowering customers to find the solutions they need online — at their convenience.
E-business	Success in the e-commerce arena requires a seamless integration of your e-business initiatives with your traditional selling channels — sales, marketing and support. By automating information sharing between these channels and your back office systems, SalesLogix helps extend consistent customer experiences via the Web and maximizes new selling opportunities.

DynaLink Benefits

Improved Sales Productivity	Together SalesLogix and MAS 90 or MAS 200 can turn your company into a selling machine. From lead generation and information management to sales and support, DynaLink leverages the power of two industry leaders for a solution that rewards you throughout the sales cycle. With access to a tremendous consolidation of data, your sales team can generate on-site quotes or proposals, and, with a single keystroke, turn them into orders. These orders are then routed directly into the accounting system for processing. It's a streamlined process that provides the ultimate benefit of increased revenue.
Enhanced Customer Service	To consistently reach your sales goals you need to achieve a high degree of customer loyalty. SalesLogix and MAS 90 or MAS 200 help you exceed your customers' expectations and, in turn, build long lasting relationships by putting complete customer data at your fingertips. You can instantly access account status, contact information, notes and histories. You'll always know where you stand, regardless of how many people you're communicating with on a given deal.
Front to Back Office Integration	By taking advantage of a direct connection between the mid market's leading accounting software and the fastest growing CRM solution, your company can achieve a competitive edge by revolutionizing the way you work.
Data Available Anytime	The link between SalesLogix and MAS 90 or MAS 200 utilizes powerful synchronization capabilities. As a result, your company's remote sales force has instant access to a holistic customer view, leading to more meaningful interactions with customers and prospects — and increased sales.
Direct Software Integration	Because the link directly connects these two industry-leading solutions, sales orders and customer inquiries — usually only accessed through the accounting software — can be entered directly from within SalesLogix.
Bi-directional Data Transfer	With a single point of entry, employees operating the software will not have to worry about data being in both places at once. The link setup allows you to determine what data gets transferred to SalesLogix from MAS 90 or MAS 200 and vice-versa.