

SalesLOGIX®

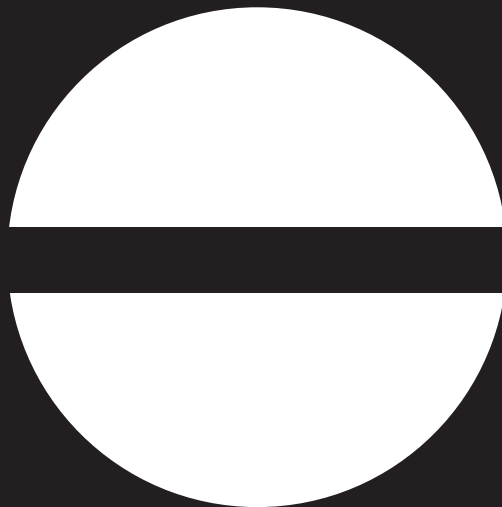


Make customer relationships your business.



CRM made easy.™

A proven leader that makes a world of difference...



"We're getting the results we wanted,
at a lower cost than we expected, and
all within a much shorter timeframe
than we anticipated."

Joe Martz
ADP Emerging Business Systems

Becoming the mid-market customer relationship management (CRM) leader didn't happen overnight. But it didn't take long.

Since shipping the first version of SalesLogix in 1997, we've grown from a small company to a thriving business with customers in more than 67 countries. We now count more customers than any of our competitors. And we used SalesLogix to get there.

Why? Because we're a growing mid-market business ourselves. And as a growing business, we understand the challenges of limited time, money, and resources.

So we won't throw around pretentious terms that leave you scratching your head. And you won't get a lot of mumbo jumbo about hundreds of screens that no one will ever use (but you'll still pay for!).

Instead, you'll get a functional application that people actually want to use — and that helps your company become more productive. Simple as that.

CRM for companies without time and money to burn.

It's simple. The big guys can afford to implement enterprise CRM solutions. They have time and money to burn. But even the big guys need an affordable solution that everyone uses now — just like you do.

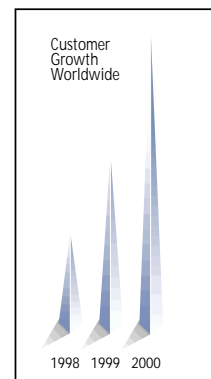


That's why we created SalesLogix especially for mid-market businesses like yours.

Businesses that need:

- ✓ A fast solution that you can implement now — not months or years from now;
- ✓ An affordable, cost-effective solution — not one that delays your ROI;
- ✓ A flexible solution that fits YOUR business — not a rigid solution that fits just any business; and
- ✓ An easy-to-use solution that makes everyone productive — not a complicated solution that no one uses.

SalesLogix is as easy to use as our best-selling contact manager ACT!, but with a robust CRM feature set that rivals more expensive enterprise CRM products. It's a powerful combination that allows you to increase sales — without disrupting productivity — in the shortest time possible.



It's the right-sized, right-priced solution designed with the user in mind. Imagine that.



".NET is all about Web services. It's about how Microsoft creates Web services, and it's about how our products take advantage of Web services."

Barry Goffe
Microsoft Corporation

"SalesLogix is an important part of uniting a company's front and back offices...it's that open-ended."

Rick Sarmiento
Interactive Business Technologies

Introducing QIEM.com

Finally...putting your customers first.

Imagine a place where "the customer comes first" is not just a philosophy, but a practical, cohesive way to do business.

Where everyone — from sales and marketing to accounting and finance to support and shipping — work together to meet and exceed customers' needs using the latest in Windows/Web/Wireless technology.

Where you consistently beat the competition because you're more effective at creating mutually beneficial customer interactions. Now imagine that this place is *your* company.

With QIEM.com, this *can* be your company.

Speaking to customers with one voice.

QIEM.com helps your company interact with customers with one voice — an intelligent and interactive voice — to increase productivity and drive revenue.

Access real-time customer information from across your company — even use Web services to pull up customer information without leaving SalesLogix. And you can access that information — anytime, anywhere, with any device.

Imagine the possibilities of interacting with customers with complete knowledge. You know their histories, their preferences, their buying patterns. You've got everything you need to better respond to customers' needs with the kind of personal attention that they demand.

Creating a cohesive customer "ecosystem."

With QIEM.com, it's not only possible...it's here. The communication between departments becomes clearer, and people work together toward a common goal: to exceed customers' expectations — and increase revenue. Not to mention speeding up your return on investment (ROI).

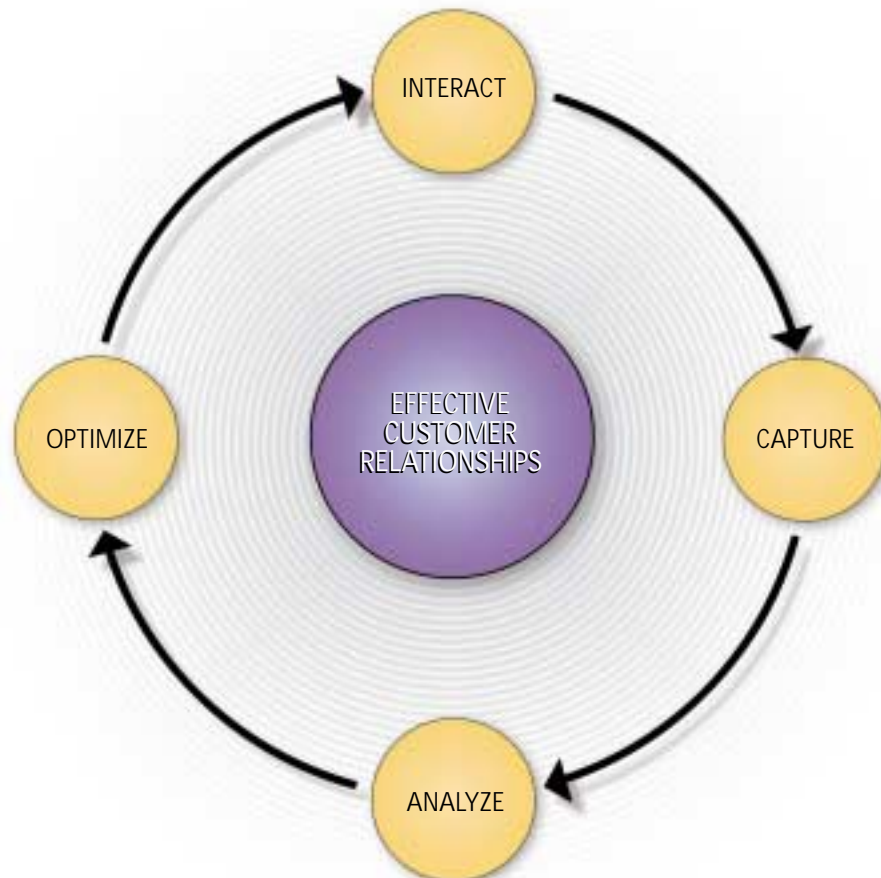
Interact with customers in your front office — your sales, marketing, and support teams. Then *capture* information from your e-commerce, financial, and enterprise resource planning (ERP) systems.

With a complete profile and history, you'll have greater insight into customers' needs. Then, *analyze* that intelligence and use it to *optimize* future interactions with customers.

It's the surest way to know your customers — and to share that knowledge, at your discretion, with anyone in your organization. Now that's productive.

Finally, you can make customer relationships *your* business.

The SalesLogix Value Cycle



w w w . q i e m . c o m

The Front Office... putting customers out front.

Sales • Marketing • Support

"One of the goals we identified for this project was to make the SalesLogix application such a company differentiator that salespeople would prefer to work for HP."

Peter Hall
Hewlett-Packard

"Since implementing SalesLogix, we're handling six times the number of opportunities with just two times the staff...making us much more effective at closing deals."

John Yackel
SEI Investments

"The net result is that we replaced a non-used system for building our business with a system that is used consistently, with excellent results."

Jim Fendrick
Stratasys, Inc.

F R O N T O F F I C E



Analyze your sales pipeline for an accurate understanding of revenue potential and probability of close.

Use your business intelligence to reach more customers, faster — and in a more meaningful way — when you automate your multi-channel sales environment.

John, field sales rep...

John works as a field sales rep for a mid-sized manufacturing firm. With more than 300 accounts, he must manage his time with the greatest efficiency — yet treat his customers as if they are his "one and only." A tough balancing act for anyone, it becomes a daunting challenge when you're on the road as much as John is.

Sales



Organized and easy to use, SalesLogix puts everything your reps need to close the sale right at their fingertips.

SalesLogix Sales: Managing, forecasting, and reporting throughout the sales cycle.

John used to spend a lot of time talking to the folks back at the office to make sure he was on top of his customers' business. He called accounting and customer support to see if there were any outstanding balances or issues. He checked in with marketing to get new leads and update old ones.

Since his company implemented SalesLogix, however, John's amazed at how much more productive he is. His new "assistant" helps John:

- ✓ Add and update contact and account information;
- ✓ Track opportunities in the pipeline;
- ✓ Schedule appointments and activities;
- ✓ Automate sales processes;
- ✓ Access a product and service reference library;
- ✓ Stay on top of competitive information; and
- ✓ Automatically schedule literature to be sent out.

John can even go to the Internet and get the latest news on his accounts, contacts, and opportunities — without ever leaving SalesLogix. All in real time, all within the application.

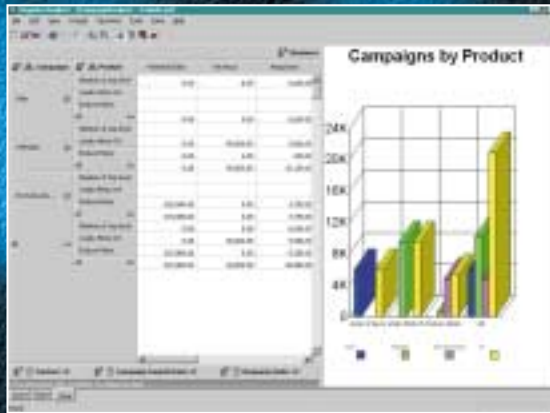
You, John's boss...

As John's boss, you get the satisfaction of knowing that John can spend more time with his customers and better serve their needs. John's customers appreciate his attention and return the thanks by buying from him again and again. And you can:

- ✓ Manage your pipeline;
- ✓ Automatically distribute leads;
- ✓ Re-align sales territories; and
- ✓ Forecast and report sales.

T H E S A L E S L O G I X F R O N T O F F I C E

Marketing



Evaluate the effectiveness of your marketing campaigns using flexible, built-in Crystal Reports™.

SalesLogix Marketing: Managing, tracking, and measuring targeted marketing campaigns.

Target your most profitable prospects and customize a campaign they're sure to consider. Now, automate campaign activities so you won't forget a thing. Then measure responses and analyze ROI to see how your marketing campaigns are working.

Valerie, marketing rep...

Sales needs more leads and it's up to Valerie to get them. She used to rely on catalogs and lists — a true "paper and pencil" approach. But with SalesLogix, Valerie can create a personalized campaign that generates more — and more serious — opportunities for the sales team. She can also:

- ✓ Mine data to pinpoint the most profitable audience;
- ✓ Automate campaign activities;

- ✓ Coordinate routine tasks; and
- ✓ Manage the overall campaign.

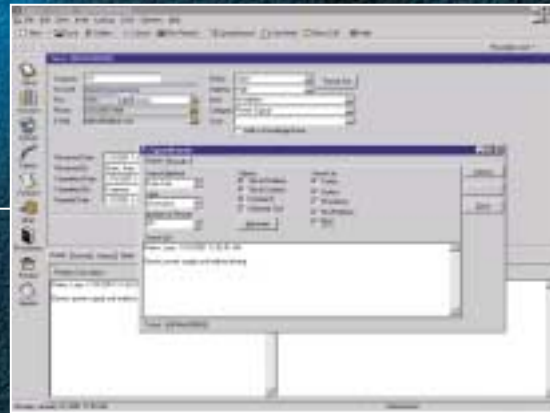
You, Valerie's boss...

When you run costly marketing campaigns, you want to know whether or not they're working. You also need to know what the payoff is to your company. With SalesLogix, tracking and measuring your marketing activities shows your company that success is more than just "pretty pictures." You can:

- ✓ Analyze campaign responses and revenues;
- ✓ Manage campaign budgets; and
- ✓ Report on campaign effectiveness.

T H E S A L E S L O G I X

Support



The SpeedSearch knowledge base consolidates your support resources for fast, easy retrieval.

SalesLogix Support: Tracking, managing, and resolving customer support issues.

Deliver more than customers expect while exceeding performance goals, reducing costs, and cross-selling and up-selling your products and services. Even empower customers and partners to find their own solutions on your website — at their convenience.

When customers call, Tyler answers. He's at the front line talking to your customers every day. He used to keep track of his commitments using an elaborate planner and colorful sticky notes. Now, he uses SalesLogix to keep track of every detail so he keeps his promises — and maximizes your customer relationships. Tyler can:

- ✓ Access and update detailed customer information;
- ✓ Manage outstanding support tickets;
- ✓ Track information to resolve defects;

- ✓ Quickly process return material authorizations (RMAs);
- ✓ Manage support and maintenance contracts;
- ✓ Find answers to recurring issues fast; and
- ✓ Help customers find their own solutions on the Web.

You, Tyler's boss...

With SalesLogix supporting you, you can empower your entire support team to act on your company's behalf — and meet your service level agreements. Finally, support for your support department! You can also:

- ✓ Escalate and address urgent customer issues;
- ✓ Manage your company's knowledge base; and
- ✓ Analyze the effectiveness of your support department.

X F R O N T O F F I C E

The Web Office... adding to the big picture.

SalesLogix eCommerce: Developing and managing intelligent e-commerce solutions.

SalesLogix eCommerce marries two best-of-breed solutions — Microsoft® Commerce Server 2000 and the SalesLogix Configuration Engine™. Finally, your e-commerce business can be fully integrated into your overall CRM strategy.

Because if you're like most mid-market businesses, the explosion of Internet commerce challenges you on many fronts: attracting and keeping customers in a highly competitive webscape, opening compelling online stores, creating quotes and orders for complex products and services, and managing relationships with customers, partners, and vendors.



Create "smart" storefronts with custom business rules and personalized content.



Ignoring the potential of the Internet as a powerful sales channel could mean a huge loss — of opportunities, customers, sales, and more.

Today, with SalesLogix eCommerce, your company can finally navigate all of the possibilities of e-commerce:

- ✓ Create customer-friendly Web storefronts;
- ✓ Simplify the selection and sale of complex products and services;
- ✓ Reduce quote and proposal time while increasing accuracy;
- ✓ Guide customers through to the sale;
- ✓ Make your product "intelligence" available to customers;
- ✓ Capture marketing data for prospecting and analysis;
- ✓ Process credit card transactions; and
- ✓ Integrate your Web channels with your CRM and financial/ERP systems.

WEB OFFICE

www.qiem.com

The Back Office... completing the customer "ecosystem."

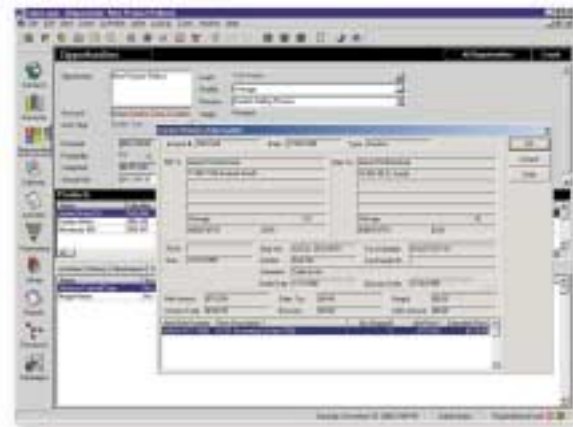
Financial • ERP • Inventory Management

Tie the Front Office and Web Office together with the Back Office to share and exchange customer information — including buying histories. SalesLogix integrates with leading financial, ERP, and inventory management systems like:

- ✓ Great Plains
- ✓ J.D. Edwards
- ✓ Macola
- ✓ Made2Manage
- ✓ Oracle
- ✓ Sage
- ✓ SAP
- ✓ And more.

By integrating the Back Office, your sales team can easily:

- ✓ Check credit status, activity, account balance, and discounts;
- ✓ Access product information including inventory and pricing; and
- ✓ Review orders, purchase orders, invoices, and other historical data.

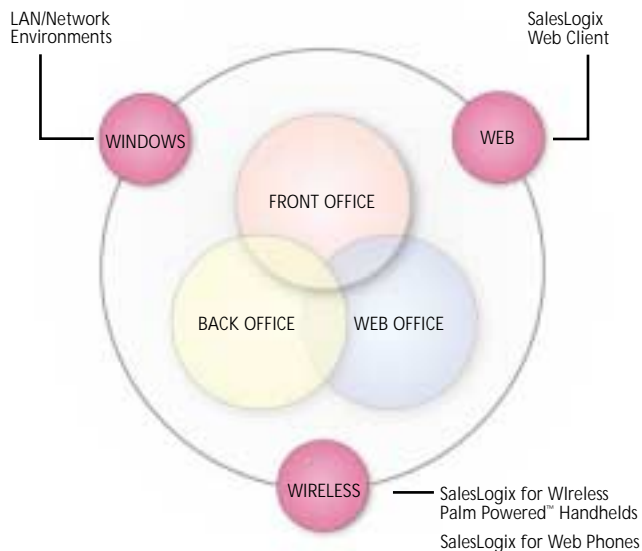


See invoice history and payment/shipping info for a specific order — without leaving your account screen.

Empowering your employees with customer data allows all employees to become part of the selling process. With that kind of collaboration, you can finally get to the business of building profitable customer relationships.



Windows/Web/Wireless... anytime, anywhere, any device access!



Access SalesLogix via the Internet, and your customer information looks almost like it does on your desktop.

Web

Using the full-featured SalesLogix Web Client, securely access and update customer data over the Web. And since virtually all of your Windows customizations carry over to the Web Client, the SalesLogix you see on your desktop looks exactly the same on the Web.

To build stronger customer relationships, you need the flexibility to immediately respond to customers' requests — no matter where you are, what time it is, or what tools you have.

With Windows/Web/Wireless access to SalesLogix, you can do just that — in real time. Even add data or make changes that are immediately reflected on every device you use.

Real-time access to your SalesLogix customer data gives you power — the power to be more productive, more efficient, and more successful. Imagine the impact on your bottom line.

Windows

Access customer data through Microsoft Windows® on your company's network — whether in the office, at home, or on the road.

Wireless

Access customer data with these wireless solutions:



✓ SalesLogix for Wireless Palm Powered™ Handhelds: Get secure, real-time customer data like account, contact and opportunity information, activities, calendars, notes, and history — all in the palm of your hand. Even update and add information. Available with Palm.Net® service.

✓ SalesLogix for Web Phones: Add new accounts and contacts, update notes and histories in customer records, place a call, and record that call to history instantly.



SalesLogix.net... equal opportunity CRM for the rest of us.

SalesLogix comes from the same company that brings you ACT!, the contact manager used and trusted by more than 3 million people around the world. And like ACT! users, your users will instantly like — and use! — SalesLogix. You get CRM that just plain works.

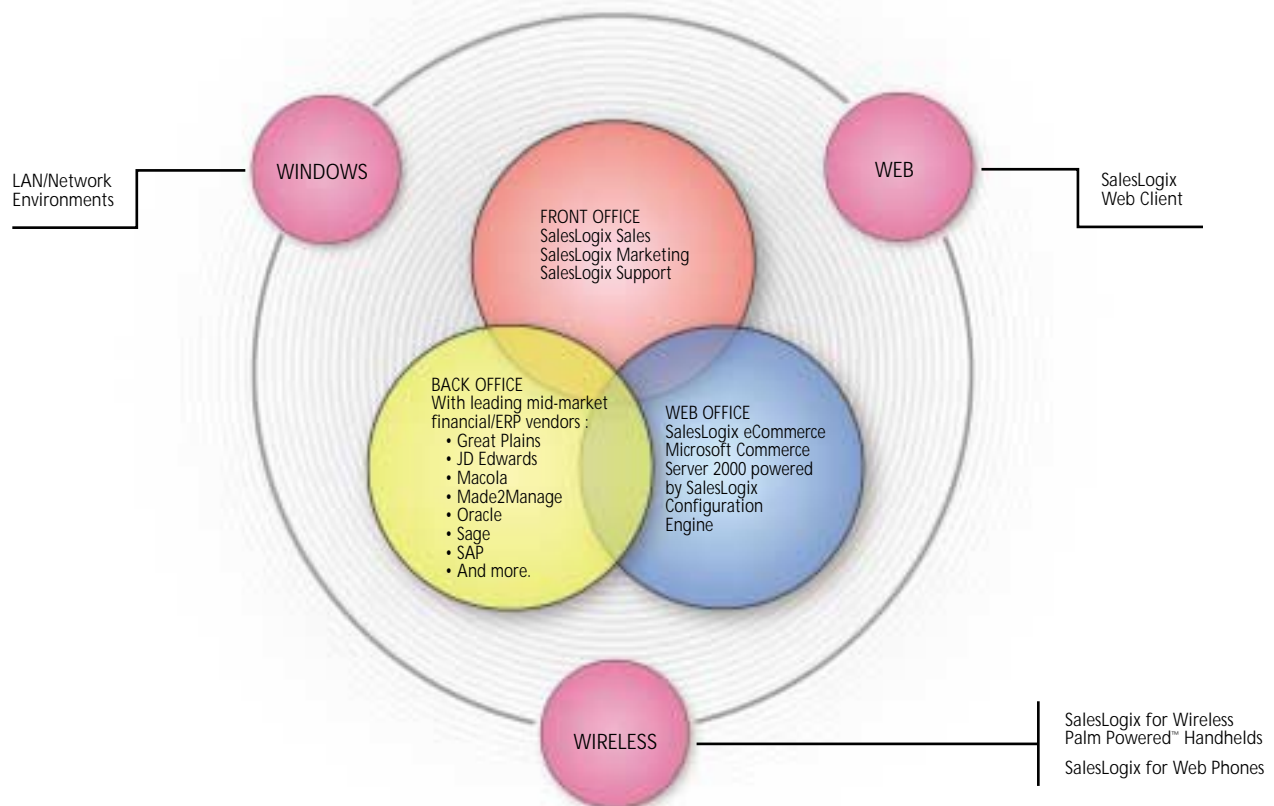
And SalesLogix is as powerful as enterprise CRM solutions — without the big price tag or the endless implementation times that those solutions often require.

Instead, SalesLogix is so easy to customize that you won't need a Ph.D. to get it up and running.

And because it's designed for users, SalesLogix fits just right. You won't find hundreds of screens and features you'll never use. You won't pay for them either.

The bottom line? SalesLogix.net improves productivity while increasing revenues. Imagine that.

QIEM.com



To help you get exactly what you need, SalesLogix offers...

Industry-leading platforms.

For your convenience, the SalesLogix system runs on these industry-leading platforms and operating systems:


- ✓ Microsoft Commerce Server 2000
- ✓ Microsoft SQL Server™ 7.0
- ✓ Microsoft SQL Server 2000
- ✓ Oracle8i
- ✓ Microsoft Windows NT/2000

First-rate partners.

- ✓ Our more than 500 certified SalesLogix Business Partners around the world not only help you plan and define your needs, but can also help you implement SalesLogix.
- ✓ SalesLogix OEM Partners seamlessly integrate and extend the capabilities of their existing products right into the SalesLogix system to give you the best possible business solution.
- ✓ SalesLogix Industry Partners help to integrate new technologies and include well-known companies like Microsoft, Palm, and Sprint.
- ✓ SalesLogix Technology Partners provide add-on products that range from wireless communication and Computer-Telephony Integration (CTI) to multiple vertical markets and much more.

Flexible buying options.

- ✓ Buy it. Purchase SalesLogix directly from one of our certified SalesLogix Business Partners.
 - ✓ Lease it. With a low down payment and low monthly payments, you'll free up your credit lines — and realize some great tax advantages — while growing your business. And you'll own your SalesLogix licenses at the end of your lease.
 - ✓ Host it. With little or no up-front expenses and predictable monthly payments, you can use industry-leading application service providers (ASPs) to host your SalesLogix application at a remote server farm — and keep your IT team focused on mission-critical business.
- ## Top-notch support.
- ✓ SalesLogix Technical Support offers several solutions, including completely customized solutions, to meet your support needs. Or use our online self-support system at your convenience.
 - ✓ SalesLogix Training offers complete administrator and user training at our corporate headquarters. You can also use our online training system — without leaving your office.
 - ✓ SalesLogix Professional Services Group (PSG) serves as an extension of our Business Partners to help you implement your new SalesLogix system.



For more information about SalesLogix, call your certified SalesLogix Business Partner.
Or call us at **1-800-611-4343** or visit www.qiem.com/saleslogix.

