

ACT! Corporate Sales  
**Salesforce.com**  
 Quick Reference



**Salesforce does this stuff better than ACT!...**

**Software installs**

There is no software to install for the basic product and the other features that need installs like Offline and managing templates are very easy to do.

**Web client**

If the customer is looking for a web-based solution, ACT! for Web can't really compete.

**Partner Portal**

Great way to manage partner channel and track leads from partners.

**Case Management**

Salesforce.com does a great job of managing cases, building a knowledge base providing customizable dashboards for analysis.

**TOP 7 SELLING POINTS**

- With Salesforce, you still have to install software.**  
The no software mantra is a myth. If you use integrate with Outlook, Word, handhelds, or offline sync, you need to install separate programs for each process. Plus, your users will need to enter a security token each time they connect.
- Salesforce pricing is deceptive.**  
You may enter a contract with the Professional Edition at \$65/user/month, but you may soon realize that in order to have automated weekly backups performed, you need to upgrade to a higher edition at twice the cost.
- All of the management reports in Salesforce can be created with ACT! and Crystal Reports – for less.**  
You may get more reports in Salesforce out-of-the-box, but you definitely pay for it.
- Writing Letters in Salesforce is cumbersome.**  
17 clicks to do a simple mail merge. The same process is 8 clicks in ACT!.
- Salesforce only allows 500 e-mails per day.**  
With the Pro Edition, you can only send 500 per user per day. Enterprise and Unlimited can send 1000, but that is the max.
- Offline Edition for Salesforce costs extra and is limited.**  
Offline Edition can only store 4,000 accounts and tasks 2 months before and 24 months after today's date.
- ACT! storage space is unlimited.**  
If you go over 20mb/user, you will need to pay \$195/month/user for the Unlimited Edition. That includes attachments!

**\$\$ SALESFORCE PRICING \$\$**

- Personal Edition** **\$FREE**  
*Basic contact management. No phone support. No multi-user support. 5MB max storage.*
- Group Edition (5 User Pack)** **\$1200/yr \$100/mo**
- Group Edition (Pricing for 10 Users)** **\$4200/yr \$350/mo**  
*Max of 10 users. No customized dashboards or forecasting. Limit of 100 custom fields.*
- Professional Edition (per user)** **\$780/yr/user \$65/mo/user**  
*Basic contact management. No phone support. No multi-user support. No Backup. 5MB max storage. Following are not included.*

Campaigns	\$180/yr/user \$15/mo/user
Products	\$120/yr/user \$10/mo/user
API (SDK)	\$300/yr/user \$25/mo/user
Offline	\$300/yr/user \$25/mo/user

**SALESFORCE STORAGE/USER LIMITS**

	Max Users	Total Storage
Personal	1 user	5mb total
Group	10 users	1gb total
Professional	--	20mb/user
Enterprise	--	20mb/user
Unlimited	--	120mb/user

Get a free copy of Salesforce with most features unlocked:

[www.salesforce.com/developer](http://www.salesforce.com/developer)

**Enterprise Edition** **\$1500/yr/user \$125/mo/user**

*You need this version to do regular backups. You need this version to integrate Salesforce with enterprise applications.*

**Unlimited Edition** **\$2340/yr/user \$195/mo/user**

*Unlimited custom apps, 120mb storage per user, premier support, and unlimited customization.*

SF Mobile (PDAs)	\$600/yr/user \$50/mo/user
Basic Cust. Portal	\$60/yr/user \$5/mo/user
Adv. Cust Portal	\$300/yr/user \$25/mo/user

**Salesforce quotes prices yearly with payment expected upfront for the year.**

**COST ANALYSIS EXAMPLE**

Customer with 25 users buys Professional Edition of Salesforce but also needs offline access. They track opportunities, so they need the extra Products feature in Salesforce. These prices are for software only.

Base price of Salesforce Pro Edition: \$780/yr  
 Additional cost for Offline Edition: \$300/yr  
 Additional cost for Products: \$120/yr  
 Total cost per year with Salesforce: \$1200/yr  
**2 year cost for 25 users: \$60,000**

**ACT! 2008 Premium ST Dual Access: \$584/user**  
 Upgrade assurance & support incl.  
**2 year cost for 25 users: \$14,600**

	Group	Professional	Enterprise	Unlimited	ACT!
Pricing (per user per month)	(Users 1-5) <b>\$20.00</b> (Users 6-10) <b>\$50.00</b>	<b>\$65.00</b>	<b>\$125.00</b>	<b>\$195.00</b>	
Maximum # of users	10	No limit	No limit	No limit	No limit
Maximum storage (includes attachments)	1GB total	20MB/user	20MB/user	120MB/user	No limit
<b>Automation</b>					
Customizable forecast	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Product catalog/list	<input type="checkbox"/>	\$10/mo/user	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Revenue schedule mgmt	<input type="checkbox"/>	??	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Territory management	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Workflows & approvals	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Marketing</b>					
Google AdWords	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Mass emails	<input type="checkbox"/>	500/day Max	1000/day Max	1000/day Max	No limit \$50/mo Swiftpage
Campaign management	<input type="checkbox"/>	\$15/mo/user	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	*w/Swiftpage
List management (export)	<input type="checkbox"/>	??	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Workflows & approvals	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Managing Groups	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Integrated with Word/Outlook	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Call Center</b>					
Case management	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Knowledge base	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Service dashboards	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Reports &amp; Dashboards</b>					
Standard & Custom Reports	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Customizable Dashboards	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Mobile &amp; Offline</b>					
PDA access	<input type="checkbox"/>	??	??	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Offline access (remote db)	<input type="checkbox"/>	\$25/mo/user	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Customization</b>					
Total # of custom fields/object	100	100	500	500	Unlimited
Total # of custom tabs	5	10	25	Unlimited	Unlimited
Custom layouts	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Rename tabs/labels		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
<b>Administration</b>					
Automated weekly backups	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
API/SDK (custom programming)	<input type="checkbox"/>	\$25/mo/user	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Importing/exporting utilities	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Usability</b>					
Lookups, keyword searches, an advanced queries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Creation of multiple list views	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Security token required for access when outside of office	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	