



MAS 90

MAS 200

Client/Server

Client/Server for SQL Server

Benefits

As a sister company of Best Software, Interact Commerce, the leading provider of customer relationship management (CRM) solutions, offers businesses that operate MAS 90 or MAS 200 a tremendously powerful sales solution. MAS 90 and MAS 200 Sales Powered by SalesLogix is the complete solution for managing, forecasting, and reporting throughout all phases of the sales cycle.

- Automate key aspects of the sales cycle.
- Enhance the speed, quality, and reach of interactions.
- Gather critical business intelligence.
- Support a multi-channel selling environment.
- Integrate with the back office system for a holistic customer view.
- Support collaborative and Internet selling.
- Provide worldwide, real-time connectivity.



MAS 90 and MAS 200 Sales Powered by SalesLogix helps you to effectively manage all aspects of the sales cycle. It standardizes key sales functions by automating activities such as account and opportunity management, quote and proposal generation, scheduling, forecasting, and reporting. Integrating SalesLogix, a front office customer relationship management solution, with your back office MAS 90 or MAS 200 accounting and business management solution gives your sales team a comprehensive customer view so they can have more meaningful interactions with customers and prospects, and close new business. Most importantly, SalesLogix is easy to use, so sales professionals have more time to do what they do best — sell. And no matter how your company sells — field sales, telesales, partner channels or via the Web — or whether you work on a network, laptop, or wireless Web device, SalesLogix delivers anytime, anywhere. Complete Web integration and advanced remote synchronization keep your sales team connected and informed.

SalesLogix Benefits

Manage Sales Opportunities	With SalesLogix, you can easily manage multiple accounts and opportunities. Automatically distribute leads to sales professionals around the world, then let integrated sales processes guide them through proven selling methods. You can create custom processes that automatically trigger literature fulfillment, follow-up calls and daily tasks. The SalesLogix calendar even lets you access schedules and assign activities for your entire sales team.
Advanced Sales Tools	Give your salespeople everything they need to close the sale. Integrated, in-context Web services provide “reps” with account-specific information in real time. SalesLogix even lets you store white papers, FAQs, marketing materials — whatever your team needs — in the Library for immediate reference. Access a detailed account history, then instantly generate a quote, proposal or order to move the sale to a close. Integrate with your back office systems for direct access to pricing, product specifications and availability. You can even track competitive information to provide your sales team with the business intelligence to win the deal.
Forecast, Report and React	With SalesLogix, you’ll always have information you can count on. Start by assessing what’s in the pipeline, then analyze your sales efforts and use that knowledge to refine your strategy. The graphical forecasting module lets you “slice and dice” data by account manager, region or probability of close, for example. Then use integrated Crystal Reports to view close ratio, revenue by lead source or any criteria you choose. SalesLogix lets you analyze trends and evaluate historical data to see what’s working and change what’s not.
Mobilize to Make Every Sale	Keeping mobile sales professionals connected and “in the know” represents your greatest challenge. With SalesLogix, your team has on-the-spot access to the resources they need to close the sale. When they’re online, the Web client provides a real-time link to their SalesLogix data. After working offline, the robust synchronization feature consolidates information quickly and easily. You can even access SalesLogix anytime, anywhere using wireless Web devices.
Capitalize on Connectivity	Capitalize on new selling opportunities, cost savings, and convenience by linking your e-commerce site and traditional selling channels. SalesLogix Sales integrates completely with SalesLogix eCommerce to automate lead capture and routing, customer relationship management, product configuration, and order management.
Share Information	The Sales module is a fully integrated component of the SalesLogix customer relationship management suite. All modules share a single database giving the entire organization a consistent customer view to deliver a consistent customer experience. Other components include Support, Marketing and eCommerce.
Tap into the Synergy	Combined with its U.K. parent company, Best is the world leader in accounting and business management solutions, and Interact Commerce Corporation, its sister company, is the leading provider of customer relationship management (CRM) software for the mid market. Together they have created a synergistic product that provides customers with easy-to-use, quick-to-deploy front office solutions for companies worldwide. Add to that MAS 90 or MAS 200 and the SalesLogix.net CRM suite, and you have the industry’s strongest front office, Windows/Web/Wireless solution available for small- to mid-market businesses.