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**ACT! by Sage Helps E.L. Simeth Provide Consistent Customer Experiences And Improve Employee Communication**

Industrial components distributor prevents against data duplication and improves sales team's account visibility using the ACT! contact and customer management solution

**Scottsdale, Ariz. – November 30, 2006** – Sage Software today announced that E.L. Simeth Co., Inc., an industrial components distributor, has implemented the ACT! by Sage Premium contact and customer management solution as its central customer repository. E.L. Simeth previously relied upon individual employee databases which resulted in fragmented and incomplete customer records. Sales employees can now view a complete history of each customer instantly in ACT!, which has improved the quality and consistency of customer interactions and elevated customer satisfaction.

While investigating potential resolutions to its database concern, the company found that several employees were using ACT! on an individual basis. Further examination of ACT! determined that it was the ideal solution for centralizing the company's information, improving account tracking, enhancing sales forecasting and preventing data duplication.

"Our sales team and product managers were duplicating communication efforts while servicing accounts," said David Roembke, E.L. Simeth, Product Manager "Employee communication was a constant challenge due to confusion regarding which department should take the lead when calling on specific customers. If a sales rep left the company, we had no easy way to transition his or her territory to a new rep. ACT! has resolved all of this, providing a unified internal and external approach to our account management."

E.L. Simeth worked with Effective Solutions, a team of ACT! Certified Consultants and Trainers, to customize ACT! for twelve users, four of whom also synchronize ACT! data with Pocket PC mobile devices while traveling. Effective Solutions also helped E.L. Simeth take advantage of feature integration between ACT! and Microsoft Outlook.

"David and his team needed a way to fully leverage sales data across their organization," said Don Grubor, Effective Solutions president. "We designed their ACT! implementation to more seamlessly make internal and external communications – and all activities be readily accessible to individuals whether they are on the road or in the

office. Using laptops and PocketPC devices that synchronize, sales activities performed by remote salespeople are quickly and efficiently consolidated in their central ACT database for review by management”

### **ACT!**

ACT!, first introduced in 1987, is the number-one selling contact and customer management solution and preferred choice of over 2.5 million registered users and more than 35,000 corporate customers to organize, access and manage their critical customer information. ACT! delivers powerful contact and customer management capabilities with flexible deployment and customization options to help individuals, selling professionals and corporate workgroups improve productivity and increase sales.

ACT! by Sage is part of Sage CRM Solutions, the only family of CRM products designed specifically for the needs of small and mid-sized businesses that also includes Sage CRM, SageCRM.com and Sage CRM SalesLogix. For more details, visit [www.sagecrmsolutions.com](http://www.sagecrmsolutions.com) or call 888-855-5222.

### **About E.L. Simeth Co., Inc.**

Since 1945, E.L. Simeth Co., Inc. has served industry with quality products and reliable customer service. The company distributes quality components to a wide customer base in a variety of markets including automotive, automation and assembly, food products, machine tool, material handling, medical equipment, metal stamping, paper products, plastics, printing, special machines and tool and die. For more information, visit [www.elsimeth.com](http://www.elsimeth.com) or call (800) 837-9270.

### **About Effective Solutions**

Effective Solutions is a team of ACT! Certified Consultants who design selling systems using the ACT! contact and customer management platform. The company customizes systems to enhance an organization's existing sales processes to generate more sales and overall efficiency. Effective Solutions also provides training and on-going support. For more information, visit [www.effsolutions.com](http://www.effsolutions.com) or call (414) 525-2975.

### **About Sage Software**

Sage Software supports the needs, challenges, and dreams of more than 2.6 million small and mid-sized business customers in North America through easy-to-use, scalable and customizable software and services. Our products support accounting, operations, customer relationship management, human resources, time tracking, merchant services and the specialized needs of the construction, distribution, healthcare, manufacturing, nonprofit and real estate industries. Sage Software is a subsidiary of The Sage Group plc, a leading international supplier of accounting and business management software solutions and related products and services for small and mid-sized businesses. Formed in 1981, Sage was floated on the London Stock Exchange in 1989 and the Group now has 5.0 million customers and employs over 10,500 people worldwide. For more information, please visit the Web site at [www.sagesoftware.com/moreinfo](http://www.sagesoftware.com/moreinfo) or call (866) 308-2378.

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