



Effective, Web-Based Communications Vehicle for ACT! Users

ACT! For Web— New Web-Access Facility for ACT!
W!B™—Energizes AFW in E-Mails, Letters & Content Management

W!B provides powerful content management facilities that empower enterprises to effectively use their ACT! database to communicate with their contacts. It is seamlessly integrated with ACT! For Web (AFW) in such a way that users may not realize that they are not using native AFW software.

W!B is a sophisticated, Web-enabled combination of shared document storage, a WYSIWYG (What You See Is What You Get) editor that handles text and Web pages, and powerful tools for building letter templates, mail merge and e-mail. It is powerful enough to support marketing campaigns and customer service applications—but is easy and straightforward enough that your people will actually use it.

AFW is one of the most exciting products introduced into the small business market in years. You might say that AFW revitalized the ACT! experience with its wealth of features. **Web!Buddy** provides a boost to the excellent facilities of AFW. **Web!Buddy** is an add-on product that piggybacks AFW.

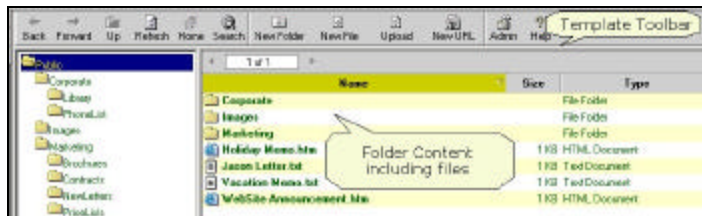
How does AFW differ with/without **Web!Buddy (W!B)**? The following table contrasts the two:

Area:	Feature:	AFW	
		W/O W!B	With W!B
Document Repository	Central repository of documents accessible by all W!B users	No	Yes
" " "	Manage Private and Public folders	No	Yes
" " "	Library of key documents such as attachments	No	Yes
" " "	Maintain text, HTML, Word, PowerPoint, Visio & other documents	No	Yes
Letter Templates	WYSIWYG Editor to preview templates	No	Yes
" "	Include logos, letterhead and other types of images	No	Yes
" "	Include tables, emoticons, forms, hyperlinks	No	Yes
" "	Starter set of over 10 templates	No	Yes
Mail Merge	Fire up from AFW Select Letter icon	Yes	Yes
" "	Full set of fonts and formats	No	Yes
" "	Send letter to multiple people or groups of people	No	Yes
" "	Review letter in Preview window prior to printing	No	Yes
E-Mail	Fire up from AFW e-mail address label or Contact List	Yes	Yes
"	Insert content from template	No	Yes
"	Send e-mail to multiple people or groups of people	No	Yes
"	Attach documents from Web!Buddy	1	999

You, as a manager, can now manage sales campaigns since you have the means to do mass mailings with personalized, professionally styled letters with **W!B**. You can routinely (and inexpensively) keep in touch with your client and prospect base because **W!B** facilitates mass e-mail campaigns. The centralized Document Repository provides the means to attach key documents to e-mails at the touch of the keyboard.

Now you have the means to truly manage sales—and your sales staff.

Web!Buddy Features



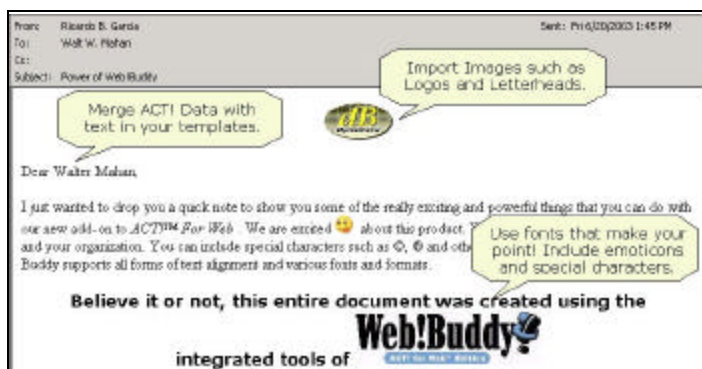
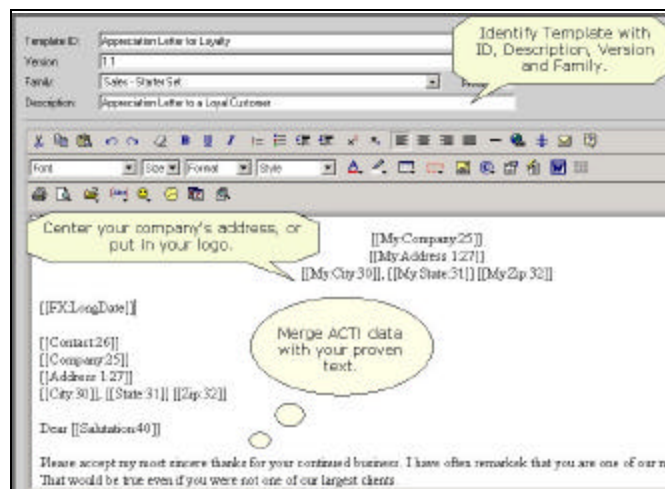
Document Repository

- As shown in the adjacent graphic:
- ?? Central repository of your intellectual property
 - ?? Brochures
 - ?? Price Lists
 - ?? Product Features
 - ?? FAQs
 - ?? Public (read-only by all) and Private Folders
 - ?? Attach multiple files to e-mails or print as attachments to letters
 - ?? Maintained by authorized personnel
 - ?? Files may be uploaded and downloaded
 - ?? Organized your way

Letter Templates & Mail/Merge

Preview resulting letter with What You See Is What You Get (WYSIWYG) Editor.

- ?? W!B introduces a new standard in creating templates.
- ?? Adjacent example is of template in the Starter Set.
- ?? Integrate proven text with ACT! contact data and get results—a personalized letter that is more likely to be read.
- ?? Align left, right, center or fully justify text.
- ?? Work with readable text, not HTML code.
- ?? **Bold**, underline and *italicize* text just as in Word™.
- ?? Insert images such as your logo or letterhead.
- ?? Create tables and forms to give your letter a *finished look*.
- ?? Organize templates into **families** of letters with **version #**.
- ?? Mass mail in a single session using groups or contacts.



E-Mail Creation

- Preview e-mails with WYSIWYG Editor before sending.
- ?? Integrate proven text with ACT! contact data and get results—a personalized e-mail is more likely to be read.
 - ?? Send an e-mail to multiple contacts (or groups).
 - ?? Use a template for the body of the e-mail.
 - ?? Attach several documents (price list, brochure, etc.) to the e-mail from Document Repository.
 - ?? Align text, include images, format table—just as in the Letter Templates.
 - ?? Make your ACT! data turn into a cash generation machine with W!B facilitating effective e-mail communications.



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