

MAS 90

MAS 200

Client/Server

Client/Server for SQL Server

Benefits

Interact Commerce, one of Best Software's sister companies, is the leading provider of customer relationship management (CRM) solutions, providing businesses that operate MAS 90 or MAS 200 with a tremendously powerful e-commerce system. MAS 90 and MAS 200 eCommerce Powered by SalesLogix is the complete application for seamlessly integrating your e-business initiatives with your traditional selling channels.

- Transform leads into sales quickly and efficiently.
- Enhance collaborative selling relationships.
- Automate e-commerce and order management processes.
- Integrate Web channels with customer relationship management initiatives.
- Capitalize on new sales opportunities, cost savings and convenience.
- Automate information sharing between front-office and back-office systems.
- Extend the consistent customer experience online.



The Internet has radically changed the dynamics of selling. But capitalizing on the new sales opportunities, cost savings and convenience of Web commerce requires overcoming the challenge of seamlessly integrating with your traditional selling channels. MAS 90 and MAS 200 eCommerce Powered by SalesLogix overcomes these challenges by automating information sharing between SalesLogix and your MAS 90 or MAS 200 software.

With eCommerce Powered by SalesLogix, your business can extend a consistent customer experience via the Web — and maximize your selling opportunities. This innovative solution uses robust technology to “Web power” key sales functions like lead capture and routing, order management, product configuration, and partner relationship management. With eCommerce Powered by SalesLogix, interfaced with your MAS 90 or MAS 200 application, you can maximize your customer contact and your customer service.

SalesLogix Benefits

Turn Your Web Site into a Selling Machine	The eCommerce Powered by SalesLogix module features a unique component called eLeadSite that helps shorten your sales cycle. Automated lead capture and intelligent routing enable your sales team to follow up while leads are hot — and quickly close new business. You can also assign custom campaign processes to unique segments while your marketing department captures demographic information critical to refining its marketing strategy. Plus, you'll maintain a consistent look and feel for your Web site, while integrating with your MAS 90 or MAS 200 applications.
Enhance Collaborative Selling	Another powerful component of the solution, ePartnerSite, enhances channel partner relationships by managing joint prospect and customer information online. You can automatically assign and register new leads, track historical data and share selling resources. It's all based on the business rules you define.
Configure Complex Products Simply	You can strengthen your channel partner relationships with the eConfiguration component. This powerful tool provides online access to custom product configuration pricing tools. Once a configuration is selected, a proposal and bill of materials are automatically generated using "smart" part numbers and are linked to a sales opportunity in SalesLogix. It also intelligently manages configuration rules, as well as an online catalog and a pricing and discount database.
Take Orders from Around the World	The eOrderSite tool transforms traditional Web site visits into personalized tours of your company's products and services — giving you faster sales and improving the online shopping experience. Customers worldwide can browse online catalogs and order products at their convenience, extending your market reach and reducing sales costs. Additionally, eOrderSite sets up shopping carts, updates product information and manages order processing intelligently. It's a smart storefront that provides a quick source of profit for your company.
Share Information	By sharing information between sales, marketing and support, your business can extend the consistent customer experience via the Web. The eCommerce Powered by SalesLogix module is a fully integrated component of the SalesLogix customer relationship management suite. Other components include Sales, Marketing and Support.
Tap into the Synergy	Best Software, along with its U.K. parent company, is the world leader in accounting and business management solutions. And Best has joined its sister company, Interact Commerce Corporation, to integrate their industry-leading applications into one synergistic product. MAS 90 and MAS 200 Powered by SalesLogix provides customers with easy to use, quick to deploy, front-office solutions for companies worldwide. The combination of MAS 90 or MAS 200 and the SalesLogix.net CRM suite, creates the industry's strongest front-office, Windows/Web/Wireless solution available for small-to-mid sized companies.