

Did you know?

- **After 15 years, ACT! continues to flourish as a contact management and sales force automation tool.** The product was originally developed in 1986 by salesman Pat Sullivan to help him sell more effectively. He re-created electronically what he'd been doing manually to track prospects, customers and customer data.
- **ACT! was the first contact management product available for Microsoft Windows.** ACT! shipped its first version in 1987. Both ACT! 1.0 and 2.0 were DOS-based. Shortly after, Microsoft introduced Windows. ACT! moved quickly to begin development for Windows; as the market began to take off, ACT! for Windows shipped in 1992.
- **ACT! has not always been yellow.** In 1993, after releasing ACT! for Windows 2.0, Sullivan sold ACT! to Symantec. It was there that the yellow box image for ACT! was born. Previous ACT! boxes had been gray and red.
- **ACT! thrives, led by Sullivan again.** Sullivan bought ACT! back from Symantec in January 2000. In just two short years, almost 8,000 new corporate accounts of 10 seats or more have purchased ACT!. In one quarter alone, the corporate licensing group added 958 new corporate customers. And, almost 1 million users have been added to our registration database during this time. This brings the total number of ACT! users to 4 million individuals and more than 12,000 corporate accounts.
- **Hundreds of companies have made their business from selling, implementing or developing add-ons for ACT!.** There are more than 520 ACT! Certified Consultants worldwide. These consultants provide implementation, consulting, customization and training to ACT! users. In addition, more than 350 add-on products have been developed by third-party developers to work with ACT!. These include vertical markets, telephony, shipping and other productivity products.
- **ACT! users are adopting mobile technologies.** More than 10,000 users a month visit www.act.com to download ACT! Link 2.0 for Palm OS handhelds.
- **ACT! users spend their own time and money to make better use of ACT!.** More than 350,000 people subscribe to the ACT! eNewsletter, a resource for technology tips and new product information. In addition, over 3,000 copies of the Official ACT! QuickStudy Guide have been sold. Other ACT! books available at places like Amazon.com and Barnes & Noble are *ACT! for Dummies*, *ACT! Fast and Easy*, and *Learn ACT! for the Advanced User*.