

Media release

Tuesday 9 August 2005

Handheld Contact helps 'on-the-go' business people keep their ACT! together

Sage ACT today announced the arrival of **Handheld Contact™** in Asia Pacific, the first software application to link **ACT!'s** customer and contact management database wirelessly with handheld devices operating on the BlackBerry platform.

Handheld Contact was created for 'on-the-go' business travellers, sales executives and field staff who use ACT! to manage their business relationships and need immediate access to this database of information while out of the office.

There are currently over **25,000** registered ACT! users in Australia and New Zealand with close to the same number of people currently using BlackBerry enabled devices. This figure is growing steadily with BlackBerry's sales globally consistently increasing by **100%** per year.¹

The Handheld Contact link gives travelling business people and those working out in the field a competitive advantage as they can now stay connected to the office and have information at their fingertips, no matter where they are.

It works by replicating the fields traditionally displayed by ACT! onto BlackBerry devices such as those produced by **Research In Motion**. Using the software link, users can access and manage their complete ACT! database including their contacts, notes, history and calendar.

What's different about Handheld Contact is it uses GPRS and CDMA technology to wirelessly transmit data. Users no longer have to be in a wireless hotspot to connect to the office nor do they have to return home or to their hotel room to synchronise via a cradle. This reduces travel time to zero for busy executives while increasing productivity.

Ken Prokopec, Business Manager for ACT!, said Handheld Contact can increase the speed of data flow within organisations using ACT! by up to **95%**.

"The average ACT! user synchronises once every 12 hours using a Palm or Pocket PC device but with Handheld Contact and the BlackBerry they can synchronise every 15 minutes," he explained. "The benefit here is that staff working remotely never miss a beat. They can also work more simultaneously with colleagues in the office as there are no lengthy delays with transmitting information."

Mike Lazarus, General Manager of GL Computing, the distributors of Handheld Contact in Asia Pacific, added: "Handheld Contact increases a user's ability to be truly responsive. It improves the action time and response time for customer service, which helps businesses remain ahead of the competition."

Handheld Contact is now available for ACT! version 6.0 onwards. Each license retails for \$A360.00 (inc GST) per annum with volume discounts available for five or more licenses.

Handheld Contact is available from all ACT! Certified Consultants across Asia Pacific. For the details of your nearest ACT! Certified Consultant visit http://www.sageact.com.au/act/cust_findacc.asp or phone 1800 675 617. For product information visit www.glcomputing.com.au/main.php?prodid=28&s=1.

¹ Market jam for BlackBerry, The Australian, 10 May 2005, page 36.

-ends-

Media enquiries:

Caroline Siler
Keep Left Public Relations
Phone: +61 (0) 3 9593 6969
Mobile: +61 (0) 402 046 826
Email: caroline@keepleftpr.com.au

Lindsay Stoneham
Keep Left Public Relations
Phone: +61 (0) 3 9593 6969
Mobile: +61 (0) 432 683 559
Email: lindsay@keepleftpr.com.au

About Sage ACT

Sage ACT is a wholly owned subsidiary of Sage Australia, the leading supplier of business management software and related products and services to the small to medium sized business community.

The company previously operated as Interact Commerce Corporation before being re-branded in May 2005 which its parent company, London Stock Exchange listed Sage Group PLC, established a direct presence in Australia.

Sage ACT operates two flagship products: ACT!, a customer and contact management solutions for SOHOS and SMBs, and SalesLogix, a customer relationship management solution for medium to large sized businesses.

About Sage in Australia

Sage is a world-leading supplier of accounting, payroll and people management, CRM, tax and practice management software to small, medium and large sized businesses and practices. Sage offers products for every kind of user, from the smallest business new to computing, to large companies requiring a tailored, comprehensive system.

Sage has a broad range of products offering users a variety of software solutions to run their businesses efficiently. Sage's leading brands include Sage ACCPAC, Sage ACT, Sage HandiSoft and Sage MicrOpay.

The group includes market-leading businesses throughout the United Kingdom, Europe, North America, South Africa and Australia. Australia, South Africa and sub Saharan Africa constitute the geographical region of the Southern Hemisphere within the Sage plc stable. Australia is under the leadership of country managing director, Alan Osrin.

Sage has a solid track record of profitability and cash generation. The business strategy is based on nurturing the entrepreneurship, innovation and team spirit of its people.

About Sage plc

The Sage Group plc is a leading supplier of accounting and business management software solutions and related services for small, medium and large size enterprises. It comprises market-leading businesses throughout Europe, United Kingdom, North America, South Africa and Australia. The Sage Group plc has over 4.5 million small-and mid-sized clients in 55 countries and over 8000 staff.

About GL Computing

GL Computing is a specialist organisation, focused on the distribution and development of products to aid in the design and implementation of Contact Management and Sales Force Automation systems. Operating since 1991, GL Computing has supplied value-added distribution services to CRM resellers across Asia Pacific and has written add-on products sold through resellers around the world. For further information visit www.GLComputing.com.au.