



Busting the Top 6 Salesforce.com Myths*

- 1. Myth: With Salesforce.com, you don't have to install software.**
Reality: The no software mantra is a myth. If you need to integrate with Microsoft® Outlook®, Word, handhelds, or use offline sync, you need to install separate programs for each process. You will need to enter a security token each time you connect.
- 2. Myth: Salesforce.com Professional only costs \$65 per month.**
Reality: You may enter a contract with the Professional Edition at \$65/user/month, but you may soon realize that in order to have automated weekly backups performed, you need to upgrade to a higher edition at twice the cost. All of the management reports in Salesforce.com can be created with ACT! and Crystal Reports® – for less. You may get more reports in Salesforce.com out-of-the-box, but you definitely pay for it.
- 3. Myth: Salesforce.com is easy to set up.**
Reality: Not necessarily... For example, if you want a custom field to be in Leads, Contacts, Accounts and Opportunities, you have to create that custom field FOUR TIMES and then link them to each other.
- 4. Myth: Writing Letters in Salesforce.com is easy.**
Reality: 17 clicks to do a simple mail merge. The same process takes 8 clicks in ACT!.
- 5. Myth: I can use Salesforce.com to send mass e-mail campaigns.**
Reality: True, but with the Salesforce.com Professional Edition, your entire company can only send 500 per user per day. The Enterprise and Unlimited editions can send 1000, but that is the maximum.
- 6. Myth: Salesforce.com gives me all of my data in the offline client.**
Reality: Not true. With the Salesforce.com offline client, you are limited to: 5,000 accounts; 4,000 leads; Limited number of events.

** Products were compared using the most current versions available in May 2009. Statements are subjective and based on Sage's internal software evaluation and documentation. Additional features that may appear in competitor's product may not be listed here. Functions in ACT! and Salesforce vary by product version. Some features discussed may not be available in every product version.*

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