

Act! vs Salesforce

Helping you make the right CRM choice



This comparison overview is designed to help you understand the differences between Act! and Salesforce and which one is most suited to your business.



An easy to use, affordable CRM, specially designed for small to medium sized businesses. It's easily configurable, has loads of 3rd party integrations, and can be implemented quickly. With multiple deployment options, Act! can evolve as your business grows. Act! also has excellent local support, essential for SMEs that don't have in-house IT resources.



A highly advanced CRM, suited to large companies that need a diverse range of features including project management and workflow. Salesforce is extremely powerful, however costs of implementation, training and extensions can quickly escalate. Customer service is lacking, and roll out times can extend over many months.

Comparison Summary

	Act!	Salesforce
Ideal Customer	Entrepreneurs and small to medium teams often juggling many tasks.	Tech savvy, organisations with internal CRM managers and teams.
Business Size	Small Medium	Large
Implementation Cost	\$2000-\$4000	\$5000-\$80,000
Ongoing software costs ¹	Average cost of 15 users using Act! Premium costs \$400 per month	Average cost of 15 users using Salesforce can cost \$2,700 per month ¹ .
Key Features	<ul style="list-style-type: none"> • Easy to use • Customisable • Mobile • Email marketing • Integration capabilities • Locally supported 	<ul style="list-style-type: none"> • Powerful integration • Project management & workflow tools • Extensive analytical data reporting • Efficiency when used by multiple teams in large organisations
Deployment	Online, Cloud, On Premise, Desktop (or a combination of these)	Online, Cloud
Free Trial	Yes	Yes

Both CRMs are at the top of their market. The best solution for your business depends on your needs and budget. As CRM consultants, Act Today have transitioned many Salesforce customers to Act! over the years due to lower costs, ease of use and high level of expert, local support.

For help on deciding whether Act! is the right CRM for your business, call AU **1300 362 046 | NZ **09 428 2281****

¹. Products have varying levels of pricing depending on customers required feature set. Subscriptions are billed annually. Contact vendor for more detailed pricing.

Please note: Information contained in this document has been sourced from the Internet.

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