

Comparison Act! Premium & Act! Pro 2021

Historically Act! Software includes 2 self hosted products. Professional and Premium Here are some comparisons of the products for those upgrading.

Act! Pro was sold through the Partner Channel and ceased in June 2020.

Comparing Act! Premium vs Act! Pro. below are 10 things to know.

1. The number of active users is a determining factor, the **Pro product has a limitation of 5 active users** in a database. This means if you have more than 5 users you will need the Act! Premium product. To Upgrade Licences you will need to purchase Act! Premium on a subscription.

2. The Pro product has Desktop Windows only software, **Act! Premium has dual functionality for both Windows & Web (including Web Mobile)** access that can be hosted by Act! or self-hosted. Act! Premium allows you to do your own web hosting (without the monthly fees of other competing products) where you can deploy the web product with database access through your intranet or internet. With Act! Premium APP you can travel light and stay connected by accessing your Act! CRM contact, calendar and opportunity details from your iPhone®, iPad® or Android™ device.

3. **Act! Premium software has Field Level Security** that allows you to limit the access to certain Contact, Opportunity, Group and Company fields by users and teams. You can grant full access to those that need to update the field information, read only to those that need to see the information but cannot change the data, or no access to a field which means they cannot see the field within the database or reports. This is a valuable feature if your business works with social security numbers, credit card information or other sensitive data.

4. **Act! Premium software has Record Level Security** that allows you to limit the access to Contact, Opportunity, Group and Company records by users and teams. This is a powerful feature if you want your salespeople to see only their records, sales managers being able to see the records for their direct reports, by territories or if you want to divide the records by different departments or job responsibilities.

5. Both the Act! Premium and Pro products have the database synchronization feature in which you can create remote databases that synchronize to your master database for disconnected/offline data access. The Pro Product only allows Application Synchronization which means that when a remote synchronizes to the master the Act! program needs to be open and logged into master database – this is not ideal if the master database is hosted on a server or an unattended machine. **Act! Premium comes with Synchronization Services** (network and internet) which allow the synchronization to occur without the Act! program being open, the service runs on a host machine/server and listens for the synchronization connection.

6. The Dashboard is available in both products but the Pro version has a limitation of being only able to view the current user activity and opportunity information, filtering for a different user or multiple users is not an option. With **Act! Premium you can create Dashboard with multi-user**, team, territory, region, and/or department views.

7. With **Act! Premium**, network users have an additional feature of being able to include other users and resources in their activity scheduling and **checking on their availability**. This is a helpful feature if your business has meetings or calls with your customers or prospects that involves more than one of your users of Act!.

8. **Act! Premium has the Web API platform** that allows users to connect Act! to other business productivity tools to increase productivity and streamline aspects of your business. The Web API platform provides users with the ability to develop new applications and is only available to Act! CRM deployments with an Active Subscription. With the Web API you can take advantage of some cool features:

- Act! Companion – a native mobile app designed for iPhone®, iPad®, and Android™
- Act! Insight – interactive, graphical dashboards where you can see dynamic, visual snapshots of real-time metrics
- Ask Act!™ With Amazon Alexa – interact with Act! through simple, verbal requests
- Act! Connect – simple integrations with hundreds of popular business apps
- Act! CRM Contact Link – streamline your workflow between Act! and Outlook®

9. **Act! Premium Subscription includes Act! Software Updates and Act! Technical Support** for your subscription term. Act! Pro does not include software updates or Act! Technical Support, Pro customers have the ability of purchasing software upgrades with any new release and there is a 30 Day Act! Tech Support Package available for a fee to Swiftpage.

10. **Act! Premium Subscription has Custom Tables as an available Add-on and Sage link for Accounting**, this allows you to create additional tables in your database to capture information that is unique to your business. Act! Subscribers can easily add the Custom Tables feature to their Act! Subscription. This feature is not available in Act! Pro. The Link for Accounting is available in both versions.