



MAS ACT! 2010 End of Life Upgrade Promotion Offer (Feb'14)

Act! 2010 – End of Life Final Reminder:

As you may be aware, Act! 2010 is due to be withdrawn from sale at the end of February 2014. When a product is withdrawn from sale, customers on this version are no longer entitled to purchase additional users or support contracts and cannot take advantage of upgrade pricing.

It's a good time to consider your upgrade requirements as Windows XP and Office 2003 support will shortly be withdrawn by Microsoft. This means that Windows XP and Office 2003 users will no longer receive new security updates, non-security hotfixes, free or paid assisted support options, or online technical content updates from Microsoft.

Act! 2010 customers upgrading to Windows 8 or Office 2013 will not be running in a compatible environment so an upgrade to Act! v16 is highly recommended to help ensure their Act! remains problem free.

Until the end of February 2014, upgrades can be **purchased at up to 40% off RRP**. From March, Act! 2010 customers will no longer be eligible for upgrade pricing and will need to purchase any upgrades at RRP.

So, key points to remember are:-

- Last chance to benefit from enhanced upgrade pricing.
- Windows XP/Office 2003 support is about to end. Upgrading to Windows 8 or Office 2013? Upgrade your software to Act! v16 to maintain compatibility and support.

Act! 2011 – First Advance Notice:

Every product has a lifecycle and ours are no different. The lifecycle starts when a product is released to market and ends when the product is no longer sold or supported. Swiftpage's (the owner of ACT!) obsolescence cycle starts when a product version is removed from sale.

Act! 2011 is approaching the start of its obsolescence cycle and will be withdrawn from sale on 30 September 2014. This means that from October 2014, customers will not be able to purchase additional licenses or support contracts and will not be entitled to upgrade pricing. Consider looking at your upgrade now to benefit **from up to 35% off** the cost of Act! v16.

Now with almost six months to go, it's a good time to consider your upgrade requirements as Windows XP and Office 2003 support will shortly be withdrawn by Microsoft. This means that Windows XP and Office 2003 users will no longer receive new security updates, non-security hotfixes, free or paid assisted support options, or online technical content updates from Microsoft.

We're withdrawing Act! 2011 from sale from September 2014. From October 2014, Act! 2011 customers will not be able to purchase additional licenses or support contracts and will not be entitled to upgrade pricing.

So, key points to remember are:-

- Upgrade to Act! v16 now to take advantage of upgrade pricing.
- Windows XP/Office 2003 support is about to end. Upgrading to Windows 8 or Office 2013? Upgrade your software to Act! v16 to maintain compatibility and support.

What to do now?

Call your MAS Account Manager today on 0845 745 4588 for details or <mailto:Sales@marketinganswers.co.uk>.