



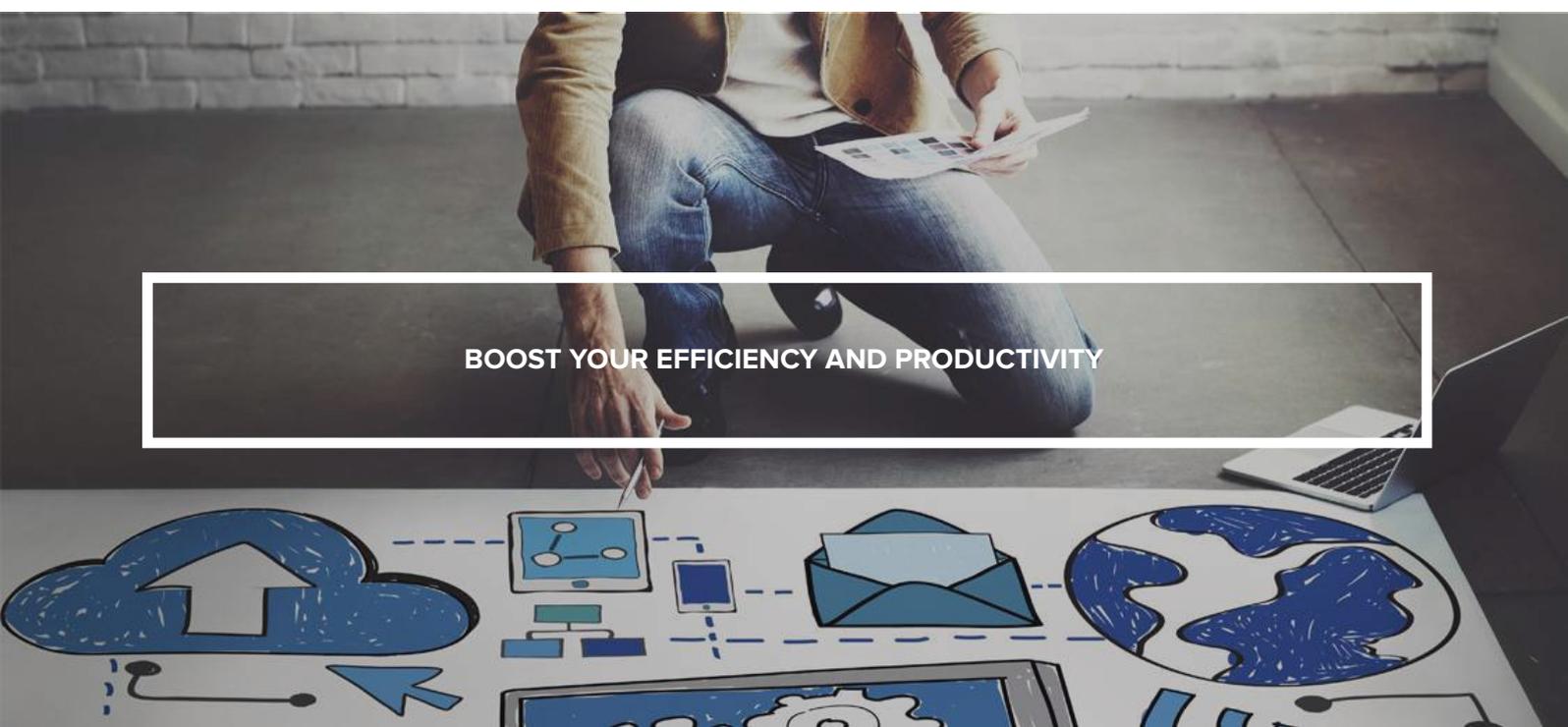
act today

THE AUSTRALIAN GUIDE TO **CHOOSING A CRM** IN 2016



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**BOOST YOUR EFFICIENCY AND PRODUCTIVITY**

# Introduction

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A Customer Relationship Management (CRM) solution can completely transform your business by enabling you to manage relationships with the people with whom you do business. A CRM creates a central repository so that you and your team can manage contact details, conversations, meeting notes, sales opportunities and activities relating to current customers, prospective customers, suppliers, alliances and any other contacts.

Keeping your contact information in one place enables you to deliver consistent, high quality interactions with your contacts. This builds trust and loyalty between parties leading to long, valuable business relationships and ultimately, an increase in your business' profitability.

CRMs are as varied as the organisations that utilise them. You may have a few valuable contacts, or be communicating with thousands. You may be a sole trader, have a small team or run a large organisation in which everyone works differently. You may benefit from a cloud-based solution, an on-premises system or a combination of these. When you find the system that provides the functionality and adaptability to support your team the result will be satisfaction all round.

Ideally, your chosen CRM solution should:

- 1. Help you and your team connect thoroughly and consistently with your contacts**
- 2. Be cost-effective and provide value to your organisation**
- 3. Boost your efficiency and productivity**
- 4. Provide you with real-time access to detailed information.**

**Let's take a look at the important steps involved to help you make an informed decision in order to find the right CRM for your business.**

# Chapter 1



## Do I Need a CRM?

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A Customer Relationship Management (CRM) system is one of the most valuable systems that a business can implement, regardless of their size or industry. Here are several reasons why your business would benefit from a CRM:

### // You need to keep track of your contacts, opportunities and leads

Perhaps your client base is growing and you can no longer keep every detail on spreadsheets or in your memory. Why not use one simple solution to combine it all?

### // You would like to improve customer experience

A CRM system brings email and contact information together in one place for quick and easy reference when you need it. Customers can be easily and accurately segmented and their needs identified so that you can interact with them meaningfully and at the right time, leading to more sales and higher customer retention and satisfaction. It can also make email marketing a fast and effective method of reaching out to customers.

### // You have compliance requirements

A consistent company-wide system ensures you can build an accurate audit trail of the communications you have with customers, suppliers and contacts.

### // You need to keep your team on the same page

Provide everyone with the same information updated in real time, including contact information, tasks and calendar management. This leads to a more productive, efficient workflow and reliable communication between all parties.



**// You would like to increase accountability**

Auto-alerts and tracking functionality gives you a greater awareness of how your team is working. You can also create detailed reports in seconds for improved analysis and strategic decision-making.

**// You would like to improve your sales process**

A CRM can streamline your sales workflow and improve customer retention, leading to greater sales with fewer resources spent on capturing them.

CRMs can provide excellent returns on investment for those who are communicating with many clients, using multiple systems to manage their contacts or wish to have a greater awareness of how their team is working.

YOU NEED TO KEEP YOUR TEAM ON THE SAME PAGE



## Chapter 2



# Which CRM Solution is Right for **your Needs**?

Chosen correctly, a CRM database can enhance the way you conduct and find business while supporting your existing internal processes. Here are a number of factors worth considering when doing your research:

### ✔ **Ease of use**

Look for a solution that's easy for yourself and your employees to learn and use, with an intuitive user interface.

### ✔ **Cloud access**

If you have reps or agents out on the road, or staff working offsite, a cloud-based solution could be worth considering.

### ✔ **Customisation**

The ideal CRM can be customised and adapted to capture information about the people you deal with and support the way your team works.

### ✔ **Subscription or Perpetual?**

Does it suit your cashflow and organisation to pay a low monthly or annual fee, or to own your CRM software outright?

### ✔ **Reporting and analytics**

Some CRMs provide a greater level of data analysis, so take this into account if reporting is important to your organisation.

### ✔ **Integration**

You may prefer an all-in-one solution, or software that integrates and syncs seamlessly with particular third party services.



✔ **Security**

Whether cloud-based or on-premises, you'll want to know your crucial data is safe (and backed up) in the event of a cyber-attack or data loss.

✔ **Built-in marketing tools**

Some CRMs offer extra functionality such as email marketing, text messaging and social media tools, making it simple to reach the right contacts with the right message.

✔ **Niche-based solutions**

Certain CRM solutions have been specifically developed for a particular industry or service.

✔ **Support and service**

Be sure your CRM software is backed by a knowledgeable and accessible support team that is well established, with testimonials to prove their competency and track record.

Choosing the right CRM solution from the many available on the market may seem like an overwhelming task, but asking the correct questions will soon separate the ideal from the unsuitable. Take some time to consider which features and tools will best benefit your organisation, then talk to the providers who can offer the solutions you require.



**A CRM CAN ENHANCE THE WAY YOU CONDUCT AND FIND BUSINESS**

## Chapter 3



# To **Cloud** or Not to **Cloud**?

Described in simple terms, cloud-based software is stored, updated and accessed remotely on the internet and accessed in real time through an app or a browser. On-premises software is a system that you host on your own infrastructure. This could be a single laptop for an individual or installed on your own server and shared across the office network.

Today, cloud-based systems have become powerful and sophisticated enough to handle multi-million dollar operations. As the price of storage and bandwidth continues to drop, cloud-based IT management services are becoming more attractive. In fact, many CRM providers now exclusively offer and develop their product on a cloud basis, and work hard to sell this as the only option.

Does this mean that a cloud-based CRM solution is the right choice for your organisation? Not necessarily. There are advantages and disadvantages to both cloud-based and on-premises software. Ultimately the best solution for your organisation will depend on a number of factors such as the size and location of your team, the nature of your business and your existing processes. It may also suit your organisation to operate certain aspects of your system via the cloud while keeping others within an on-premises environment. Below are some of the pros and cons of each option to help you make the best decision.



**POWERFUL ENOUGH TO HANDLE MULTI-MILLION DOLLAR OPERATIONS**

## On-Premises CRMs

<b>Advantages</b>	<b>Disadvantages</b>
<p><b>Your data stays with you</b> Your information stays in-house for personal control over confidential customer information and data processes.</p> <p><b>Update without internet</b> Depending on your setup you can update your database without an internet connection.</p> <p><b>Increased speed</b> Accessing data locally is faster than via cloud as it is not reliant on the internet connection speed.</p> <p><b>Some systems scale very well</b> Some CRM systems offer excellent scalability options, with optional add-ons and 3rd party software integration.</p> <p><b>Existing support systems</b> On-premises systems have long been the standard, so there will be existing know-how both in-house and from external support services.</p> <p><b>Customisation options</b> On-premise solutions can be more easily customised by the end user than cloud-based.</p>	<p><b>Your system, your responsibility</b> You will need to manage internal software/hardware installation and upgrades.</p> <p><b>Your data is in the hands of your organisation</b> You will need adequate security as well as a reliable backup system to protect your system against potential server issues and/or data loss.</p> <p><b>Upfront investment can be greater</b> Be sure to take the costs of any new infrastructure and hosting services into account.</p> <p><b>Limits on mobility</b> Although there are methods to access your data remotely, they require more configuration and management than a cloud setup.</p>



## Cloud-Based CRMs

<b>Advantages</b>	<b>Disadvantages</b>
<p><b>Access data anywhere, anytime</b> With cloud you can access your database from home, offsite or on any connected mobile device.</p> <p><b>Easy updates and backups</b> A cloud-based CRM system will typically provide automated backups and upgrades to give you peace of mind.</p> <p><b>Strong security</b> Cloud-based systems are more secure than ever before with a reputable provider.</p> <p><b>Simple and low-cost deployment</b> With access to the internet, setup is simple without the need for IT support.</p> <p><b>Scalability</b> If your organisation grows, the system grows with you. Add functionality or storage space, and the system will be instantly updated.</p>	<p><b>Internet connection is required</b> Any changes to the main database will be reliant on an internet connection.</p> <p><b>Slow internet can cause latency</b> Connectivity and browser lags could have an effect on productivity. If your internet connection is slow, factor a connection upgrade into your costs.</p> <p><b>Personalised security</b> Your organisation may be accustomed to shared passwords, however superior cloud security requires individual passwords.</p> <p><b>Ownership</b> Although most providers are respectful of your data, you will not own the cloud software. Ensure you understand the fine print in terms of potential data restriction.</p> <p><b>Unexpected costs</b> Ongoing costs may escalate to include additional functionality.</p>



## How Will You Access Your Data?

After reviewing the pros and cons of cloud and on-premises solutions, the next question to answer is how will you and your team be accessing the data? Is your team on the move or work from home and need anywhere access via the cloud? Or perhaps you have a central team based in an office and share data across a network? In some cases, you may need a multiple-deployment option. For example, a medical supply company may decide to host their own local network which their internal team of staff uses to access the contact database. Their sales representatives might access the database using an app on their tablet while out on the road. Finally, teams in remote branches of the business could access the same database in real time using a web browser on their computer.

At the end of the day, there are both cloud-based and on-premises systems that offer the latest technology in contact relationship management. If it helps you to build strong relationships with clients, suppliers and other contacts, gather insights and get the big picture on your communications, then it will be a worthwhile investment for your organisation.

## Speed and Latency

Everything you do on the internet depends on the speed of your connection as well as any contention with other services using the same connection. Cloud-based CRM solutions are no different. If, for example, you click on a website and it takes a few seconds to recover the page this will be a good sign of performance you would expect over a cloud connection.

The true cost of using the cloud needs to take into consideration the latency impact on your staff. You might be paying a smaller monthly fee for your CRM service, however if you have 10 people losing 10% productivity through latency, the cost of this downtime can be significant. Generally speaking, data stored within Australia can be accessed up to five times faster than that which is hosted overseas. This can maximise productivity and minimise frustrations within your team, particularly if you are running a data-heavy CRM platform.

## HOT TIP

You can test your internet speed at [www.speedtest.net](http://www.speedtest.net) to get an idea of whether you may require an upgrade, and search for providers to your area at [www.adsl2exchanges.com.au](http://www.adsl2exchanges.com.au).



## Chapter 4



# Local or Offshore **Hosting?**

Hosting refers to where your data and software will be stored and accessed from, whether that is within Australia or overseas. If you choose to outsource the storage of your cloud CRM system, one key consideration should be where your data is located. On one hand, international hosting is typically much lower in cost, while local Australian options usually offer superior security, speed and support. You will want to consider how these factors could impact on your everyday operations before making a final choice.

### **Security & Risks**

Hosting is subject to the laws of the country in which the data centre is located, so different privacy regulations will apply depending on your choice of hosting. By choosing to keep your data hosted within Australia, it will be required to comply with Australian legislation. These regulations provide protection against the disclosure or movement of personal data across borders. This is an important consideration when dealing with sensitive information such as contact details and financial data.

### **Backups and Support**

The quality and availability of support is a vital factor when handling crucial business information. Quality providers will perform regular backups of your information to protect against data loss. Should you ever need support, it is beneficial to be able to talk to a team in the same time zone and country as you.

### **Finding a local hosting provider**

If you have weighed up the options and decided that local hosting is for you, you will then need to choose a local hosting provider. Some CRM providers, including Act!, provide hosting options which can make implementation even simpler. Researching and asking about speed, downtime, support and security will help you to deploy a powerful CRM solution that keeps your team connected and responsive.

## Chapter 5



# Integration Compatibility

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Your database is one of the most important and powerful assets within your organisation. You can use this asset to its full potential by implementing a seamlessly integrated system which gives you an accurate perspective of your business in real time. The ultimate solution will automate appropriate customer transactions, optimise your customer service and support, and maximise returns from your marketing campaigns.

With the right research, you will be able to access the benefits of an integrated system without the expense of a bespoke solution. If there isn't one CRM that does everything you need, ensure that the system will allow for customised integration. This can provide invaluable benefits to your organisation if planned and implemented by an experienced provider.

### Key Benefits

- ✓ **Improve communication** and responses to client requests and changes with real-time accuracy.
- ✓ **Minimise duplication errors** and eliminate unnecessary double-handling of data from multiple sources.
- ✓ **Provide transparency** for all parties involved, and keep clients accurately informed of responsibilities and upcoming activities.
- ✓ **Target markets** more specifically by integrating accounting or other software, giving you greater control over the details in your database.
- ✓ **Identify problems** and make strategic decisions based on up-to-the-minute information.
- ✓ **Streamline processes** that would otherwise take extra manual time and effort, for example invoicing or payments.



## Prioritising your Integration Requirements

Most CRMs will have already developed a number of integrations for popular third-party products. If you require custom integrations with particular products, it may be worth making a list of must-have, important-to-have and nice-to-have integrations to help you identify the functionality that will provide the best value for money. Quality providers may also offer an API platform, which provides further possibilities for integrating diverse software packages. Common integrations include:

### // Accounting integrations

CRM solutions may be compatible with MYOB, Quickbooks, XERO and other popular accounting systems.

### // Communication and collaboration integrations

A commonly requested CRM integration is with Outlook and Gmail including calendars, contacts and actions. You may also seek integrations with Skype and other phone systems for efficient communication with contacts.

### // Marketing automation integrations:

Thanks to the ability of popular CRM platforms to integrate with other systems, such as marketing automation tools, the efficiencies of CRM can enable companies to interact with customers in ways that they wouldn't have the resources to otherwise. Some CRMs also include or integrate with survey tools to simplify the process for customer feedback.

### // Business tool integrations

There are a number of systems that offer compatibility with Dropbox, iCloud and the Microsoft Office suite, as well as social media and Google marketing tools.

Before you choose your solution, take some time to research the CRM's existing integrations and contact the CRM provider's customer support to enquire about any customisation you may require in the future. By doing this you can be confident that you are getting the best tools to support your valuable data for years to come.



Outlook

zapier



Dropbox



act today

[www.acttoday.com.au](http://www.acttoday.com.au)

## Chapter 6



# There's an **AddOn** for That

Most modern CRM software programs do a great job of organising your contacts, tasks and opportunities. However, sometimes you may find a gap between what your business needs and what a CRM system can provide. In this situation, an AddOn solution can be implemented to fill the gap.

An AddOn solution is a third-party application used to add extra functionality and enhance existing features and integrate with other products. The 'out-of-the-box' AddOns are becoming more adept and comprehensive than ever before covering processes such as administration, finance, data management, finance, mobility, quoting, reporting and sales and marketing.

Here are just a few popular AddOns that could add value for your organisation.

### // **SMS capability**

The ability to send easily text messages to contacts is highly beneficial and cost effective for a wide range of organisations. Send special offers, reminders and follow-up texts directly from your CRM with a record of what has been sent and when.

### // **Location services**

You can benefit from being able to quickly look up location information for customers and contacts. For example, Act! integrates with Google Maps for accurate pinpointing.

### // **Dashboard displays**

Your CRM dashboard is where you can view and structure your business information in one place. Is there a specific piece of relevant data that your team will need to view when talking to a contact? Dashboard customisation can help.

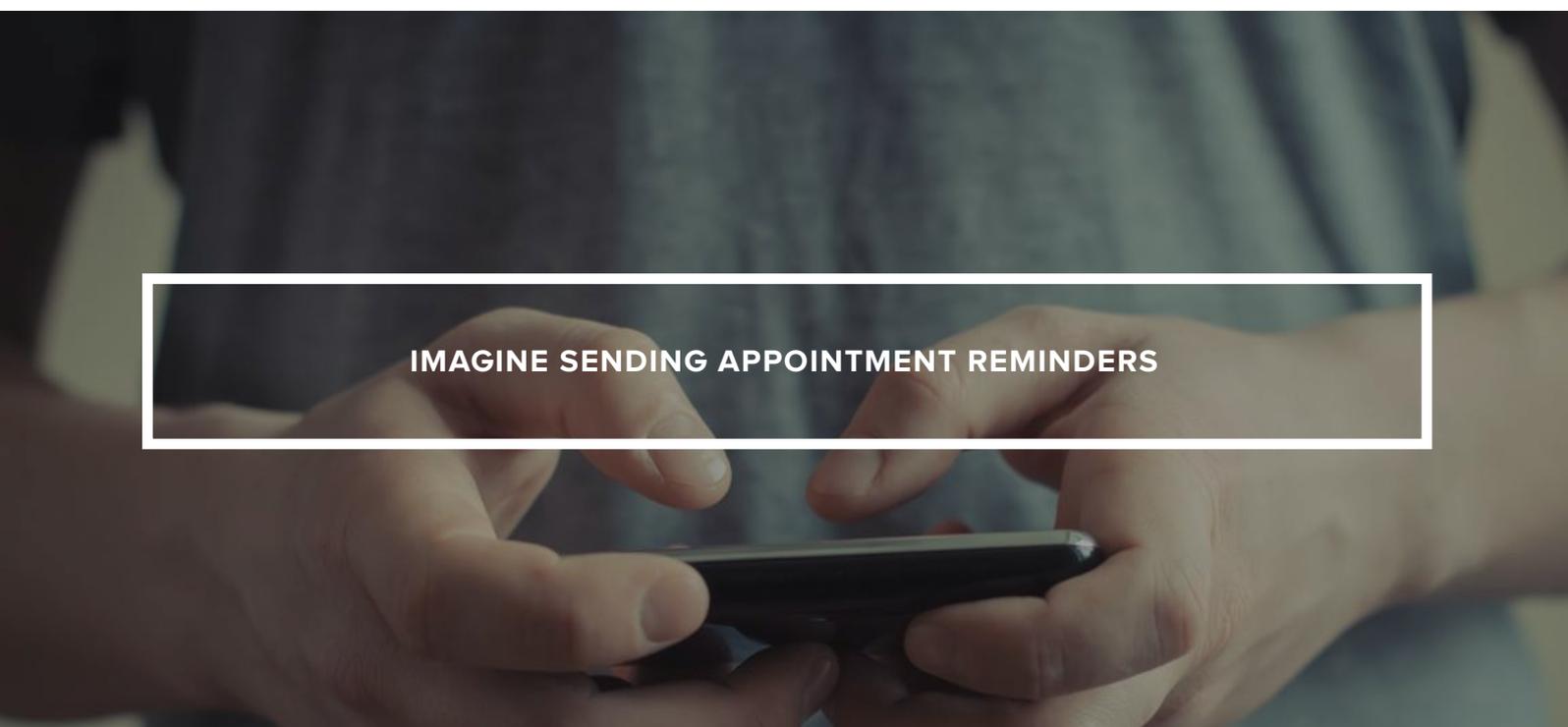


## // Reporting

Most CRMs provide a basic level of reporting capability. If you require advanced reporting, this customisation can make it fast and easy to generate the specific sales reports or forecasts you will require.

Some CRMs enable you to easily customise your dashboards and system to your own workflow. This feature can benefit smaller businesses that can tailor their processes without the extra outlay. For larger organisations, outsourcing this customisation to the professionals can free up resources to spend elsewhere in the business.

It is worth evaluating any customisation you may require before committing to a new CRM system, as well as researching whether this customisation will provide a worthwhile return on investment. It's worth taking some time to really think about how your systems and processes will work with your new system, and to talk with a CRM specialist.



**IMAGINE SENDING APPOINTMENT REMINDERS**

## Chapter 7



# Implementation of your CRM Solution

When it comes to implementing your choice of CRM software, you will want to know that you have access to support before, during and after the set up process should you need it. Search for a CRM with a good track record of support, with an in-house knowledge base that your team can refer to.

### A Solid Deployment Strategy

Deployment includes all of the steps required to make a system ready for use, both within your organisation and from the provider of the system. You may be purchasing your CRM through a provider or reseller, who has not developed the system but has a strong track record of great implementations. Choose a CRM provider who is based in Australia and offers a team who will be by your side throughout your software implementation and beyond. This team should take time to understand your organisation's specific needs and characteristics, tailor the most productive and cost-effective solution for your needs, and guide you throughout the process to ensure consistency and efficiency.

The significant benefits of a quality CRM provider is that over time, your provider:

- // Becomes extremely familiar with your system usage
- // Takes time to understand your organisation, systems and processes
- // Can proactively make meaningful recommendations to support your business strategy.

To ensure you receive outstanding service throughout your CRM implementation, pay attention to customer testimonials, word of mouth and reviews. The top providers will prove their support and service through their actions.



## Chapter 8



# Breaking Through the Barriers

Whether you are looking at changing your current system or are looking to upgrade your CRM, there are some common “barriers” that organisations perceive as a reason to resist change. Chances are, these barriers are worth breaking through in order to increase efficiency, communication and productivity with a solution that fits your organisation perfectly.

**Cost** can be a barrier to exit an existing CRM system or implement a new one. There’s the obvious expense of new licencing, implementation, data conversion and staff training as well as the time required for research and evaluation. If your current contact management system is not providing a return on investment then investing in a new system may actually save you money in the long term. In your research, evaluate the total cost of ownership of the CRM to determine if a change is going to benefit your business.

**Long-term contracts and proprietary standards** also pose barriers to some organisations, however these practices are becoming an out-dated retention method in a digital world of constant improvement and perhaps a sign to move on. If a product answers an organisation’s needs and backs this up with quality support, they should have no need to lock clients into long-term commitments. A quality CRM vendor will prioritise their customer retention, offer alternative solutions if needed, and have a strict no exit fee for their customers. Superior providers will have confidence in what they are offering without the need to manipulate.

**Data migration** is also a consideration for some organisations, however CRM platforms in the marketplace are becoming increasingly sophisticated in interpreting data from multiple sources. Look for a CRM that makes it easy to import your existing data, and ask about exporting your data too. If you plan to host your CRM in the cloud, what happens if you change direction, or if you decide to stop hosting your database?

## Chapter 9



# The Total Cost of Ownership

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Total cost of ownership (TCO), is considered a more accurate way of judging the costs of implementing a new system than the software fees alone. Total cost of ownership takes into account the cost of purchase, customisation, training, maintenance, support and upgrades over a relevant period. Most providers will be able to give you an accurate estimate per user of the cost of implementation. Be sure to ask about start-up costs, any training expenses and maintenance fees when doing your research to give you an accurate idea of what the system will cost your organisation.

Taking all potential costs into account is a thorough way to judge whether an on-premises or cloud-based CRM solution will be right for you, and which products may offer better value. Here are some aspects worth thinking about when weighing up your options:

### **The Software**

Consider your initial outlay for the software. Most CRMs are billed annually, and offer various pricing tiers depending on the size of your organisation and the functionality you will require. Some offer free accounts for organisations with only several hundred contacts. Also check for costs such as early termination fees, auto billing, data storage fees and customisation fees.

### **Infrastructure and technology**

Will you need to look into external hosting? Will you need to upgrade your servers or boost your internet speed to accommodate the system? Take all potential costs into account and consider what you may need to upgrade for either option.

### **Customisation**

Consider how customisation could improve efficiencies within your specific business structure and processes. Tailored data fields or displays could be developed specifically for your needs in order to quickly access particular client details.



## Training

Take into account the learning curve and training that your team will require. One of the greatest risks with any new software package is allocating insufficient budget for end user training. Expert training will increase user adoption, improve productivity and help you get the most out of your new system.

## Data exporting

Avoid providers who do not provide a clear explanation about how to retrieve your data, as this could lead to potential issues and costs down the track if you wish to leave or simply export your data.

## User Experience - The software UX

If it's designed well, the software will be fast to learn and intuitive to use. The best CRM companies will dedicate time to developing an excellent user experience, in order to make it simple to deploy their software and easy to transition from one product to the next.

## Risk/Benefit Assessment

Lastly, if the platform offers a demo or trial it's certainly worth taking advantage of these to see how the system addresses your needs. With the right product, you'll see a marked return on your investment.



CONSIDER YOUR INITIAL OUTLAY FOR THE SOFTWARE

# Summary

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In 2016, it's widely known that CRM is one of the most valuable assets of a business. However just as every business is different, so is every CRM. The main objective of all CRMs is to help you to build better business relationships by understanding your customers' specific needs and managing the interactions. By keeping customers happy, you develop trust and loyalty that creates long, valuable business relationships.

The popularity of CRM means that there is a myriad of choice available. In this guide, we have outlined areas to consider if you are looking for a CRM or are thinking of switching from your existing CRM.

## **Choose a service that is easy to use**

Clarity is important today in this world of information overload. Choose a system that is easy to use with a minimal learning curve to streamline your workflows and ensure a smooth deployment process.

## **Consider the CRM and the vendor**

Both the software company itself and the vendor you purchase through should be reputable reliable. How long have they been in business? Will they work with you to identify the ideal solution for your needs?

## **Ask around within your networks**

Ask your business colleagues and associates what they have used in the past and how it served their purposes. It can be much easier to compare systems by talking to someone who has been through it before and knows the pros and cons. Recommendations from people can be helpful but make sure its suitable for your business model.

## **Ask for a demo or a trial**

The best way to test the ease of use and flexibility of a system is to try it out. Many CRMs offer trial periods or demonstrations so you can get a feel for their design and structure.

## **Safeguard your CRM with ongoing support**

Ensure your CRM provider is well known and has knowledgeable experts that are responsive to your needs. Local support is ideal.

## **Check that you have the freedom to change your system**

Avoid being locked into any long-term contracts and ensure you will be able to export your data in case you ever need to change your hosting plan or system.

Now that you have a better understanding of CRM, it's time to choose one that is right for your business. For additional information or advice on Customer Relationship Managements systems, contact the CRM specialists at Act Today on 1300 362 046.

## About Act Today

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Today more than ever, organisations deserve unique expertise, individual attention and a dedicated partner who understands both the challenges and opportunities that come with data management and customer relations.

With a 24-year history and a network of offices across Australia and New Zealand, Act Today has extensive industry knowledge of CRM coupled with close partnerships with clients, developing functionality to drive efficiency and performance.

As Australia's leading supplier of Act! software and support services, Act Today offers a unique multi deployment strategy, assisting you through every step of the CRM implementation from start to finish.

Act Today's national strategy is centred on strengthening customer relationships and is established by advisors who are committed to understanding each client's needs and delivering insightful, informed advice to help customers succeed.

Act Today understands growth, agility and digital transformation, with a broad portfolio of technologies and the industry expertise to help you find the deployment model to make CRM work for your organisation.

It can be simple to connect consistently, clearly and intelligently. If you're ready to transform your business relationships and streamline your customer management process, call or email today.

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# Glossary

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## **Cloud**

“The Cloud” refers to software or information that is stored and updated remotely on the internet, accessed in real time through an app or browser.

## **On-Premise**

“On-premises” refers to a system that you host on your own infrastructure. This could be a single laptop for an individual, or installed on your own server and shared across the office network.

## **SaaS**

Service as a Software is a distribution model through which a software provider offers the use of a system through a network such as the internet.

## **Local Hosting**

Local hosting refers to data or systems being stored on a server or network that is typically in-house, allowing local access for the organisation and its staff.

## **Co-Location Hosting**

A third party data centre hosts companies’ data or systems, providing the physical servers and maintenance required to allow access.

## **CRM Provider**

A CRM provider distributes a CRM system. Act Today, for example, distributes Act! software.

## **Vendor**

A software vendor is a company or individual that sells a system to a customer. This may be the developer themselves, an affiliate or a reseller.

## **Reseller**

A software reseller purchases and sells a system on to a customer.



# A Word on Australian Data Security

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The great news is that if your data is stored with Australian hosting, it has some of the best protection available. Organisations within Australia must take regulated measures to protect personal data from interference, misuse or loss from unauthorised access, disclosure or modification. These details can include names, addresses, bank account details and comments about a contact – data that is crucial to a successful CRM system. Organisations should be particularly familiar with Australian privacy information if they are in the medical or financial industry.

## **Jurisdiction Matters**

Australian financial services in particular must adhere to stringent restrictions of data offshoring. If they plan to transfer data outside of Australia, for example storing Australians' sensitive information with an offshore cloud system, they must provide prior notification to the Australian Prudential Regulatory Authority (APRA) and demonstrate that the cloud service provider has appropriate risk management procedures in place. An organisation's contract with their offshore hosting service must also confirm that APRA will have access to these hosting facilities at their discretion in order to conduct site visits.

## **Data Privacy, Laws and Regulations**

The Australian National Privacy Act of 1988 regulates how organisations collect, use, keep, secure and disclose personal information through the National Privacy Principles. Of particular importance within this legislation is the handling of sensitive information including that stored by health service providers. This legislation is enforced by the Office of the Australian Information Commissioner (OAIC).

## **Managing Data Risks**

When your organisation is required to adhere to the National Privacy Principles within Australia, encryption is one measure that will enhance the security of sensitive information. Encryption replaces data with a token, which can only be unlocked by the organisation that controls it, giving greater confidence that the information you store remains safe and protected. You can contact The Australian Government Office of the Australian Information Commission (OAIC) for further information.



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