

DATASHEET

Corporate Marketing

A fully integrated Cloud-based platform with highly scalable solutions to help you manage Marketing Events and Training Programs effectively.



Technology and consumer behavior is changing at a rapid pace. Marketing professionals analyze and research market opportunities, select target markets, develop marketing strategies, plan marketing tactics, and implement and control marketing efforts to stay ahead of the curve. Excellent marketing techniques include managing an organization's marketing resources based on the five "Cs" of marketing analysis: Customer, Company, Collaborator, Competitor, and Context.

From idea generation to commercialization, the entire process cannot be effective until there is a well-thought-out plan. This involves a great deal of research for anticipating consumer trends based on reports, instructive and practical training programs and collaborative networking.

Acteva helps you achieve higher and faster ROI with proven enterprise class Marketing Management solutions delivered through Software as a Service (SaaS). Acteva's On Demand platform shortens deployment time, reduces risk and lower costs. Enterprises with immediate requirements can be started quickly and have the option of leveraging additional capabilities as their needs mature. Acteva delivers results for Marketing Management solutions across vertical industries.



Key Benefits

Easy. With no Hardware to buy, no Hosting Fees and no Setup Fees, Acteva's Cloud-based On Demand solutions reduce deployment time, mitigate risk and lower costs.

Fast. With pre-built templates for Online Registration, plug-ins for Online Payments, and Workflows for Event & Training Management, Acteva solutions enable flexibility & functionality to gain maximum value from your investment.

Collaborative. Leverage powerful, time-saving collaboration tools to effectively manage and market your Partner/Channel/Customer network.

Safe & Secure. Acteva leads the industry in security. Multiple levels of authentication and compliance help ensure the privacy and security of data and payments. Our fully redundant infrastructure affords safety and reliability.

Scalable. Deploy a foundational Partner/Channel/Customer Network, Event or Training Management solution that supports and grows with your business needs.

Comprehensive. Everything you need to host Events or Training and all the tools you need to ensure success are built into the industry leading platform.

- Training Management & Class Registration
- Event Scheduling & Online Registration
- Certification and Accreditation
- Conference Attendee Network
- Marketing Analytics & Surveys
- Event Marketing
- Product Launches & Tradeshows
- Partner Appreciation Events
- Integrated Partner/Channel Portal with Document Sharing Tools
- Built-In Social Media Tools
- Integrate with Best of Class ERP, HRMS & CRM Systems

Unleash the Collaborative Power with Acteva

Combine the critical elements of managing your corporate and employee events, customer or partner management, workshop and training management in an integrated platform with Acteva Private Community Network. This integrated platform also offers Payment Services and connectivity to Social Media and mobile devices.

User Conferences/Product Launches

Acteva Event Management Solutions offer Online Registrations, Payment Collections and end-to-end administrative & Marketing Tools for all event types, sizes and complexities: Product launch parties, User Conferences, Tradeshows, Seminars, Networking Events, Partner Appreciation Events and more.

Training and Certification

Acteva Class Management Software solutions empower learning management with powerful Online Registration, Payment Management, Calendaring, Publishing, and Certification features. Our solutions not only meet the requirements of small classes but can also scale up to manage large-scale recurring corporate training environments.

Acteva for Salesforce

Leverage the combined power of Acteva and Salesforce CRM with Acteva's integrated Cloud-based solutions for Event, Class or Training Management. The AppExchange-certified ActevaRSVP 3 allows bi-directional data synchronization while using Salesforce.com as a single repository of data.

Each of these solutions can be deployed independently on one integrated platform.

Our Customers



Acteva Product Suite

Acteva provides a structured way for you to deploy and grow your Employee Management solution. Using a time-tested and field-proven approach, pre-built templates for Online Registration, plug-ins for Online Payments, workflows for Event & Training management, Acteva solutions enable flexibility and functionality to gain maximum value from your investment in the employee management solution. The Acteva product suite delivers a solution that gets you up and running quickly and allows for follow-on advanced capabilities options.

The options include:

Online Registration For Event Conference Management

- Acteva Express: Starter Pack for Events, No Set-up, Activation or Subscription Fees
- Acteva Plus: Advanced features for power users to manage Events of all sizes and types
- Acteva Pro: Customizable solution for multi-day, multi-track Events & Conferences
- ActevaRSVP 3 for Salesforce: Set up and manage Events and Online Payments from the familiar Salesforce interface

Class Registration & Training Management Using Acteva Class Management Software (CMS)

- From Simple Class & Training Schedules to Multi-Track, Multi-Day Training Programs
- Publish comprehensive Class Calendars and Course Catalogs
- Automate Credit Tracking & Certifications
- Use Acteva's Online Payment Management Service or Use Your Own Merchant Account
- ActevaRSVP 3 for Salesforce: Set up and manage Events and Online Payments from the familiar Salesforce interface

Acteva Private Community Network (APCN)

- Manage, Grow and Monetize your Client & Partner Network
- Manage Organizations – Regional, National or Worldwide
- Build Public/Private Secure Community around your Events, Conferences, and Training
- Collaborative Tools: Content Moderation, Blogs & Threaded Discussions, Polling & Voting module, Document Sharing, Facebook Connector and more
- Productivity Tools: Event & Training Calendars, Promo Code Engine, Waitlist Manager, and more
- Integrated Payment Management Services

Managed Services

By leveraging our proven deployment methodology, best practices, and expertise, Acteva Services can help you implement Acteva Solutions in a way that speeds time-to-value and lowers project risk. When it comes to deploying On Demand Event and Training Management solutions, no other organization can match the depth of expertise and breadth of services offered by Acteva.

For users of Acteva Product Suite with communities of less than 5000, APCN is free for use. For questions, contact Acteva Sales at (877) 933-4730

	Express	Plus	Pro	CMS
Set-Up & Account Management				
No Hosting or Set-up Fees	✓	✓	✓	✓
Account Activation Fee			\$	\$
Event Activation Fee		\$	\$	\$
Number of Users/Organizers	2	10	99	99
Use Your Own Merchant Account		\$	\$	\$
Credit Card Processing	Paypal/Visa/MC	ALL	ALL	ALL
Check, PO, Wire Transfer		\$	✓	✓
Refund Management	✓	✓	✓	✓
ActevaRSVP 3 for Salesforce		Free*	Free*	Free*
Moodle Connector		✓	✓	✓
Enterprise and Volume Discounts		✓	✓	✓
Event & Training Management				
Event Types Supported	Basic	Advanced	Complex	Complex
Conferences, Tradeshow & Seminars			✓	✓
Catalogs Included	1	1	Unlimited	Unlimited
Attendee Types		✓	✓	✓
Productivity & Marketing Tools				
Email Marketing (# emails/month)	5,000	10,000	50,000	50,000
Calendar	\$	Free*	Free*	Free*
Analytics/Custom Reports		✓	✓	✓
Wait List Manager		✓	✓	✓
List Management		✓	✓	✓
Promo Code Engine		✓	✓	✓
Name Badges/Certificates		✓	✓	✓
Acteva Mobile		\$	\$	\$
Services				
Attendee Support	✓	✓	✓	✓
Email Support	✓	✓	✓	✓
Phone Support		✓	✓	✓
Enhanced Support		\$	\$	\$
Managed Services/Customization		\$	\$	\$
Mail, Phone, Fax Registrations		\$	✓	✓
Private Community Network	Free*	Free*	Free*	Free*

✓ - Included at no additional cost

\$ - Additional paid feature

Free* - Free for limited time



About Acteva

Founded in 1998, Acteva is the largest and most experienced Online Registration & Payment, Event, Class & Training Management and Secure Private Community Solution provider in the market today. They have been helping organizers manage and promote their events, classes, training, and online payment management for over 12 years. Acteva has been a pioneer in the event technology industry, helping more than 20,000 organizations host over 400,000 events that have been attended by more than 7 million people. For more information, please visit: www.acteva.com

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