

GoldMine®  
Creating customers for life™



# CRM

**Increase sales...Improve marketing effectiveness...**

Award winning functionality that grows with the needs of your business

Over 1.7 million licenses sold...50% of the FORTUNE 500®  
76% of the FTSE 100...More than 80 vertical markets in over 40 countries

**Microsoft®**  
**GOLD CERTIFIED**  
Partner

As demands on your time increase, you and your team need to make the most of every moment. Sales quotas require a focus on customer relationships and opportunities. Without the tools to develop relationships, your business is at risk. GoldMine® software helps you win and retain customers by improving efficiency and productivity without sacrificing your bottom line. GoldMine helps businesses get a more complete view of their customers. Because growth and retention are critical to long-term success, focusing on improving your customer relationships makes common business sense.

## Remove the limits to your sales potential

If you want to succeed, you need the tools to manage all facets of your sales and marketing teams—and use your contact information to execute strategies that win and retain long-term customers.

## Are you ready to act on every opportunity?

It happens every day. Hours are lost to the avalanche of e-mail, voice mail, phone calls, documents and unexpected appointments. Administrative tasks win out over real productivity. Can you afford to let your time evaporate without a measurable return? You need proactive, team-based business and customer relationship management to:

- Automate routine and repetitive tasks
- Track all sales and marketing activities
- Identify high-margin leads and high-value customers
- Proactively manage customers' needs to increase satisfaction and improve retention
- Compile and coordinate customer information into one centralized database
- Reduce costs by eliminating the duplication of effort

## Plot a clear path to success

How effective could you be with a 360-degree view of your organization? GoldMine helps you design and navigate a road map to your goals with analytical and reporting tools that show you how your strategies are performing. Ongoing innovations and third-party applications from FrontRange Solutions Partners further enhance the user experience.

Recent studies show that businesses typically spend between 10 and 30 percent of their revenue on marketing. With today's competitive environment, firms are scrutinizing each of their expenses, especially those that are perceived to be discretionary spending. GoldMine enables you to:

- Set up, manage and execute campaigns more effectively
- Connect your various channels, including your Web site, telesales and partners, for more effective interactions with your prospects and customers
- Create drip campaigns to nurture leads until they are ready to engage your sales team
- Execute personalized campaigns to the right person every time
- Analyze campaigns to optimize the return on investment from your marketing efforts

## Tools for fast-growing companies

Even if you start out with GoldMine Standard Edition, an upgrade to GoldMine Corporate Edition is seamless right out of the box. Your gain is immediate—no new programs to learn, no time lost to integration or data lost to conversion. GoldMine Corporate Edition provides powerful tools:

## GoldMine helps you win and retain customers through

### 1. Marketing

- Generate more leads—Set up, manage and execute more effective and repeatable marketing campaigns
- Capture and distribute leads—Easily capture, qualify and distribute leads to your sales force from your Web site or campaigns
- Convert leads to sales—Simplify and automate drip-marketing campaigns from lead incubation through close with Automated Processes™
- Analyze leads—Get a quick view of campaign responses, potential sales and total campaign effectiveness

### 4. Management

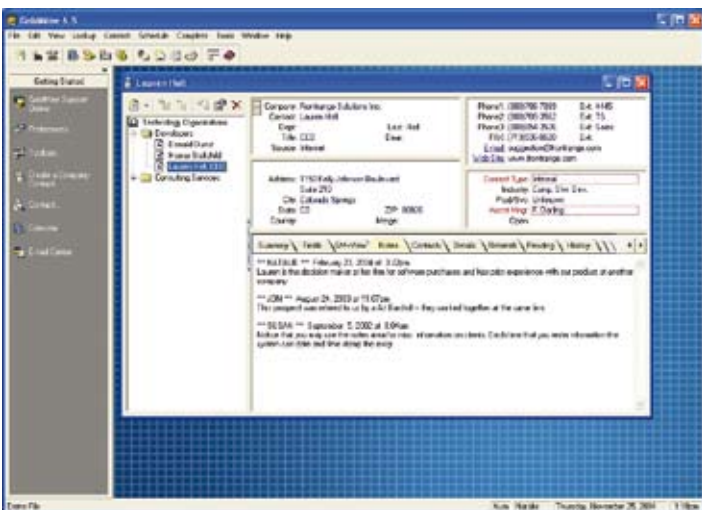
- Reporting and analytics—Concentrate your efforts on the strategies that are delivering results
- Identification of opportunities—Gain insight into potential opportunities from built-in analysis and reporting capabilities
- Analysis of won/loss details—Get immediate updates for your pipeline and track products, prospects, revenue potential and closing dates in real time



- Enhanced database performance—Microsoft® SQL Server™ 2000 is a powerful database server for turning information into opportunity with industry-leading XML support, enhanced system management and tuning tools, and exceptional scalability and reliability.

With the tab interface, you can categorize pertinent client information quickly and easily.

The organizational chart allows you to keep track of multiple contacts within a single company.





## Which GoldMine is right for you?

Both GoldMine Standard Edition and GoldMine Corporate Edition provide opportunity management, sales and quota analysis, Automated Processes, PDA synchronization and other powerful tools to improve your sales and marketing. A simple rule of thumb: GoldMine Standard Edition for you, GoldMine Corporate Edition for your company.

Comparing GoldMine Standard Edition to Corporate Edition		
Functionality	GoldMine SE	GoldMine CE
Contact Management	•	•
Sales Force Automation	•	•
Opportunity Management	•	•
Marketing Automation	•	•
Point-to-Point Synchronization	•	•
Automated Synchronization via GoldSync	Optional	•
Crystal Reports®	Optional	•
Microsoft Outlook® Integration	Optional	•
QuickBooks® Accounting Integration	Optional	Optional
Database Self-Tuning and Management Capabilities		•
Business Intelligence Tools		•
Higher Database Security, Scalability and Availability		•
Account Roll-up		•
GoldMine® Manager's Console™		•
GoldMine® Answer Wizard™		•
GM+Browser		•
GoldMine Integration with Microsoft Reporting Services		•
Microsoft SQL Server Database		•
Web-Enabled Access		Optional
Microsoft Exchange Server Integration		Optional
Mobile Device Access		Optional
GoldMine Integration Services with Microsoft Exchange		Optional
IP Contact Center Integration		Optional
GoldMine Voice Suite Integration		Optional

With over 1.7 million licenses sold, GoldMine is the business and customer relationship management solution trusted around the world. Our Solutions Partners provide GoldMine add-on products and services to enrich your GoldMine experience.

Users will typically find GoldMine Corporate Edition to be a better fit when there is a need to:

- Have a company-centric view of pending and completed activities, including sales, calls and more
- Provide remote users with options to access data:
  - Local copies with automated synchronization included via GoldSync
  - Real-time mobile or Web access with low administrative costs
- Provide browser-based access through the optional iGoldMine for:
  - Access anytime, anywhere and on any machine
  - Real-time access with low administrative costs
  - Easy deployment and low administrative costs to internal users
- Use Microsoft SQL Server database as a corporate standard and/or increase the security of database access
- Have automated database administration
- Support a very large number of records
- Integrate with a dedicated customer service / IT help desk team that is using HEAT® Service & Support™

### GoldMine System Requirements

#### Server System Requirements

- Microsoft Windows® 2000 Server / Advanced Server
- Microsoft Windows Server™ 2003
- Microsoft Small Business Server 2000 (Service Pack 4)
- Microsoft SQL Server 2000 (SP3 recommended) or SQL Server 7.0 (SP4) must be installed and configured if you are using a SQL database (Corporate Edition only)
- 128 MB RAM (512 MB or more recommended)
- Intel® Pentium® III 300-MHz CPU (1-GHz CPU or more recommended)
- 125 MB of available hard drive space (1 GB or more recommended)

#### Shared Workstation Requirements

- Microsoft Windows 98 SE / Me (Standard Edition only)
- Microsoft Windows 2000 Professional / Server / Advanced Server
- Microsoft Windows XP (Home Edition / Professional)
- Microsoft Windows Server 2003
- 64 MB RAM (256 MB or more recommended)
- 65 MB of available hard drive space (165 MB or more recommended)
- Pentium I/III 166-MHz CPU (Pentium III/4 recommended)

Call +44 (0) 870 401 7300 to speak to a FrontRange representative today, and discover the benefits of GoldMine.

[www.goldmine.co.uk](http://www.goldmine.co.uk)

