



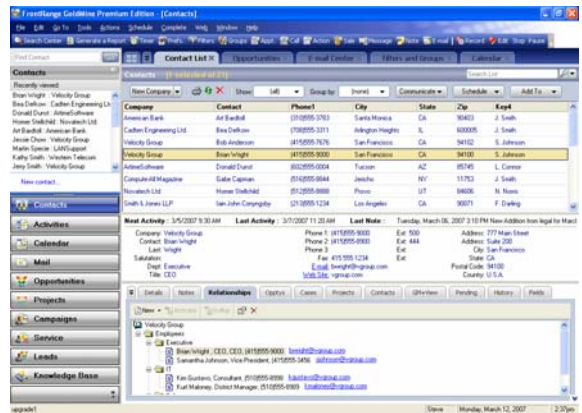
white paper

Sales Force Automation



Integrated Business Processes for Small & Mid-Sized Businesses

Why to Buy GoldMine® Premium Edition?



FrontRange Solutions USA Inc.
4120 Dublin Blvd.
Suite 200
Dublin, CA 94568
Telephone: 800.443.5457
Fax: 719.536.0620
www.goldmine.com



# GoldMine® Premium Edition "Top Reasons Why to Buy"

Has your business grown and evolved? Are you facing different challenges within your business? If so, there has never been a better time to buy the newest product in the GoldMine® solution family - GoldMine® Premium Edition. Along with Sales and Marketing functionality, Premium Edition provides a number of additional benefits to CRM users, including case management and a number of productivity enhancements for greater user efficiency. Here are a few of the reasons for you to consider buying the newest GoldMine solution brought to you by a mid market CRM leader – FrontRange Solutions.

## # 1 Complete the Customer Lifecycle

With Case Management included in GoldMine Premium Edition, you now can control the entire customer lifecycle in one application. You can manage your customers from the campaign and lead stages, on to sales and opportunity management, then into servicing and supporting of those customers, with management and reporting capabilities prevalent throughout the solution. Case Management functionality includes case tracking, Case Management (escalations, reassignment, etc.), Activity and History Tracking, Knowledge Base searching, and Visual alerts to help support staff manage and resolve their cases more efficiently.

The screenshot displays the 'Service Center' window in FrontRange GoldMine Premium Edition. The interface includes a menu bar (File, Edit, Go To, Tools, Actions, Schedule, Complete, Web, Window, Help) and a toolbar with options like 'Search Center', 'Generate a Report', 'Timer', 'Prefs.', 'Record', 'Edit', 'Stop', and 'Pause'. The main content area shows a case record for 'ABC.0111.03062007' with the following details:

- Next Activity:** (Empty)
- Last Activity:** (Empty)
- Last Note:** Reviewed and processed.
- Case Number:** ABC.0111.03062007
- Company:** Velocity Group
- Contact:** Brian Wright
- Category:** Product
- Type:** Question
- Origin:** Email
- Priority:** 2 - Medium
- Offering(s):** Documentation Set 1
- Subject:** Brian would like to get the latest version of doc set 1
- Status:** Reassigned
- Owner:** STEVE
- Submitted:** 3/6/2007 5:02:26
- Description:** Brian would like to get the latest version of Documentation Set 1. He has recently upgraded his companies product set, and would like to distribute the new documentation set to his team in order for them to understand all the additions and changes with their latest upgrade.
- Deadline:** 3/ 8/2007
- Please Forward Documentation Set 1 to Brian Wright at Velocity Group as soon as possible.**

Below the case details is a 'Notes' section with a table of activity history:

By	When	What
STEVE (Steve Johnson)	3/6/2007 5:43:14 PM	Reviewed and processed.
STEVE (Steve Johnson)	3/6/2007 5:33:44 PM	Please forward Documentation Set 1 to Brian Wright at Velocity Group as soon as possible.
STEVE (Steve Johnson)	3/6/2007 5:33:38 PM	Brian would like to get the latest version of Documentation Set 1. He has recently upgraded his companies product set, and would like to distribute the new documentation set to his team in order for them to understand all the additions and changes with their latest upgrade.

The interface also features a left-hand navigation pane with buttons for Contacts, Activities, Calendar, Mail, Opportunities, Projects, Campaigns, Service, Leads, and Knowledge Base. The status bar at the bottom shows 'Common Contact Set', 'Num | Master', 'Monday, March 12, 2007', and '10:53am'.



## **# 2 Never Get Blindsided Again**

Never again will you have a sales meeting hijacked due to a support issue that you were not aware of. From marketing to sales to support to management, you now have a full view into customer interactions. Your sales force can now meet customers with confidence, as they are able to view any outstanding cases that a customer or prospect may have. Nothing can replace the ability to proactively address any open issues before talking about additional sales opportunities. GoldMine Premium Edition provides you a complete view into all your customer activities'.

## **# 3 Leverage the Loyalty Factor**

We have all heard statistics about how much more expensive it is to acquire a new customer than it is to retain one. Some studies show that it may be as high as 7-10 times more expensive to get a new customer. It is now more important than ever that you focus on turning your service and support organizations into revenue generation engines, and moving them away from merely being a cost center. GoldMine Premium Edition helps you understand and leverage your most loyal customers since their entire customer lifecycle information is stored in one solution.

## **# 4 Utilize the Latest in Windows Technology**

GoldMine was chosen as the only mid-market Sales and Marketing Solution included in the Microsoft Windows Vista® launch. Keep all your existing GoldMine data, and use it on your new computers. Stay ahead of the curve by using the latest GoldMine Premium Edition on the newest Microsoft Windows Operating System.



## **# 5 Utilize Powerful Reporting Tools**

If you need to modify existing reports or create your own reports, you can use Crystal Reports XI report writer. Leverage Crystal Reports' powerful reporting tools to put you in position to make proactive business decisions. Utilize proven reporting tools that are included along with GoldMine Premium Edition.

## **# 6 GM+Browser**

Use the GM+Browser functionality in GoldMine Premium Edition to show multiple windows displaying additional information from disparate systems. The GM+Browser



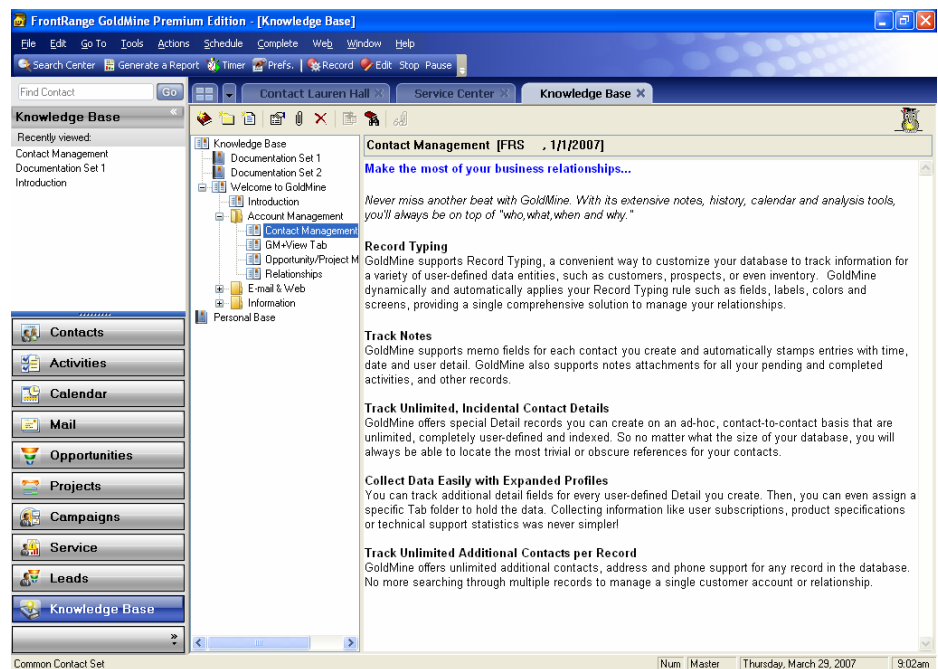
functionality is an extension of the GM+View capabilities found in other GoldMine products.

## # 7 Microsoft® SQL Server 2005 Database

Included with GoldMine Premium Edition is Microsoft® SQL Server™, which provides more robust data management capabilities and increased dependability, stability and scalability for any size organization. The inclusion of a 5 user pack for the database provides additional value when purchasing GoldMine Premium Edition.

## # 8 Provide Consistent Support

Use the Knowledge Base functionality in GoldMine Premium Edition to store key items for your support organization. From storing commonly found issues to company announcements, the content repository provides users with the most updated information. Providing access to the Knowledge Base allows you to bring new employees up to speed quickly, all the while insuring consistent and accurate support for your customers.





## # 9 Microsoft® Outlook® Integration

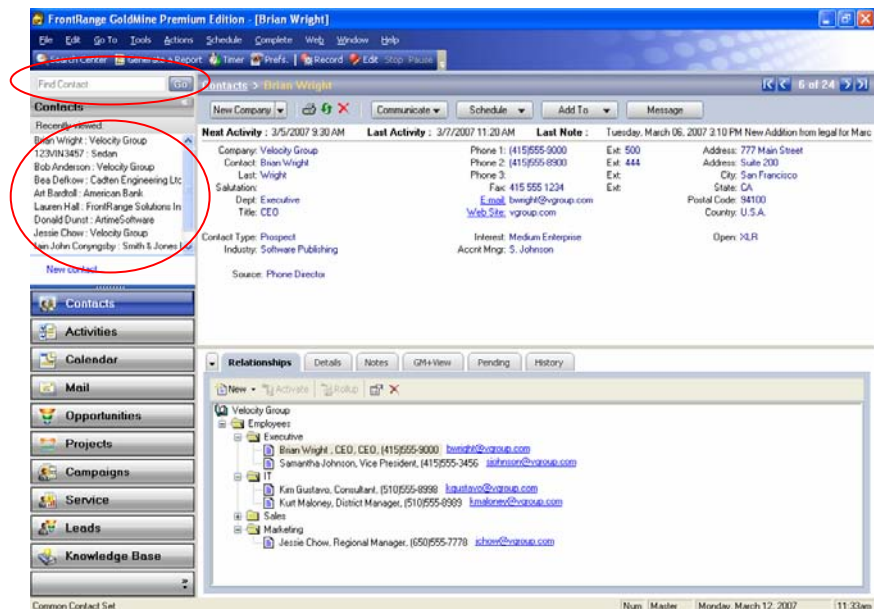
Included with each license of GoldMine Premium Edition is our GoldMine® Integration Services for Microsoft® Outlook®. This tool provides address book and email management capabilities between GoldMine and Outlook to keep all information in one central location.

## # 10 Improve Data Quality and Improve Data Entry Time

Auto Complete features allow users to enter data more accurately and quickly in GoldMine Premium Edition. Now when you enter the first letter of an entry in a pick list, the application offers up the auto fill entry for you. Reporting is more consistent, as the application provides companies peace of mind about the overall quality of their data. Along with the obvious data quality benefits, the application improves overall user efficiencies with the 'quick' entry of data provided with the auto complete feature.

## # 11 Get Rid of That 'Lost' Feeling

GoldMine Premium Edition provides users with tools to enhance overall productivity. With the addition of a Contact Search box that remains in the navigation window regardless of where you are in the application, you can always find contacts quickly and easily. Imagine never having to tell a customer "Hold on while I pull up your record" again. We have also added a context sensitive pane to the user interface that allows you to see recently viewed records depending on where you are in the application. These features help your users stay on track regardless of any interruptions that they may encounter during the day.





## # 12 Improve User Adoption

One of the biggest problems in a CRM implementation is trying to make sure that the application gets used. GoldMine Premium Edition provides configurability options for users so they can fine-tune the way their applications look. By providing drag and drop reordering of tabs as well as the ability to show and hide additional tabs, users can become more efficient with a few clicks of a button. Users will be able to select their best view of information for their daily business needs.

## # 13 Faster Grouping and Filtering

Users have always asked for quicker and easier ways to filter or group lists without having to run a separate report. Now in GoldMine Premium Edition, grid controls have been dramatically improved to provide robust grouping and filtering capabilities. You can now summarize information, further filter that information, or group information with a few clicks or drag and drop functionality. If you are headed to a particular city to meet with a contact, you can now quickly drag the city name into the grouping area, and get a complete view of contacts by city. This can all be done from within GoldMine Premium Edition, thus reducing dependencies on running additional reports.

The screenshot shows the GoldMine Premium Edition interface with the 'Contacts' window open. The window title is 'FrontRange GoldMine Premium Edition - [Contacts]'. The menu bar includes 'File', 'Edit', 'Go To', 'Tools', 'Actions', 'Schedule', 'Complete', 'Web', 'Window', and 'Help'. The toolbar contains 'Search Center', 'Generate a Report', 'Timer', 'Prefs.', 'Record', 'Edit', 'Stop', and 'Pause'. The main window is titled 'Contact List X' and shows a list of contacts grouped by state. The 'State' column is expanded to show 'AZ' and 'CA'. The 'AZ' group is selected, and the following table shows the contacts in that group:

Company	Contact	Phone1	City	Zip
American Bank	Art Bardoll	(310)555-3783	Santa Monica	90403
Velocity Group	Bob Anderson	(415)555-7676	San Francisco	94102
Velocity Group	Brian Wright	(415)555-9000	San Francisco	94100
Smith & Jones LLP	Iain John Conryngsby	(213)555-1234	Los Angeles	90071
Velocity Group	Jerry Smith	(415)555-6756	Berkeley	94555
Velocity Group	Jessie Chow	(650)555-7778	San Mateo	94560
Velocity Group	Kim Gustavo	(510)555-8998	Orinda	94200
Velocity Group	Kurt Maloney	(510)555-8989	West Hills	94588
Velocity Group	Samantha Johnson	(415)555-3456	San Francisco	94100
Sue's Flower Shop	Sue Harner	(818)555-4567	Canoga Park	91364

Below the table, the 'Next Activity' is 3/3/2007 10:00 AM, 'Last Activity' is 2/25/2007 5:20 AM, and 'Last Note' is September 23, 1997 at 3:22pm. The note text is 'The "Notes" tab should only be use'. The contact details for 'Lauren Hall' are shown below the note:

Company: FrontRange Solutions Inc.  
 Contact: Lauren Hall  
 Last: Hall  
 Salutation:  
 Dept: Sales  
 Title: CEO  
 Contact Type: Other  
 Industry: Technology  
 Source: Internet

Phone 1: (800)786-7889  
 Phone 2: (800)709-3562  
 Phone 3: (800)854-3526  
 Fax: (719)536-0620  
 E-mail: suggestion@frontrange.com  
 Web Site: http://www.frontrange.com

Ext: TS  
 Ext: Sales  
 Interest: F. Darling  
 Accnt Mngr: F. Darling

Address: 1150 Kelly Johnson Boulevard  
 City: Colorado Springs  
 State: CO  
 Postal Code: 80920  
 Country:

Open: Yes

Common Contact Set Num | Master Friday, March 30, 2007 10:48am



## # 14 Enhanced Daily Activity Management

The key to any your productivity is helping you get the most out of each and every day. Having all customer information is handy, but all this information can also hinder your ability to have an efficient workday. In order to help streamline the each and every day, the Daily Activity Management features of GoldMine Premium Edition have been enhanced. A powerful activity list tree has been added so users can quickly access open and closed activities, as well as email communications, all with the click of a button. Support for multiple alarms in one application window has also been included in Premium Edition. No longer will multiple windows open up when multiple alarms come up in the application.



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