

Creating Customers for Life.™

Today's competitive business arena demands that businesses look for best practices not only to identify new business, but more importantly, to retain existing business and provide the best possible service to customers.

GoldMine® FrontOffice 2000™ is that solution.

GoldMine FrontOffice 2000 combines GoldMine® Sales and Marketing™, GoldMine® Service and Support™ and GoldMine® Management Intelligence™ to deliver the only easy to use and affordable customer relationship management solution for small to medium-sized businesses. With GoldMine, managers can gain up-to-the-minute insight on the status of any team through Manager's Console and Answer Wizard, GoldMine's unique Management Intelligence.

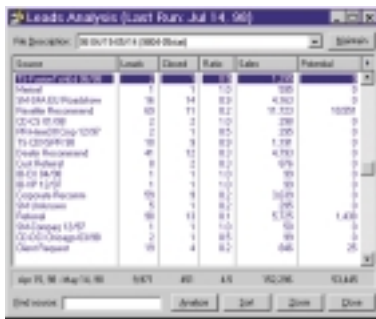
GoldMine integrates account management, sales force automation, and marketing automation with call center software for service and support desks to deliver a single, centralized solution for all of an organization's customer-facing operations. GoldMine addresses the customer relationship needs of the entire organization by enabling sales and marketing teams to work in concert with service and support teams, allowing the two areas to share critical account information and communicate in real time.

The power of GoldMine FrontOffice 2000 will soon be available in a dynamic, HTML-based GoldMine® Web™ client. GoldMine Web delivers small to medium-sized business a true, thin client solution for sales, marketing, service and support teams. GoldMine Web users can use their browsers to connect anytime, from anywhere, with the rest of their team. GoldMine Web offers users the ability to manage all of their customer relationships by supporting everything from basic call center activities to management analysis and measurement functions via browser.



GoldMine® **FrontOffice** **2000**™

FrontOffice 2000 Advantage



Automate your marketing efforts

Creating leads is only one step in the sales process; ensuring that leads are qualified and that ROI is tracked are critical next steps.

Benefits:

- Create marketing campaigns that target a specific audience and that can be measured and tracked
- Use Automated Processes™ to repeatedly touch your prospects
- Analyze and understand which campaigns are delivering leads

Manage your sales opportunities

Spending less time in front of the computer and more time in front of customers is an advantage for any sales team.

Benefits:

- Nurture new business rather than spend countless hours on reports and administrative tasks
- Generate sales forecasts and current quotas effortlessly
- Access information instantly to make key management decisions and adjustments

Expedite call center activities

Servicing customers with superior quality is critical to building customer loyalty.

Benefits:

- Respond instantly to customer needs and resolve problems quickly
- Share information, systematically retrieve answers and gather important customer information
- Empower support teams to effectively cross-sell and up-sell existing customers



Analyze key business metrics

Having a single cohesive view of the business gives managers a real competitive advantage.

Benefits:

- Stay in-the-know via key business metrics defined in Management Intelligence
- View work in progress, at individual or departmental levels, and make adjustments real time
- Get the exact information you need – GoldMine's Answer Wizard guides you through questions that deliver the reports most useful to you



Unite with customers via the Web

With GoldMine Web, internal GoldMine users can log into Sales and Marketing, Service and Support, as well as Management Intelligence. GoldMine Web delivers an affordable intranet solution for accessing all of GoldMine FrontOffice 2000's modules. In addition, GoldMine Web offers "extranet" users, such as a business' customers or channel partners, the ability to collaborate over the Internet. GoldMine Web includes self-service solutions for customers ranging from ticket logging, knowledgebase searching and issue tracking, as well as Partner Relationship Management support including lead, sales and opportunity sharing.

System Requirements: Pentium 166MHZ or higher IBM-compatible PC/VGA Monitor/16MB RAM/65MB free hard drive space/Microsoft® Windows 95/98/NT/Novell/MS-SQL Server 7.0

GOLDMINE
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