



## ENTERPRISEWIDE SALES AND MARKETING MANAGEMENT, MADE EASY.

Being on top of your customer information means managing your prospects and customers effectively and winning more business.

GoldMine® Corporate Edition is the software of choice for many SME and enterprise wide organisations that expect exceptional team based contact management combined with sales & marketing automation.

### Business benefits:

- **Opportunity Management**

Get an accurate snapshot of the sales pipeline to help sales teams prioritise the highest profit opportunities

- **Built-in Analysis**

One button access to advanced analytical tools provides reports on sales results, including quotas, forecasts and win/loss details

- **GoldSync**

Automated synchronisation delivers key information to your distributed and mobile team when and where they need it

- **Client/Server Support**

Microsoft SQL Server™ offers enhanced database scalability and reliability

- **Microsoft Outlook Integration**

Use the Microsoft® Outlook® 2000 client to send and retrieve e-mail while automatically linking all messages back to the contact's history in GoldMine

- **Time/Day Planning**

New calendar toolbar makes meeting requests for multiple contacts and GoldMine users easy

- **E-mail and Document Management**

Easily create, sort, order and select document templates for high-impact messages

- **Sales Forecasting and Analysis**

The Opportunity Manager Wizard and multi-forecast sales logic make it easier than ever before to manage your sales pipeline

- **My GoldMine Desktop**

Quickly customise your GoldMine desktop into an active homepage to support your business intelligence and daily information requirements

- **Standard Business Tools**

GoldMine Corporate Edition also supports PDA synchronisation, built-in reporting, importing and exporting wizards, integration with e-mail, linking to WAP/GRPS mobile phones, palm-tops and the Internet

GoldMine Corporate Edition manages your customer relationships from contact to contract. It's proactive, precise, proven.





## Why GoldMine Corporate Edition?

Proactive, precise, proven, GoldMine Corporate Edition takes care of the regular and routine tasks, giving you more time to close sales. It analyses campaign effectiveness and response, to show what's worked and what hasn't. Helping you to focus on deploying more relevant, targeted and cost effective campaigns. It also enables your sales & marketing team to share information with other functions and gain a complete picture of your customer.

## Worry less. Do more

Easily integrated with your current management and office communication systems and management tools, it provides the powerful functionality and scalability of a traditional enterprise product but with far less cost.

For your sales force – it automatically takes care of the regular and routine tasks, enabling your sales team to focus on closing sales.

For your marketing team – it provides the right information to understand whom to target with messages that work, helping to increase leads and monitor campaign effectiveness.

## Know your customers inside out

GoldMine Corporate Edition boasts key prospect and client relationship information, together with detailed views of past and present data as well as future projections. It increases marketing effectiveness and empowers your team to target, track and monitor all communications and interactions, making it easier to shorten sales cycles, hit the numbers and accelerate revenue.

It works the way you do to achieve what you want.

## Integrate with other business functions

GoldMine Corporate Edition offers seamless integration with leading office communication and management tools such as Outlook™ e-mail client, Sage™ accounting system and HEAT® Service & Support™ from FrontRange Solutions. It means you can maximise your existing investments, share business-critical information across functions and gain a complete view of your customers.

## Features that make the difference:

### • QuickStart Wizard

Quick and easy installation gets the team up and running in no time. First time users get step-by-step guidance on the system set-up essentials

### • Opportunity Manager Wizard

Multi-sales forecasting logic simplifies the management of complex sales opportunities making it easier than ever to manage the sales pipeline

### • Simplified Contact Search Centre

A simpler, more intuitive centralised tool for searching makes finding contacts and prospects quick and easy

### • GM + View

Embed rich data into customer records including photos, graphics and sound files

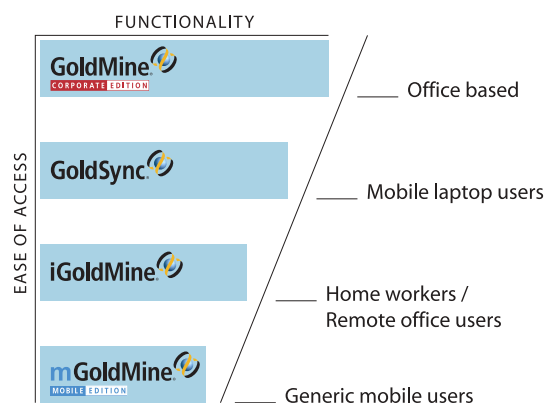
### • XML Support

Import and export all the contact and associated data you need to any XML-enabled database or application ensuring you can integrate with your other business applications now and in the future

## GoldMine Corporate Edition Version 6.5 System Requirements

- Microsoft® Internet Explorer® 6.0
- Microsoft® SQL Server™ requires Microsoft® Windows® 2000 or Windows 2000 Advanced Server
- Intel® Pentium® 166 MHz or higher CPU (Pentium II or higher recommended)
- Super VGA (800 x 600) or higher resolution video adapter and monitor
- 32 MB RAM (64 MB or more recommended)
- 64 MB RAM (128 MB or more recommended)
- 105 to 290 MB of available hard disk space (500 MB recommended)
- Palm OS® 3.x or higher

## BALANCING FUNCTIONALITY WITH BUDGET



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