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GoldMine®
Creating Customers for Life®

GoldMine® Premium Edition

Software the way you want it!

Solutions Overview

GoldMine® Premium Edition is the latest Customer Relationship Management solution from FrontRange Solutions and the award winning GoldMine product line. GoldMine Premium Edition has been designed for sales, marketing and service representatives to fully interact and understand their entire customer base. GoldMine Premium Edition will positively impact your productivity, customer relationship capabilities, and will continue to help you better manage your sales, marketing, and now, customer service efforts

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Complete Customer Lifecycle Features

GoldMine Premium Edition features help sales, marketing and service organizations reduce costs, drive revenue and improve overall customer satisfaction with improved workforce efficiency. GoldMine applications help companies maintain all customer lifecycle interactions in order to create a winning solution; the way you want to run it.   GoldMine Premium Edition has been developed with several key components in mind, most notably an enhanced user interface to aid in increased user productivity, and new customer support functionality for improved client knowledge and customer retention.

Customer Relationship and Daily Activity Management

- **Understand your customers** – Understand a complete view of customer relationships. Centralize all contact information from disparate systems for a holistic client analysis
- **Increase user productivity** – Focus on your client interaction process through various types of client communications
- **Management & analysis** – Leverage numerous reporting and analysis functions for users and managers to clearly decipher daily business processes

Marketing Automation

- **Improve marketing effectiveness** – Comprehensive campaign features enable you to target the right contacts for every marketing campaign
- **Convert leads to sales** – Monitor a campaign's pipeline visibility in real-time to generate more qualified leads
- **Campaign analysis** – Leverage numerous reporting and analysis functions for marketing managers to understand which campaigns are productive and which ones need to be refined
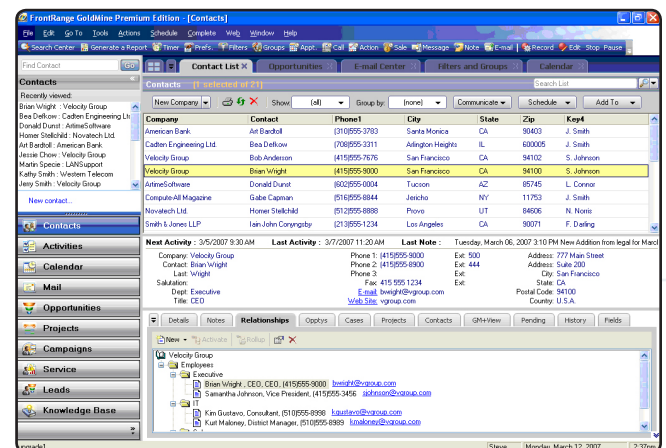
Relationship Management: GoldMine Premium Edition captures customer, contact and prospect data, all in one convenient location. A central customer data master enables your sales, marketing and service teams to view consistent data and similar facts across all facets of your company. GoldMine users can view customer relationships, maintain account and contact history, and manage their daily activities. Users are provided an entire history of each customer, including notes, actions, transactions posted over the lifecycle of each customer, and robust customer relationship functionality helps users visually distinguish each contact's relationships and organization hierarchy data.   Contact search features allow users to search, filter and group their clients as they see fit, thus increasing user productivity and increasing customer retention. Data cleansing tools are available to help clean up existing data and hinder new data corruption for maximum productivity when interacting with clients. GoldMine Premium Edition allows your entire organization to effectively communicate with their client base.

Sales Management

- **Drive more revenue** – Track leads from contact to contract, resulting in shortened sales cycles and increased revenue
- **Increase sales productivity** – Streamline sales process and forecast methodologies for a clear, consistent selling practice
- **Track sales potential** – Managers can clearly understand the state of the selling process through any sales stage, and users can compare sales to quotas

Customer Service and Support

- **Complete CRM features** – Leverage service center functionality for complete customer lifecycle support
- **Improve customer retention** – Service center features enable users to provide clear, consistent answers to any customer service request
- **Provide optimal customer care** – Service teams can quickly manage all daily case activities to improve work efficiency and solve issues in real time

Powerful customer interaction capabilities to help maintain customers and contacts

**Calendar, Activity and Communication Management:** GoldMine Premium Edition supports daily activity management features. Daily activity management enables users to schedule all types of contact interactions, such as, calls, meetings, appointments and follow up's, and view those activities

through various calendar views for a more focused communication process. Daily, weekly and monthly filters allow each user to view their activities as they see fit and through leveraging GoldMine software's activity reminder, no activity will go untouched. Group calendar features in GoldMine Premium Edition allow managers to view their subordinates activities via the group calendar and helps managers view each agent's call report history. GoldMine Premium Edition supports robust interaction management features. Any type of GoldMine user can consistently communicate with their client base through email, physical mail, or voice. By using multiple customer interaction mechanisms in GoldMine Premium Edition, your sales, service and marketing teams will be better prepared with customer details, thus helping increase customer satisfaction and customer retention.

Campaign and Lead Generation: GoldMine Premium Edition campaign features help you improve marketing effectiveness by targeting the right contacts for each marketing campaign. The intuitive marketing campaign generator lists contacts which qualify for specific campaigns, automatically generates user activities in real time, and helps marketing managers create and initiate mail and email campaigns. Use GoldMine software to initiate the leads process and analyze the productivity of each campaign. GoldMine users can manage leads for customers, contacts and prospects. Lead features allow you to take control of your leads by assigning ownership of each lead, as well as, provide you the ability to import leads as needed. The application helps you clearly define rules that will optimize lead routing and lead ranking for more efficient results. GoldMine Premium Edition's lead management system helps distribute leads in real time so your users can manage and track leads for greater revenue generation and more focused marketing efforts. GoldMine Premium Edition marketing campaign and lead features help you achieve instant results.

Opportunity, Projects and Forecast Features: Maintain a consistent sales business processes using GoldMine Premium Edition. Sales agents can actively work on their pipeline, either individually or with the help of their sales team, from instantiation throughout the completion of the entire sales cycle. Opportunity creation wizards help guide users to schedule follow-up tasks, track important customer information, such as competitor and influencer information, and help suggest information to increase revenue and assist the close of sale. As sales progress, use powerful forecast features to produce solid pipeline and forecast numbers. Opportunities can further be extended to capture client projects for an overview of your customers' complete needs. GoldMine Premium Edition provides sales managers a comprehen-

sive tool to manage each subordinates forecast. After a GoldMine user forecasts' opportunity sales information, sales managers can ensure accuracy and reliability by following the companies best forecast business process, and can further help agents boost productivity by examining forecast facts and figures exposed to them in GoldMine. GoldMine Premium Edition Forecast and pipeline features enable sales organizations to examine the stability of their business, manage opportunities in real-time, and administer the forecast pipeline for the greatest revenue impact.
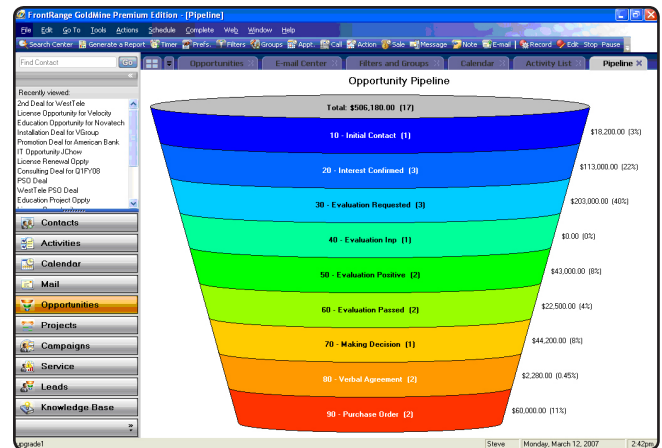
Use the Opportunity and Forecast features to streamline sales processes

Customer Service and Support: GoldMine Premium Edition helps organizations maintain customer retention and increase their level of customer support. Enhance productivity by streamlining support best practices and through accessing a knowledge base full of information with the customer support module. Customer support teams can leverage GoldMine software's customer service center functionality which enables tracking, resolution, and reporting of customer service requests. Not only can customer service agents improve customer satisfaction and decrease costs by providing real-time service request answers to their customer base, but any customer facing agent can do so as well since case history and service request details can be exposed to your sales and marketing divisions. The customer support module is a perfect fit to help round out the customer relationship management capabilities of GoldMine Premium Edition.

Analytics, Reporting and Knowledge Base: GoldMine Premium Edition analytics and reporting functionality helps users understand their individual performances and allows managers to view their business progress. Reporting and analytics help you concentrate on strategic efforts that deliver maximum results, such as, analyzing lead attributes for greatest impact on marketing spend, identifying opportunity characteristics to quickly recognize top opportunities, and by analyzing which sales process consistently closes deals the fastest.

GoldMine Premium Edition Knowledge Base feature provides a resource for maintaining any type of information useful to your sales, marketing and service teams. Knowledge Base can be easily accessed for storing and retrieving such items as graphics, multimedia files or document information. Various controls can be added to corporate knowledge base so users can be presented with newly added corporate information, as well as, accessibility rights can be granted and revoked. Each user also has the ability to maintain a personal knowledge base for enhanced user productivity.

User Interface Additions and Enhancements: Continue to leverage powerful GoldMine solution features and functionality with GoldMine Premium Edition, but now do it with a new and improved user interface. The enhanced user interface has been built with user productivity in mind, making GoldMine Premium Edition easier to learn and use. The most notable user interface enhancement is the configurable left hand navigation bar for quick access into any GoldMine feature. Another key feature enhanced from previous GoldMine releases is the new tabbed view which allows users to switch between open windows in GoldMine easily and uses the available space on the screen more effectively. Other user interface additions and enhancements include: a recently viewed box that displays the records most recently accessed, a contact search box for faster access to any contact, user configurable grid controls, such as, group by, summary and filter mechanisms, and a new activities list that allows users to easily view and manage open vs. closed activities as well as email interactions. GoldMine Premium Edition provides considerable user interface enhancements for better user adoption, with a modern look and feel.

GoldMine Premium Edition: GoldMine Premium Edition customer relationship management features continue the powerful tradition of the GoldMine solutions brand by allowing you to automate and improve the effectiveness of sales and marketing operations, simply and quickly. And now, with the latest GoldMine product release, GoldMine Premium Edition, your customer service agents can leverage this powerful tool to follow in this same tradition.

The GoldMine Premium Edition application can be extended to capture all your business needs, configured for any divisional desires, and integrated to third party systems. Continue to leverage powerful GoldMine solution features such as, GoldMine + View for external data publishing, GoldSync® for automatic user updates, and optional add on features such as synchronization with Microsoft Exchange Server® (GISME), integration for use with QuickBooks, iGoldMine™ for web access, and IPCM integration for voice capabilities.

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Minimum System Requirements

Please note that requirements vary by implementation. Contact your FrontRange representative for more information.

Server System Requirements

- Microsoft Windows® 2000 Server/ Advanced Server
- Microsoft Windows Server® 2003
- Microsoft® SQL Server™ 2005 (SP1, SP2) or SQL Server 2000 (SP4)
- 1 GB of RAM, 2 GB or more depending on size of the database
- 2.0 GHz or faster CPU (Intel or AMD)
- 125 MB of available hard drive space (1 GB or more recommended)

Shared Workstation Requirements

- Microsoft Windows® XP, Windows Vista™
- Microsoft Windows® XP, Windows 2003 Server - 512 MB of memory (1 GB or more recommended)
- Microsoft Windows Vista™ - 1 GB of memory (2 GB or more recommended)
- 65 MB of available hard drive space (165 MB or more recommended)
- 1.5 GHz or faster CPU (Intel or AMD)

MORE INFORMATION

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