



white paper

Sales Force Automation



Integrated Business Processes for Small & Mid-Sized Businesses

Why Buy GoldMine® Premium Edition?



FrontRange Solutions
5675 Gibraltar Drive
Pleasanton, CA 94588
Telephone: 800.443.5457
Fax: 719.536.0620
www.goldmine.com



GoldMine® Premium Edition You need it now more than ever! Real Answers.....Real Time

Top Reasons Why to Buy GoldMine Premium Edition....with New Items in GMPE 8.5!

Has your business grown and evolved? Are you finding it difficult to understand answers to business questions? If so, there has never been a better time to buy the newest product in the GoldMine® solution family - GoldMine® Premium Edition (GMPE). Along with Sales and Marketing functionality, Premium Edition provides a number of additional benefits to CRM users, including case management features for your customer service teams, numerous productivity enhancements for greater user efficiency, and additional administration capabilities for a lower total cost of ownership.

GoldMine Premium Edition 8.5, the spring 2009 release to the popular GMPE product line provides new benefits for your company, including a faster time to deployment, over 300 product improvements to business functionality, and a number of productivity enhancements to boost employee efficiency.

Listed below are several reasons for you to consider purchasing GoldMine Premium Edition, along with specific improvements to the latest version of GMPE: GoldMine Premium Edition 8.5....you need it now more than ever!

Why Buy GoldMine Premium Edition?

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.



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 open customer issues before talking about additional sales opportunities. GoldMine Premium Edition provides you a complete view into all your customer activities'.

A screenshot of the FrontRange GoldMine Premium Edition [Service Center] web interface. The interface is a complex web application with a blue header and a white main content area. The header includes a menu bar with options like File, Edit, Go To, Tools, Actions, Schedule, Complete, Web, Window, and Help. Below the header is a navigation bar with tabs for Reporting, Add-ons, Dashboards, and Customize. The main content area is divided into several sections. On the left, there is a sidebar with a search bar and a list of recently viewed service records. The central part of the screen displays a detailed view of a service record for Case Number ABC.0111.03062007. This view includes fields for Company (Velocity Group), Contact (Brian Wright), Subject (Brian would like to get the latest version of doc set 1), and 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.). There are also fields for Template, Category, Type, Origin, Priority, Offering, Status, Owner, Submitted, and Deadline. At the bottom of the screen, there is a status bar showing the user's name (Bill), the date (Wednesday, April 01, 2009), and the time (3:59 pm).

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 Powerful Reporting Tools

If you need to modify existing reports or create your own reports, you can use Crystal Reports® 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.

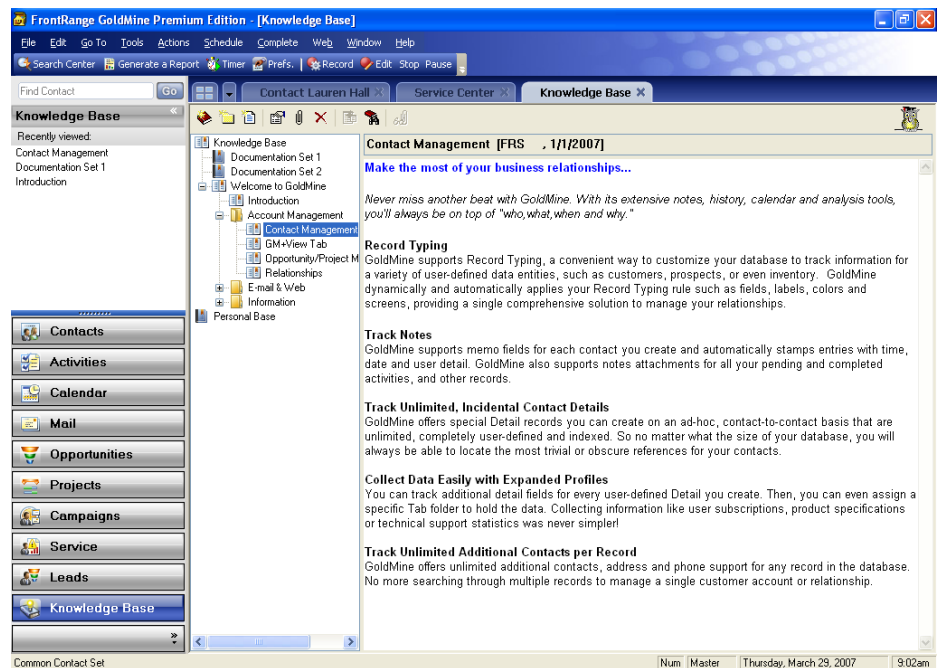


5 GM+Browser

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.

6 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.



7 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.

8 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.



9 Get Rid of That 'Lost' Feeling

GoldMine Premium Edition provides users with tools to enhance overall productivity. With the addition of a Universal Search box that remains in the navigation window regardless of where you are in the application, you can always find GoldMine information 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.

The screenshot displays the FrontRange GoldMine Premium Edition interface. A red circle highlights the 'Universal Search' box in the top navigation bar. Below it, the 'Contacts' pane shows a list of recently viewed contacts, including Brian Wright, Ray D'Veing, Dolly Harden, George Vaughn, Robin Sanchez, Brent Dessenberger, Bob Comber, Brandy Smith, Bill Brown, Aaron Jamison, Joan Greenfield, and Demo System. The main window shows the contact details for Brian Wright, including his company (Velocity Group), name, title (CEO), address (777 Main Street, Suite 200, San Francisco, CA 94100, U.S.A.), and contact information (Phone: (415)555-9000, Home: (415)555-8900, Mobile: 415 555 1234, Fax: 415 555 1234). The interface also shows a 'Relations' pane with a tree view of the organization structure, including Velocity Group, Employees, Executive, IT, Sales, and Marketing.

10 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.



11 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.

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 Conryngsty	(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

Next Activity : 3/3/2007 10:00 AM Last Activity : 2/25/2007 5:20 AM Last Note : September 23, 1997 at 3:22pm@The "Notes" tab should only be use

Company: FrontRange Solutions Inc.	Phone 1: (800)786-7889	Ext:	Address: 1150 Kelly Johnson Boulevard
Contact: Lauren Hall	Phone 2: (800)709-3562	Ext: TS	Address:
Last: Hall	Phone 3: (800)654-3526	Ext:	City: Colorado Springs
Salutation:	Fax: (719)536-0620	Ext: Sales	State: CO
Dept: Sales	E-mail: suggestion@frontrange.com		Postal Code: 80520
Title: CEO	Web Site: http://www.frontrange.com		Country:
Contact Type: Other	Interest:		Open: Yes
Industry: Technology	Acct Mngr: F. Darling		

Source: Internet

12 Enhanced Daily Activity Management

The key to 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 streamline each 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.



What's New in GMPE 8.5?

1 Universal Search

With powerful Universal Search capabilities included in GoldMine Premium Edition 8.5, you now can retrieve client information in one simple to use feature. GMPE provides users with tools to enhance overall productivity. With the addition of a Universal Search component that remains visible to the user, users can always find in-depth client information such as activities, notes or emails, quickly and easily. Not only can users find information about a contact, opportunity or other specific piece of CRM data, they can also search on information stored in documents linked to a contact in GoldMine.

2 Preview Panes and extra details field

GoldMine Premium Edition 8.5 provides users a preview of client information without having to drill into the record itself. This quick, detailed view of important record information, such as linked documents, and pending or historic activities enables speed, greater knowledge and quicker response time from users to clients. With the addition of extra configurable details fields, GoldMine users can now capture additional data to meet their detailed business process and data analysis needs.

3 Email center UI enhancements

GoldMine Premium Edition 8.5 improves usability of GoldMine email functions with additional product features and by aligning usage with the popular Outlook user interface style. GoldMine email now supports additional grid controls, such as, sorting, filtering and grouping capabilities so users can easily view data and new folder options, such as a favorite's folder and message counts provide better visibility into users email information. Other improvements to GoldMine email usability include the ability to indicate in bold font both read and unread messages, and enhanced email linking capabilities to GoldMine opportunities, projects and cases.

4 Lookup List / Cross-Field Validation

Lookup list, or cross-field validation features allow users to enter data more accurately and quickly in GoldMine Premium Edition 8.5. This feature gives users the ability to validate data in one field based on information stored in another field. For example, users can validate the sales owner of a contact based on the country or region that contact resides in. As another example, users can validate a contacts title, based on the department previously saved to that contact. This feature ensures reporting is more consistent since the application provides companies peace of mind about the overall quality of their data. Along with the obvious data quality benefits, the application also improves overall user efficiencies with the validated entry of data provided with this lookup list feature. Users now have a more definitive list of data to pick and choose from when creating and editing GoldMine data.



5 Activity Management improvements

One of the key areas for any CRM implementation is ensuring end users can perform their daily tasks with ease, both with clients and with team members. GoldMine Premium Edition 8.5 improves activity management by expanding the ability to manage activities amongst team members through assignment improvements, and via clients with RSVP and delegation enhancements. Also with improvements to notifications and activity list, GMPE 8.5 helps expose data in a simple and effective manner. These activity management items improve team administration capabilities, as well as, greater management control and reporting options.

6 New Administration controls

New administration features provide greater control for administrators to manage user accessibility to help curb user error, incorrect data entry and poor data analysis. User's settings and security rights have been expanded throughout the application so it is easier for your administrators to promote and revoke user rights as needed.

7 Utilize the Latest in Windows Technology: Microsoft 2008 support

GMPE 8.5 supports Microsoft® Server 2008, SQL 2008, as well as, 64-bit Server O.S. These extensions help expand the IT infrastructure and additional platform support for Microsoft. Stay ahead of the curve by using the latest GoldMine Premium Edition on the newest Microsoft products.

#8 Unattended Installations and Automatic Upgrades

The new unattended installation and automatic upgrade options make it easier to implement and upgrade GoldMine with no user intervention. This deployment feature provides a quick time to value so your users can access GoldMine quicker after installations and upgrades, ensuring less downtime and helping free up much needed time for your IT department so they can concentrate on other, important IT tasks.

#9 Product Quality Improvements

Finally, GoldMine Premium Edition 8.5 has over 300 product quality improvements based on customer feedback!

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