

# GoldMine®

## Business Contact Manager

### Customer Management & Sales Force Automation



[www.frontrange.com](http://www.frontrange.com)

#### A complete customer view for everyone in your organization

You've built your business from the ground up. Today, mainstream businesses like yours are the backbone of the global economy. But, now that you've outgrown personal contact and task management, you're ready for *business* contact management — a real-world solution that can deliver comprehensive and consistent customer information, as well as rapid results sales force automation. You're ready to step up to a solution that meets your requirements today and will grow with you and your business in the future.

You're ready for GoldMine® Business Contact Manager, the award-winning, team-based customer management solution.

GoldMine Business Contact Manager makes it easy to introduce a new technology into your business. Getting your staff to adopt a new contact manager couldn't be easier. This is a solution that not only replaces your outdated or insufficient products, but is affordable and practical, as well.

#### Driving your business to the next level...

GoldMine Business Contact Manager can be implemented out-of-the-box, offering the same benefits of sales and marketing automation previously available only to larger corporations, but at a fraction of the cost and time to get your entire team up and running.

Start taking those essential steps toward effectively tracking and improving all of your customer interactions. With collaborative contact management and visibility into your sales and forecasts, you can be more productive and more responsive to customers.

With GoldMine Business Contact Manager, you can reduce the sales cycle by making the right information available to everyone on your team, from anywhere, at anytime. Manage customer information and communication more efficiently in three ways:

- Team-based contact management allows a single source of customer information to be accessed throughout the organization
- Ease-of-use equals less time spent learning software and more time servicing your customers
- Process automation helps shorten sales cycles and increase revenue opportunities

#### New Features:

- Enhanced Microsoft® Outlook® Integration via iCAL Meeting Requests
- Automated Processes™ Center
- Outlook-style Taskbar
- Enhanced Organization Chart
- Industry Templates for Financial Services, Insurance, Legal, Mortgage Lending & Real Estate Professionals
- E-mail Rules & Distribution Lists
- HTML E-mail Support
- E-mail Quarantine
- Microsoft® Word 98/2000 & 2002 & Adobe® Acrobat® Integration
- Undocked Sites Installer with GoldSync®
- One-button Synchronization



*"...with a toolset that is remarkable in scope and ease of use second to none, GoldMine remains atop the field of sales force automation utilities."*

— PC Magazine





*“GoldMine Business Contact Manager integrated with Intuit® QuickBooks™ Pro/Premier 2002 and Microsoft® Outlook is an affordable and versatile answer for businesses that have outgrown basic contact and task management.”*

— ROD JOHNSON  
AMR RESEARCH

## Problem/Solution

### Does this sound familiar?

- Unorganized, decentralized customer information
- Wasted time through duplication of effort
- Too many inefficient manual processes
- Inability to predict sales
- Lack of visibility into the sales pipeline
- Lost revenue (potential sales opportunities are mishandled or lost)
- Lost credibility due to inconsistent, incomplete, or incorrect contact/historical information

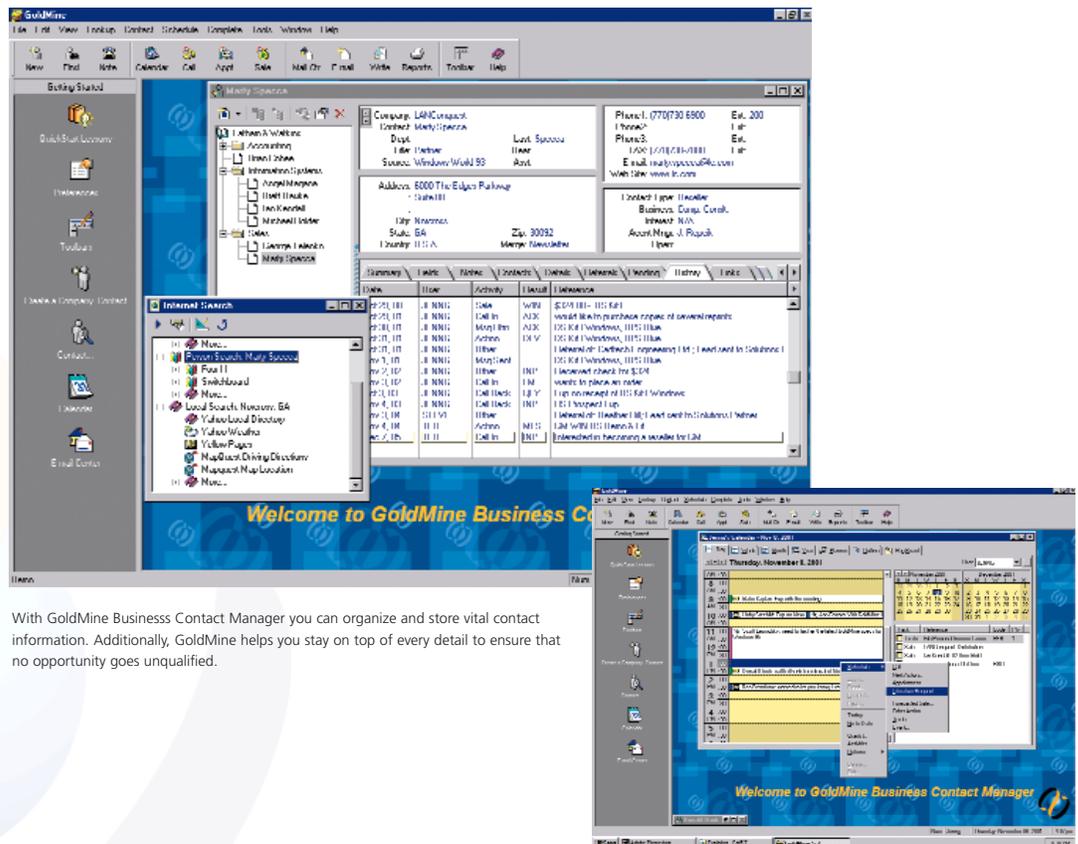
Unlike stand-alone contact managers, GoldMine collects and centralizes all information flowing through your organization, giving every employee the tools to focus on finding and keeping customers. GoldMine helps businesses gather, store and analyze customer information to win — and most importantly, retain customers.

### Focus more time on winning sales

**Complete Contact History Tracking:** Obtain instant access to a complete customer view — gain visibility into all your organization’s interactions with a customer. Having a single history folder reduces the time needed to research issues that may arise.

**Opportunity Management:** View the combined status of all your pending sales. See a graphical representation of the stages, close dates and potential revenue of your entire pipeline. With this one-stop look at the sales funnel for pending opportunities, you can link the right people and documents to the overall process.

**Document Management:** Keep track of your frequently used letters and e-mail templates, spend less time locating the right information to send to prospects and customers, and avoid sending duplicate information to the same person.



With GoldMine Business Contact Manager you can organize and store vital contact information. Additionally, GoldMine helps you stay on top of every detail to ensure that no opportunity goes unqualified.

## Features & Benefits

### Advanced Contact Management for Your Business



**GoldMine**  
Business Contact Manager

**Integrate With Other Core Applications —**  
GoldMine Business Contact Manager interacts with other applications crucial to your business operations, which now include Intuit® QuickBooks™ Pro/Premier 2002. For a complete and growing list of other integrated applications, visit [www.addonstore.com/goldmine](http://www.addonstore.com/goldmine).

### Distribute marketing messages & manage leads

**Automated Processes™ (APs):** Streamline day-to-day tasks, freeing up your sales force to focus on additional opportunities and, with Web data capture, automate initial stages of customer qualification and communication. Define business rules, send customized and targeted marketing messages, automatically. GoldMine will even automatically send out notices reminding customers of expiring contracts or regularly scheduled maintenance.

**Literature Fulfillment:** Schedule literature requests to individuals or groups of contacts, complete with appropriate cover letter, pertinent enclosures and delivery method — giving your sales staff more time to sell.

### Analyze your team's effectiveness

**Sales & Quota Analyses:** View forecasted sales, closed sales and comparisons between sales and quota with a click of a button — instantly get access to sales performance across your team without asking salespeople for reports.

**Leads Analysis:** Track responses and determine which campaigns were effective — ensuring that your marketing delivers the ultimate return on investment.

**Statistical Analysis:** Quickly and easily view closed and lost opportunities, total calls and number of completed activities for each user.

**Custom Reports:** Create reports to get the information you need, whether it's an account history or closed sales over customer lifetime.

### Leverage the Internet

**Web Data Capture:** Collect leads and information requests from your Web site and link with Automated Processes to reduce the need for manual follow up — instantly delivering pre-qualified leads to your sales team.

**E-mail Center:** Send and receive messages from within GoldMine and automatically link them to a contact's record — take advantage of e-mail rules, enhanced searching capabilities, merge code support and e-mail templates for frequently used messages and personalized mass mailings.

**Enhanced Outlook™ E-mail Integration:** GoldMine works hand-in-hand with Microsoft® Outlook via iCAL to manage e-mail messages from your Outlook Inbox and synchronizes not only e-mail messages, but also contacts, tasks and calendar activities.

*“With the release of GoldMine Business Contact Manager coupled with Intuit® QuickBooks™ Pro/Premier 2002 products and Microsoft® Outlook, FrontRange Solutions has succeeded in bridging the gap between traditional personal contact managers and complex CRM solutions.”*

— MIKE JUDE,  
SENIOR ANALYST  
ENTERPRISE MANAGEMENT  
ASSOCIATES

*“It's exciting news that small-to-midsize companies have access to something like GoldMine that is so powerful and yet cost-effective.”*

— KARI BERIT GUSTAFSON  
AGE IN MOTION



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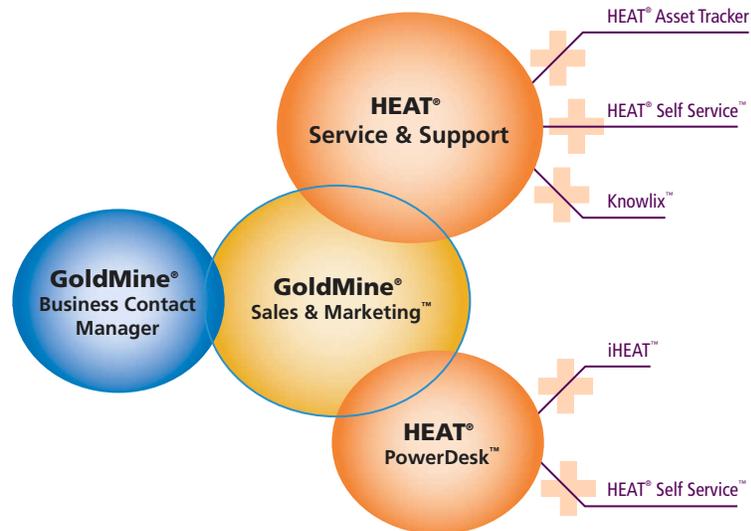
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**The Next Step — Complete Customer Relationship Management**

The GoldMine® FrontOffice CRM suite consists of GoldMine® Sales & Marketing™ with the robust power of HEAT® or entry-level capabilities of HEAT® PowerDesk™ to create an integrated service and support solution that gives everyone within your organization a complete customer view. And, with a variety of customizations, templates and integrated products, such as GoldMine® Everywhere for Web and wireless access, you can deploy a made-to-order solution that has your business working at maximum efficiency — for maximum revenue.



**Drive Your Business to the Next Level**

Know your customers, proactively predict and manage your sales pipeline, and deliver a high-quality customer experience every time — a proven path to success in any industry. With GoldMine Business Contact Manager, you can dramatically improve customer acquisition and retention rates, taking your sales — and your business — to the next level.

**System Requirements**

- Pentium® 133 MHz or higher
- PC/VGA or higher resolution monitor (800x600 minimum)
- 32MB RAM/50MB free hard disk space
- Microsoft® Windows® 98, ME, NT 4.0/2000 or XP



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