GoldMine®
Business Contact Manager

www.frontrange.com.au

A complete customer view for everyone in your organisation

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 This is a solution that not only replaces your outdated or insufficient products, but is affordable and practical, as well.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 organisation

- 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 Organisation 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 Synchronisation

"…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

PC MAGAZINE EDITORS' CHOICE

FrontRange SOLUTIONS™

Creating Customers for Life™

Problem/Solution

Does this sound familiar?

- Unorganised, decentralised 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 centralises all information flowing through your organisation, giving every employee the tools to focus on finding and keeping customers. GoldMine helps businesses gather, store and analyse 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 organisation'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.
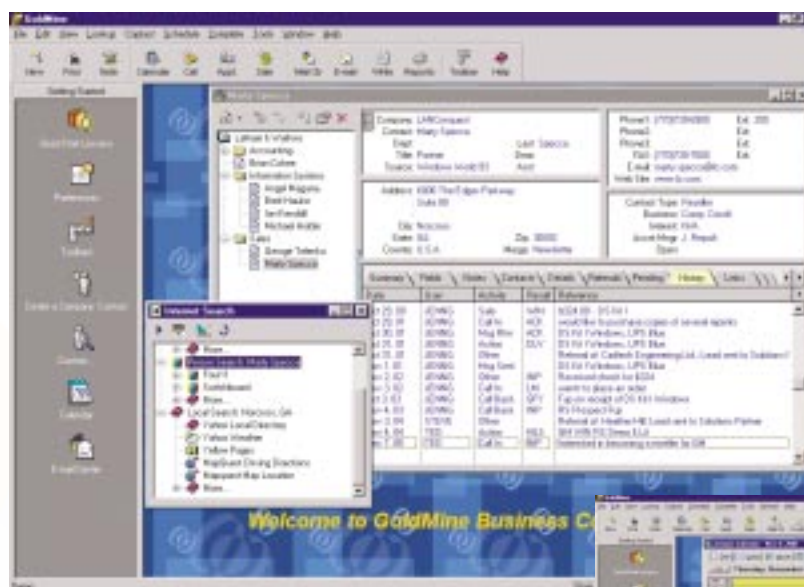
With GoldMine Businesss Contact Manager you can organise and store vital contact information. Additionally, GoldMine helps you stay on top of every detail to ensure that no opportunity goes unqualified.
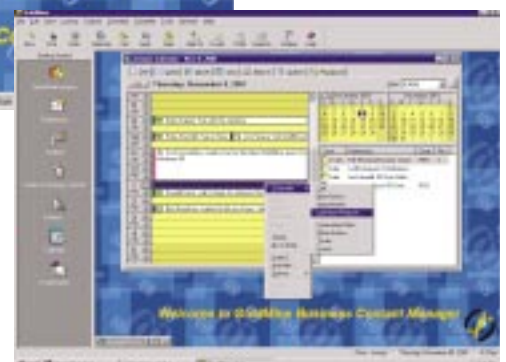
Features & Benefits

Advanced Contact Management for Your Business

Integrate With Other Core Applications — GoldMine Business Contact Manager interacts with other applications crucial to your business operations. For a complete and growing list of other integrated applications, visit www.addonstore.com/goldmine.

Contact Management

- Automated Processes
- Team-Based Collaboration
- Sales Forecasting
- Reporting
- Document Management
- iCAL Meeting Requests Microsoft® Outlook

GoldMine®
Business Contact Manager

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 customised 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.

Analyse 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 personalised 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 synchronises not only e-mail messages, but also contacts, tasks and calendar activities.

"GoldMine empowers us to develop and deliver new services to our customers."

— ROBERT KNIGHTS
PRINCIPAL,
ROB KNIGHTS & CO.,
AUSTRALIA

"Instead of reacting to customer orders, GoldMine puts customer information at our fingertips so we can be proactive and analyse the buying patterns of our customers."

— CONNIE NEWELL
SPECIALTY SALES MANAGER,
PACIFIC BRANDS APPAREL

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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 organisation a complete customer view. And, with a variety of customisations, 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.
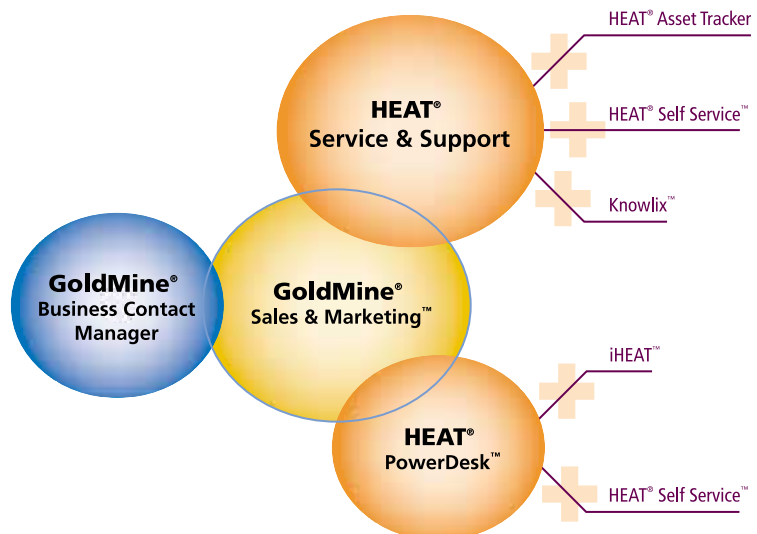
Drive Your Business to the Next Level

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