GoldMine® Premium Edition

Gain insight, increase knowledge… achieve better results

Solutions Overview

Introducing GoldMine Premium Edition 9.0, the latest release to the award winning GoldMine CRM Solutions product line. GoldMine Premium Edition: Gain insight, increase knowledge…achieve better results

A CRM solution should provide you real-time access to your customer facing team's processes, as well as an easy, quick view into the state of your client interactions. Static reports and analysis in the past were acceptable, but with today's constant changing business landscape and the ever growing need for information, instant views into your data is vital for you to make those important day to day decisions. With GMPE 9.0, you can do just that!

New GoldMine Premium Edition 9.0 features are developed to help you better manage your business information needs with a complete set of visual dashboards across all CRM functionality. GMPE 9.0 has pre-built dashboard parts for marketing automation, sales force automation and customer service business processes, and, clients have the ability to configure their own dashboard parts that match their specific CRM procedures. GMPE 9.0 also supports robust integration into the worlds most commonly used activity and email management tool, Microsoft Outlook. Now, GoldMine users can visually analyze the state of their business for better decision making as well as improved client relationship tracking and end user productivity.

GoldMine Premium Edition will positively impact your productivity, customer relationship capabilities, and will continue to help you better manage your sales, marketing, and customer service efforts.

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 9.0 has been developed with new, key components that empower the user with customer knowledge through a set of configuration dashboards, and enhances productivity with Microsoft Outlook integration.

New in GoldMine Premium Edition 9.0

Complete CRM Dashboards: provides instant access into GoldMine data. With Dashboards clients may quickly view sales, marketing and customer service business information for quicker response time to clients. Dashboards may also be edited, or added by clients so their exact business needs can be matched with this powerful real-time analysis tool. GMPE Dashboards are action oriented, meaning users can drill down from any dashboard to further filter the data view, and users can even drill down into the actual transaction records themselves.

Microsoft Outlook Integration: robust integration provides users a preview of GoldMine information directly from Outlook without having to switch back and forth between the two applications helping to improve adoption time and usage rates. GoldMine information is not only viewable, but users can drill into GoldMine records for additions, edits or further business follow-up.
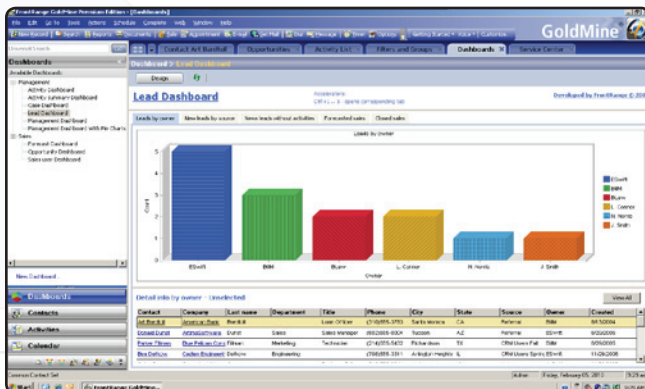
'Visual dashboards provide real-time views into client information'
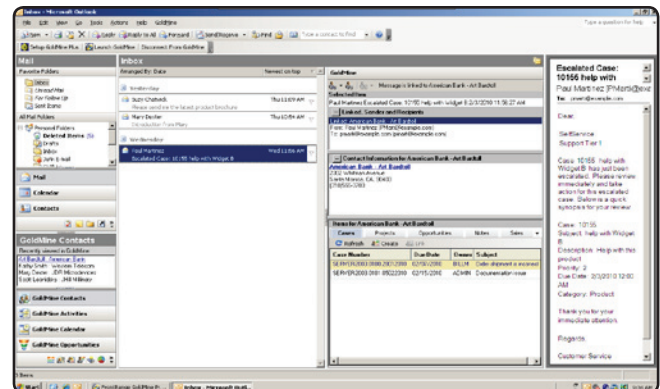
'Robust Microsoft Outlook integration aids end user productivity across both platforms'

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 across all client channels
- **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 dashboards and analysis functions for marketing managers to understand which campaigns are productive and which ones need to be refined

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

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.

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.

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.
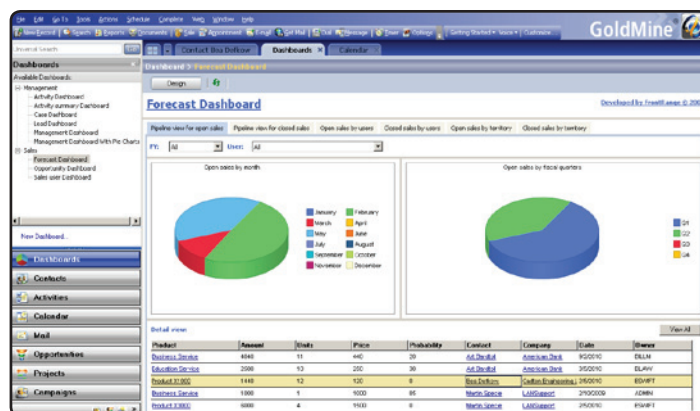
GoldMine Premium Edition Forecast and pipeline features enable sales organizations to examine the stability of their business, manage opportunities in real-time, and administer the forecast pipeline for the greatest revenue impact.

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.

Dashboard Analytics, Reporting and Knowledge Base: GoldMine Premium Edition dashboard analytics contain a complete set of CRM dashboards which allows users to view their entire CRM processes in an easy to use graphical or grid interface. GMPE provides clients with a set of configurable dashboard tools to edit or enhance any dashboard provided in GMPE so their exact analysis requirements can be met. Dashboard analytics and complete reporting capabilities 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 improve revenue, and by analyzing which customer service aspects allow for the quickest problem to resolution practice.

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, universal search box for faster access to all GoldMine data, 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: GMPE 9.0 customer relationship management features continue the powerful tradition of the GoldMine solutions brand by allowing you to automate and improve the effectiveness of sales, marketing and customer service operations, simply and quickly. And now, with the latest GoldMine product release, GoldMine Premium Edition 9.0, users now have improved access to their client data with a complete set of visual, CRM dashboards and powerful integration with Microsoft Outlook.

Microsoft
GOLD CERTIFIED
Partner

GoldMine®
Creating Customers for Life®

Minimum System Requirements

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

Server System Requirements

- Microsoft Windows Server® 2003 x64 or x86 (32 bit)
- Microsoft Windows Server® 2008 x64 or x86 (32 bit)
- Microsoft Windows Server® 2008 R2 x64
- Microsoft® SQL Server™ 2005 or SQL Server 2008
- 1 GB of RAM, 2 GB or more depending on size of the database
- 2.0 GHz or faster CPU (Intel or AMD)
- 250 MB of available hard drive space (1 GB or more recommended)

Shared Workstation Requirements

- Microsoft Windows® XP x86 (32 bit) – 1 GB of memory
- Microsoft Windows Vista™ x86 (32 bit) – 2 GB of memory
- Microsoft Windows® 7 x64 or x86 (32 bit) – 2 GB of memory
- 250 MB of available hard drive space (500 MB or more recommended)
- 1.5 GHz or faster CPU (Intel or AMD)

MORE INFORMATION

Call 1.800.443.5457 to speak to a FrontRange representative today, and discover the benefits of GoldMine.

www.frontrange.com

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