FrontRange
S O L U T I O N S®

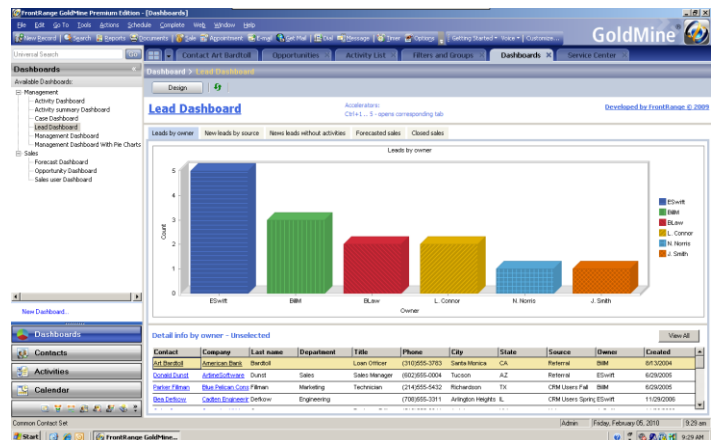# white paper

Sales Force Automation

Customer Management

Integrated Business Processes for Small & Mid-Sized Businesses

Why Buy GoldMine® Premium Edition?

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GoldMine® Premium Edition
Gain insight, improve knowledge
...achieve better results!

Top Reasons Why to Buy GoldMine Premium Edition....with New Items in GMPE 9.0

Has your business grown and evolved? Are you finding it difficult to understand answers to business questions? Are you having user productivity problems? Would you like to leverage existing business tools already established at your company? If so, there has never been a better time to buy the newest product in the GoldMine® solution family - GoldMine Premium Edition 9.0 (GMPE). Along with Client Management, Sales and Marketing functionality, GoldMine Premium Edition provides a number of additional benefits to CRM users, including case management features for your customer service and support teams, numerous usability enhancements for greater user adoption and efficiency, and additional administration capabilities for a lower total cost of ownership.

GoldMine Premium Edition 9.0, the spring 2010 release to the popular GMPE product line provides new benefits for your company, including a complete set of CRM Dashboards, over dozens of product improvements to business functionality, and comprehensive integration with Microsoft Outlook to boost employee efficiency and client knowledge.

Listed below are several reasons for you to consider purchasing GoldMine Premium Edition, along with specific, new improvements to the latest version of GMPE: GoldMine Premium Edition 9.0….Gain insight, improve knowledge… achieve better results!

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 Complete CRM Dashboards….New in GMPE 9.0!

With a complete set of CRM Dashboards included in GoldMine Premium Edition 9.0, you now can view all your CRM processes in an easy to use graphical or grid interface. Unlike other CRM solutions, GoldMine Dashboards are embedded within the application, and there is no need to leverage third party dashboard products. GMPE provides clients with a set of configurable dashboard tools to edit or enhance any dashboard provided in GMPE 9.0. With the addition of dashboard components that is accessible from anywhere in GMPE, users gain instant access to client and process information such as opportunities, campaigns, cases or activities. Not only can clients view information about a contact, opportunity or other specific piece of CRM data, they can also create completely new dashboards to match their exact business needs. 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…..no more static dashboards!
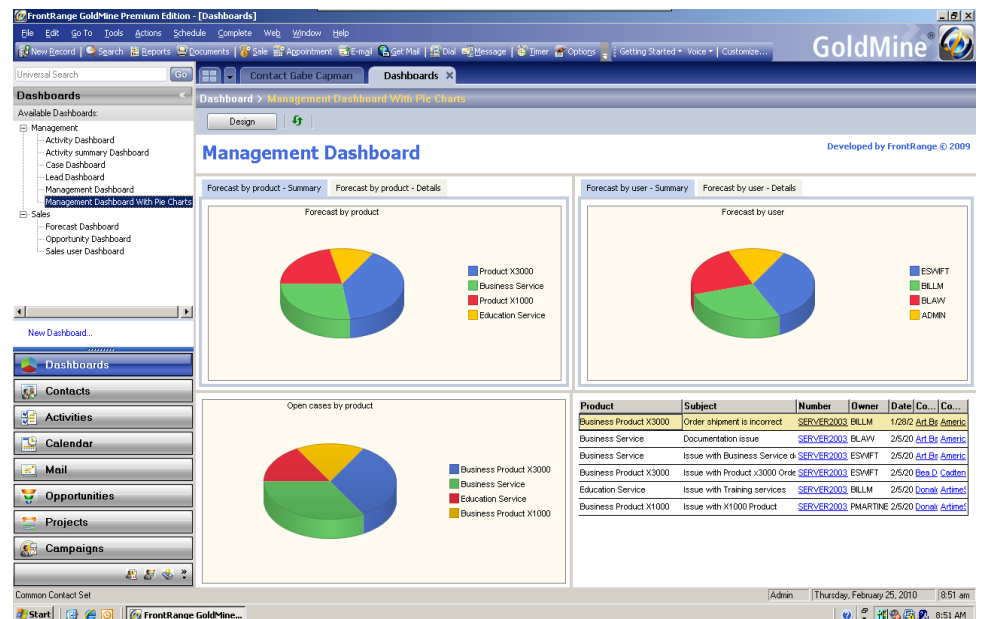

3 Enhanced Microsoft® Outlook® Integration….New in GMPE 9.0!

GoldMine Premium Edition 9.0 provides out of the box integration with the world's most commonly used activity and email management tool, Microsoft® Outlook®. With this robust integration, users are provided a real-time 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 from Outlook, but users can drill down into that GoldMine record for edits or further business follow-up. Training is now easier since both user paradigms are consistent. This quick, detailed view and access of important record information, such as contact details, pending or historic activities, enables greater knowledge and quicker response time from users to clients.

4 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'.
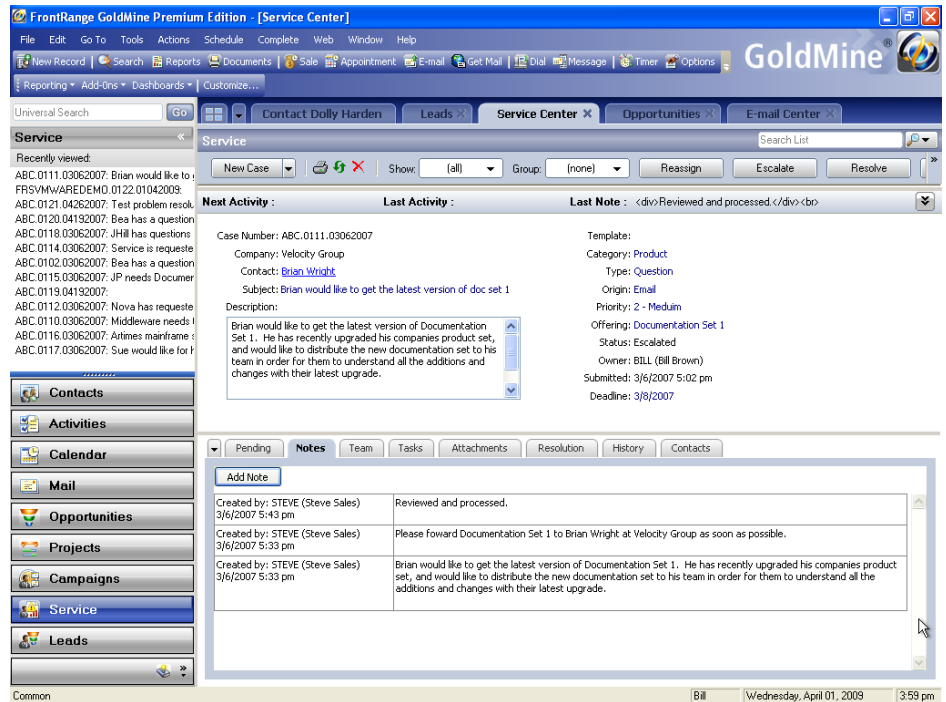
5 Leverage the Loyalty Factor

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.

6 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.

7 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.

8 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.
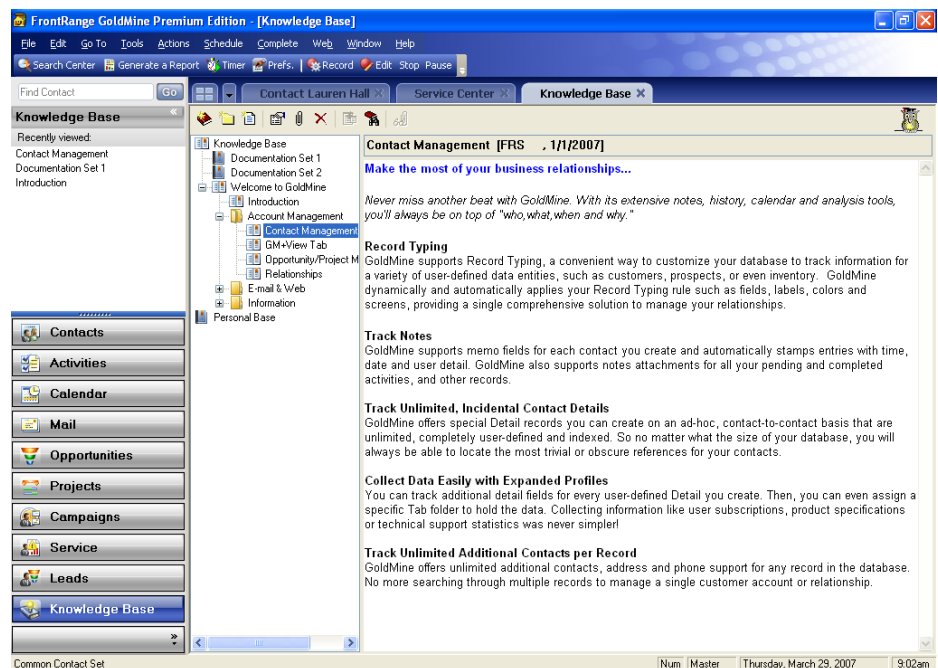
9 Improve Data Quality and Improve Data Entry Time

Auto Complete features and dependent lookup list 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. In addition, one lookup list of values can now be dependent upon another fields lookup list value entry so only relevant data is visible to the user. 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 and dependent lookup list features.

10 Quicker Access to GoldMine Data

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. The Universal Search feature enables all users to search on any piece of Goldmine information including linked documents and emails. 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. In addition, a Preview Pane feature is available so users can view the details of activity record as well as linked documents for quick views into client detail records without having to drill into the record itself. These features help your users stay on track regardless of any interruptions that they may encounter during the day.

11 Increase User Adoption with Additional Usability Features

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.

12 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 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 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.

13 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 and the Preview Pane mentioned above is available for any GoldMine activity record. No longer will multiple windows open up when multiple alarms

come up in the application, nor will users have to double click activities to view the record details.

14 Smartphone Capabilities ….New in GMPE 9.0!

If a company is utilizing Smartphones as a mobile business tool, the GMPE 9.0 integration with Outlook allows these Smartphone users to gain a mobile advantage since emails and calendaring items are integrated with GoldMine and Outlook. With the GMPE 9.0 integration with Outlook coupled with existing tools that synchronize calendars between Outlook and smartphones, users can see key contact information when viewing an appointment on their smartphones. In addition, email notifications sent within GoldMine for events such as case assignments can now be delivered directly to the recipient's corporate email account, to be viewed on a smartphone for immediate action.

15 New Administration Capabilities ….New in GMPE 9.0!

GoldMine Premium Edition 9.0 contains multiple improvements to the already comprehensive robust administration capabilities found in GMPE. Enhancements to the unattended installation process allows for multiple user configurations to be established within your company, and other administration capabilities provide added security to the end user layer and better all around performance of the GMPE application.

16 Additional Microsoft support ….New in GMPE 9.0!

GMPE 9.0 supports Microsoft® Windows® 7 both 32-bit and 64 bit versions, as well as, Microsoft® Windows Server® 2008 R2 64-bit Server O.S. In addition, GMPE 9.0 natively supports Microsoft® SQL Server® Express. These additions help expand the IT infrastructure and additional platform support for Microsoft. Stay ahead of the curve and improve your overall total cost of ownership by using the latest GoldMine Premium Edition on the newest Microsoft products.