



GoldMine®

Creating customers for life™

MANAGE INFORMATION. MANAGE CUSTOMERS. MANAGE BUSINESS.

You and your team have better things to do with your time than trawling through unnecessary information. You need instant access to up-to-the-minute, relevant sales, marketing and customer contact data, organised in a way that can be easily used.

Having the facts and figures at your fingertips is important, but it's what you do with that intelligence and who you share it with, that will drive sales. Which is why you need GoldMine®.

Smaller price tag, bigger tool set

Both flexible and powerful, GoldMine supports individual users or teams working with any size database. Out-of-the-box it customises, simplifies and manages information in a user friendly customised desktop display.

Business benefits:

- Quick to install
- Easy to integrate with your existing desktop applications
- Forecast and track sales opportunities
- Keep on top of budgets, sales opportunities and funnel reports
- Focus your sales effort where it matters
- Ensure the marketing budget is being spent effectively
- Evaluate campaign effectiveness and response
- Find information you need quickly
- Save time and money

When we say it provides everything, we mean it. Using GoldMine, you can be sure that all the information you need to build profitable relationships with prospect, customers and suppliers is at your fingertips. And you can share it instantly with everyone that needs it.

Better Relationship Management:

• Document Management

Keep track of letters, forms and e-mail templates to streamline and standardise your communications

• Automated Processes

Workflow to suit you. Send customised e-mail, schedule appointments, print covering letters and prompt your team for follow up - automatically. Deliver leads to your sales team reducing the time between prospect enquiry and sales follow up

• Web Integration

Capture, access and action real-time prospect and customer requests from your website 24/7 and use automated processes to follow up immediately

• Marketing Management

Optimise budgets by evaluating campaign effectiveness and response plus follow opportunity progression from prospect to customer

• Sales and Quota Analysis

Forecast and track sales opportunities, creating data to help you better manage the sales pipeline. Keep on top of budgets, profitability analysis, sales opportunities, funnel reports and sales performance





GoldMine supports small or large databases and multiple concurrent users. Its group scheduling, shared calendars, task delegation, territory re-alignment and multi-level security ensure timesaving team collaboration. Scalable and flexible, however fast your business is moving GoldMine grows with you and your company - from an individual solution to an enterprise wide strategy.

Features that make the difference:

● QuickStart Wizard

Quick and easy installation gets the team up and running in no time. First time users get step-by-step guidance on the system set-up essentials - from bringing data into GoldMine or adding users, to customising the most commonly used fields applying industry templates and integrating key applications, such as Microsoft® Word® and Adobe® Acrobat®

● Opportunity Manager Wizard

Multi-sales forecasting logic simplifies the management of complex sales opportunities making it easier than ever to manage the sales pipeline

● My GoldMine Desktop

Everything you need to manage your entire day in one window. The desktop displays your daily activity in a consolidated customised view

● Simplified Contact Search Centre

Makes finding contacts and prospects quick and easy with new user-defined multi-column sorting, create searches, save and reuse favourite queries

● Industry and user-specific customisations

The new Field Properties feature and GM+View tab allows users in different industries, as well as users in different roles within a single organisation, to work effectively with different types of information

● GM + View

Embed rich data into customer records including photos, graphics or sound files

● XML Support

Import and export all the contact and associated data you need to any XML-enabled database or application ensuring you can integrate with your other business applications now and in the future

● Built-in Back-up Wizard

Safeguard and secure data from GoldMine as well as other e-mail attachments, linked documents and word templates



Why GoldMine?

GoldMine is essentially a mine of useful information, organised and centralised to enable anyone in the team to gain access quickly and easily from wherever they are. Our built-in Wizards mean that you don't have to be a technical wizard to use it effectively.

GoldMine helps people to generate better quality leads, manage sales opportunities, improve communication, analyse sales and marketing efforts as well as mobilise and share information. Ultimately, it is the best way to achieve real business results and to give customers the service they expect.

Goldmine System Requirements

- Microsoft® Internet Explorer® 6.0
- Microsoft® Windows® 98 (including SE)/Me/2000 (Professional Server and Advanced)/XP (Home or Professional)
- Intel® Pentium® 166 MHz or higher CPU (Pentium II or higher recommended)
- Super VGA (800 x 600) or higher resolution video adapter and monitor
- 32 MB RAM (64 MB or more recommended)
- 65 MB of available hard disk space (125 MB recommended)

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