



Reduce costs, shorten sales cycles and drive revenue.

As demands on your time increase, you and your team need to make the most of every moment. Sales quotas require a focus on customer relationships and opportunities. Without the tools to develop relationships, your business is at risk.

GoldMine® software helps you win and retain customers by improving efficiency and productivity without sacrificing your bottom line. GoldMine helps businesses get a more complete view of their customers. Because growth and retention are

critical to long-term success, focusing on improving your customer relationships makes common business sense.

Remove the limits to your sales potential.

If you want to succeed, you need the tools to manage all facets of your sales and marketing teams—and use your contact information to create strategies that win and retain long-term customers.

➤ GoldMine helps you win and retain customers through every phase of the customer relationship life cycle.

1. Marketing

- **Generate more leads**—Set up, manage and execute more effective and repeatable marketing campaigns.
- **Capture and distribute leads**—Easily capture, qualify and distribute leads to your sales force from your Web site or campaigns.
- **Convert leads to sales**—Simplify and automate drip-marketing campaigns from lead incubation through close with Automated Processes™.
- **Analyze leads**—Get a quick view of campaign responses, potential sales and total campaign effectiveness.

2. Sales

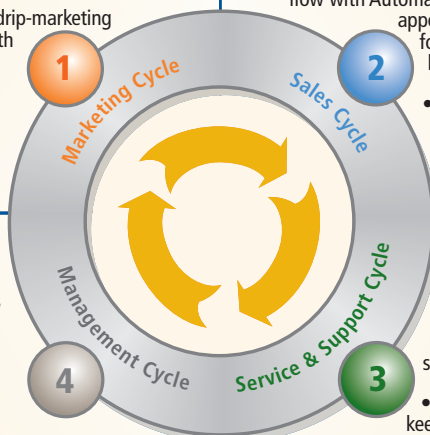
- **Understand your customers**—Get a complete view of the relationship. GoldMine centralizes all your contact information from disparate systems and makes it available to your entire team.
- **Increase productivity**—Define your business rules based on your work flow with Automated Processes. Send customized e-mail, schedule appointments, print cover letters and prompt your team for appropriate follow-up—automatically. It's like having a personal assistant for every employee.
- **Close more deals**—Track leads from contact to contract, resulting in shortened sales cycles and increased revenues.

4. Management

- **Reporting and analytics**—Concentrate your efforts on the strategies that are delivering results.
- **Identification of opportunities**—Gain insight into potential opportunities from built-in analysis and reporting capabilities.
- **Analysis of won/loss details**—Get immediate updates for your pipeline and track products, prospects, revenue potential and closing dates in real time.

3. Service and Support

- **End-to-end solution**—Combine GoldMine with the HEAT® Service & Support™ back end to benefit from a complete customer management solution.
- **Higher retention**—Earn repeat business and keep valuable customers with higher customer satisfaction.
- **Customer focused**—By automating administrative tasks with GoldMine, you can concentrate on customer relationships. GoldMine compiles client and prospect histories to help you anticipate your customers' needs.



Are you ready to act on every opportunity?

It happens every day. Hours are lost to the avalanche of e-mail, voice mail, phone calls, documents and unexpected appointments. Administrative tasks win out over real productivity. Can you afford to let your time evaporate without a measurable return? You need proactive, team-based business and customer relationship management to:

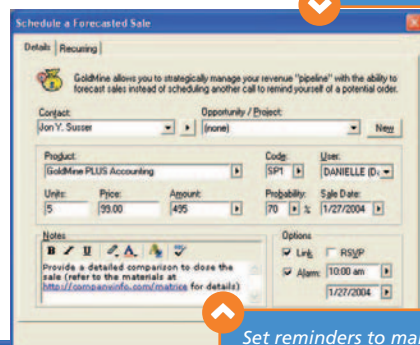
- Automate routine and repetitive tasks
- Track all sales and marketing activities
- Identify high-margin leads and high-value customers
- Proactively manage customers' needs to increase satisfaction and improve retention
- Compile and coordinate customer information into one centralized database
- Reduce costs by eliminating the duplication of effort

**You need more than a contact manager.
You need GoldMine® software.**

Plot a clear path to success.

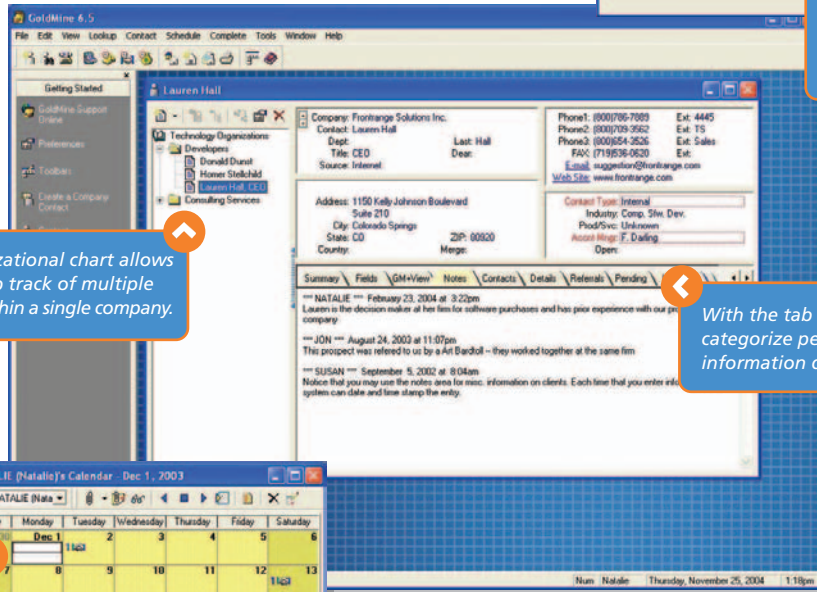
How effective could you be with a 360-degree view of your organization? GoldMine helps you design and navigate a road map to your goals with analytical and reporting tools that show you how your strategies are performing. Ongoing innovations and third-party applications from FrontRange Solutions Partners further enhance the user experience.

Easily enter sales into the opportunity manager and review the pipeline for accurate forecasting.



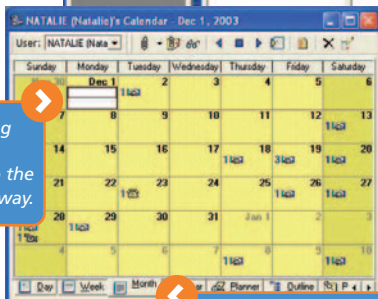
Set reminders to make contact, gauge probability percentage and link notes to keep on top of the sales process.

The organizational chart allows you to keep track of multiple contacts within a single company.



With the tab interface, you can categorize pertinent client information quickly and easily.

The powerful scheduling tool puts the contact information relevant to the meeting a mouse click away.



The versatile calendar allows you to view your schedule, your teams' schedules and completed tasks in a variety of formats.

"We've been using GoldMine successfully for five years, and I've found that the more I use it, the more it helps me."

**—Steve Waldman
Principal
Grossman and Waldman, LLP**

Tools for fast-growing companies

Even if you start out with GoldMine, an upgrade to GoldMine Corporate Edition is seamless right out of the box. Your gain is immediate—no new programs to learn, no time lost to integration or data lost to conversion. GoldMine evolves with your business. And your tools are powerful:

- **Enhanced database performance**—Microsoft® SQL Server™ 2000 is a powerful database server for turning information into opportunity with industry-leading XML support, enhanced system management and tuning tools, and exceptional scalability and reliability.
- **GoldSync®**—Easily share information with mobile sales teams and extend GoldMine functionality to remote and branch offices with GoldSync. With automated and unattended “agent” functions that monitor how data is synchronized across the entire team—including additions, changes, deletions, customizations, lookup lists and security settings—GoldSync keeps everyone “in the loop.”
- **GoldMine® PLUS for Microsoft® Outlook®**—A streamlined connection between GoldMine Corporate Edition and your Outlook e-mail client, GoldMine PLUS provides business-critical contact message linking and history tracking.
- **Web-enabled access**—Full functionality through iGoldMine™ eclipses other, more limited Web-enabled solutions by offering access to your client and prospect information from anywhere, at any time, from any machine.

➤ New advantages in GoldMine 6.5!

- **Product Conversion**—Easily import information from existing ACT!®, Microsoft Outlook* and Microsoft Excel* applications through automated conversion wizards.
- **Record Types Administrator Center**—Create a variety of Record Types to reflect your business model, like prospects, vendors, customers, properties or even policies.
- **Reports Center**—Create, run and manage reports from a central area.
- **Auto-Fill Data Entry**—Quickly copy contact data with just a click.
- **Free/Busy Scheduling**—Coordinate meetings and appointments in real time through the Internet.

*Applies to Outlook 98 and Excel 2000 or higher

“I love that I can keep track of everything I’m doing on a daily basis, and that every action is associated with a contact. That’s a brilliant component of this system. When people call, I always have a record. It’s all very easy.”

—Julie Mason
Fan Relations and Retail Manager
Orlando Magic

Which GoldMine® is right for you?

Both GoldMine 6.5 and GoldMine 6.5 Corporate Edition provide opportunity management, sales and quota analysis, Automated Processes™, PDA synchronization and other powerful tools to improve your sales and marketing.

COMPARING GOLDMINE & GOLDMINE CORPORATE EDITION		
FUNCTIONALITY	GOLDMINE 6.5	GOLDMINE 6.5 CE
Contact Management	✓	✓
Sales Force Automation	✓	✓
Opportunity Management	✓	✓
Marketing Automation	✓	✓
Point-to-Point Synchronization	✓	✓
Automated Synchronization via GoldSync®	Optional	✓
Crystal Reports®	Optional	✓
Database Self-Tuning and Management Capabilities		✓
Business Intelligence Tools		✓
Higher Database Security, Scalability and Availability		✓
Microsoft® Outlook® Integration		✓
Account Roll-up		✓
GoldMine® Manager's Console™		✓
GoldMine® Answer Wizard™		✓
Microsoft® SQL Server™ Database		✓
Web-Enabled Access		Optional

Users will typically find GoldMine Corporate Edition to be a better fit when there is a need to:

- Integrate Microsoft Outlook and GoldMine users for e-mail
- Have a company-centric view of activities and sales
- Provide remote users with options to access data:
 - Local copies with automated synchronization included via GoldSync
 - Real-time Web access with low administrative costs

- Provide browser-based access through the optional iGoldMine™ for:
 - Access anytime, anywhere and on any machine
 - Real-time access with low administrative costs
 - Easy deployment and low administrative costs to internal users
- Use Microsoft SQL Server database as a corporate standard and/or increase the security of database access
- Have automated database administration
- Support a very large number of records
- Integrate with a dedicated customer service / IT help desk team that is using HEAT® Service & Support™

SYSTEM REQUIREMENTS

- Microsoft Internet Explorer 6.0
- Microsoft Windows® 98 (including SE)/Me/2000 (Professional, Server and Advanced), XP (Home or Professional), Windows Server™ 2003
- 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)
- Palm OS® 3.x or higher (optional)

Additional Minimum Requirements for GoldMine 6.5 Corporate Edition

- Microsoft SQL Server (requires Microsoft Windows 2000 or Windows 2000 Advanced Server)
- 64 MB RAM (128 MB or more recommended)
- 105 to 290 MB of available hard disk space (500 MB recommended)

With over a million licenses sold, GoldMine is the business and customer relationship management solution trusted around the world. Our Solutions Partners provide GoldMine add-on products and services to enrich your GoldMine experience. For more information on third-party products, visit www.frontrange.com/goldmine/addon.