

GoldMine®

Sales and Marketing™

PRACTICAL, AFFORDABLE SALES & MARKETING AUTOMATION



WINNER OF THE GOLD USERS CHOICE

AWARD TWO YEARS IN A ROW!*

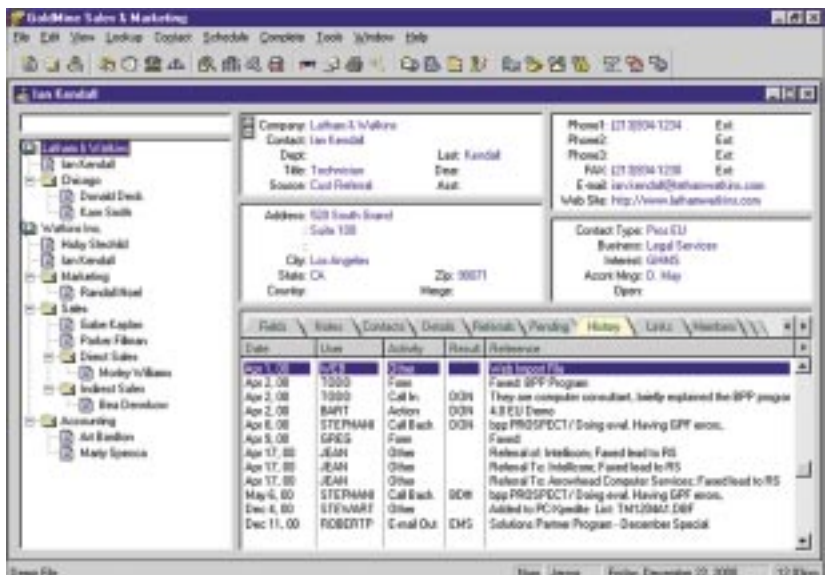
*GoldMine Sales and Marketing is a component of GoldMine® Frontoffice—awarded the Gold Users Choice Award in 2000 and 2001.

To win and keep customers in a tough economy, you need an integrated, affordable solution to make sure you are targeting the right prospects, closing the sale, and maintaining customer loyalty.

GoldMine® Sales and Marketing™ manages prospect and customer information and automates sales and marketing tasks, ensuring that the time, effort and money you spend to market and sell a product get results. Teamwork between marketing and sales is also crucial to delivering a consistent message throughout the sales cycle. GoldMine Sales and Marketing offers award-winning account/contact management tools to manage every facet of prospect and client relationships.

With its combination of sales force and marketing automation, contact management, workgroup functionality and business analytics, GoldMine Sales and Marketing provides a single, integrated solution for managing the entire sales process, from demand generation through the close of an opportunity. As your business grows, you can combine GoldMine Sales and Marketing with the powerful service and support centre solutions of HEAT® or HEAT® PowerDesk™. With this fully integrated solution, you gain a complete view of your customers and build customer loyalty, which will likely increase customer retention.

GoldMine Sales and Marketing organises customer information all in one place and easily automates sales tasks.



GOLDMINE® SALES AND MARKETING™

SALES FORCE AUTOMATION provides the tools every sales team needs to sell more efficiently and effectively.

Features & Benefits:

Sales teams spend less time on repetitive tasks, such as creating and reviewing lengthy reports, and focus more on revenue-generating activities.

- Complete History Tracking ensures that the sales team always has instant access to detailed information about the status of an account.
- Opportunity Management enables a salesperson or sales manager to easily view what sales are in the "pipeline" and to focus on the opportunities that need the most attention.
- PDA Synchronisation gives a salesperson freedom to work from anywhere and still access key account information.
- Combine GoldMine Sales and Marketing with HEAT® or HEAT® PowerDesk™ to manage service and support activities and create a complete CRM solution.
- GoldMine's built-in Sales Forecasting allows a sales manager to run revenue forecasts, manage quotas on a daily or weekly basis, and analyse lead quality with robust reporting and analysis features.

MARKETING AUTOMATION streamlines the way you distribute your key product or service messages, manage your leads and track the effectiveness of your campaigns.

Features & Benefits:

Marketing teams are able to determine which media work best and where funds should be spent, while spending less time on analysis and more time developing new strategies to increase sales.

- Automated Processes™ intelligently distribute sales and marketing messages 24-hours a day, 365-days a year.
- Literature Fulfillment simplifies the process of scheduling literature requests and tracking what materials sales people need to send.
- Leads Analysis enables the marketing team to quickly view the number of responses, potential sales and total costs associated with any marketing campaign.

GOLDMINE® MANAGEMENT INTELLIGENCE™ enables managers to generate reports and monitor the status of a sales and marketing environment including forecasted sales and leads generated.

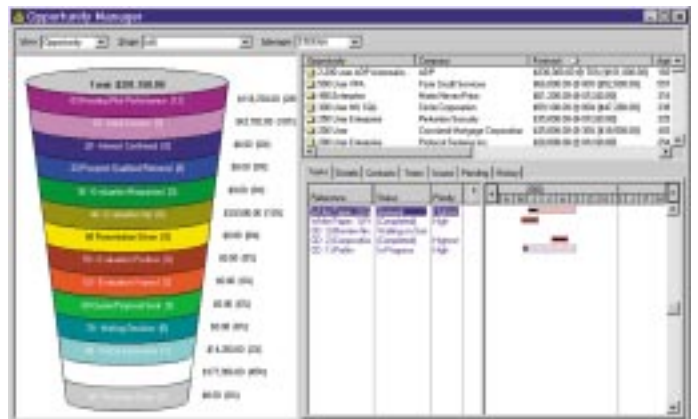
Features & Benefits:

Easy access to information assists managers in developing best practices and streamlining the way their departments operate.

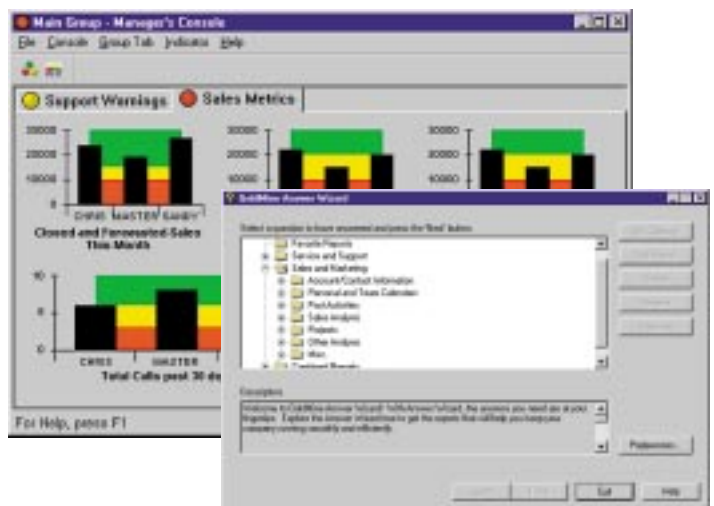
- The GoldMine® Answer Wizard™ uses a series of questions that lead managers through the process of choosing the proper report to get answers to their key business questions.
- GoldMine® Manager's Console™ monitors vital information that can be viewed at a glance by managers to proactively manage problems before they arise, and take steps to avoid new problems in the future.

GoldMine Sales and Marketing delivers a high return on investment by integrating your account management, sales and marketing automation, and management tools. GoldMine offers the functionality and scalability typically found in enterprise products, but at a fraction of the cost and in a fraction of the deployment time. With today's competition, automating your sales and marketing team is critical to growing your business and enhancing profitability.

View all pending sales opportunities in your pipeline.



Quickly analyse your business performance at a glance — so you can identify and address problems.



System Requirements: Pentium® 166MHZ or higher | IBM-compatible PC/VGA Monitor | 64MB RAM | 65MB free hard drive space | Microsoft® Windows® 98/NT4.0/2000 | Microsoft® SQL Server™ 7.0/2000.



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