



white paper

Sales Force Automation



Customer Management



Integrated Business Processes for Small & Mid-Sized Businesses

Why Upgrade to GoldMine Corporate Edition

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GoldMine® Corporate Edition "Top Reasons Why You Should Upgrade"

Ask Yourself:

Has your business changed since you first started using GoldMine Standard Edition or those using earlier version of GoldMine BCM? Has your business grown and evolved? Are you facing different challenges within your business?

If you answered YES to any of the above, then there has never been a better time to upgrade from GoldMine Standard Edition to GoldMine Corporate Edition. GoldMine Corporate Edition is focused on the needs of your company. Here are a few of the reasons for you to consider upgrading to the solution that over 130,000 companies have come to depend upon – GoldMine Corporate Edition.

#1 Microsoft® SQL Server Database

Included with GoldMine Corporate Edition is Microsoft® SQL Server, which provides more robust data management capabilities and increased dependability, stability and scalability for any size organization. This is a \$1,200 value for a 5 user pack which is included with GoldMine Corporate Edition.

#2 Account Roll-up

Account Roll-up allows you to view information in the Contacts, Details, Referrals, Pending, History, Links, Members, Tracks, Opportunities, and Projects tabs by consolidating all the contacts under the selected organization or section in the Org Chart.

#3 Manager's Console

The Manager's Console quantifies the various elements of your business into statistical groups viewable in either a bar graph or gauge format. The consolidation of facts allows you to monitor the overall health of your business and make decisions that are more informed.

#4 Answer Wizard

The Answer Wizard provides a quicker way to produce reports based on GoldMine data. There are a variety of predefined Answer Wizard reports from which you can select the one best suiting your needs. You can select from the following report categories: Account/Contact Information, Personal and Team Calendars, Past Activities, Sales Analysis, and Other Analysis.

5 GoldSync

While optional for the standard version of GoldMine, our GoldSync product is included in GoldMine Corporate Edition. GoldSync automates all the processes required to keep your remote staff in sync with the central GoldMine database. This \$295 per user value is included in GoldMine Corporate Edition.



#6 Microsoft® Outlook® Integration

Included with each license of GoldMine Corporate Edition is our GoldMine Integration Services for Microsoft® Outlook®. This tool provides address book and email management capabilities between GoldMine and Outlook to keep all information in one central location.

#7 Database Self-tuning and Management Capabilities

With GoldMine Standard Edition, a user must manually pack and re-index records periodically to maintain the integrity of the database. With GoldMine Corporate Edition, this is done automatically by the provided Microsoft® SQL Server to ensure integrity of your mission critical data.

#8 Business Intelligence Tools

Included as part of Microsoft® SQL Server are great business intelligence tools. These tools enable a user to analyze their data and even schedule reports that can be emailed to users so they are always available when needed.

#9 Crystal Reports

If you need to modify existing reports or create your own reports, you can use Crystal report writer, which is included with GoldMine Corporate Edition. This \$195 value is included in GoldMine Corporate Edition.

#10 GM+Browser

New in GoldMine 7.0 Corporate Edition, GM+Browsers allows you to have multiple GM+View windows open and allows you to position them on your screen as needed to make you more effective. So if you need additional information from disparate systems, the GM+Browser functionality helps provide an extended view customer information.

#11 Microsoft® Reporting Services Integration

This new integration capability with Microsoft® Reporting Services will leverage the functionality within MS SQL so a user can schedule a report to be run automatically and then have it emailed to a distribution list. This capability ensures that managers have the information they need to make informed decisions in real time.

#12 Web Access

iGoldMine and iGoldMine Plus are add-on solutions to GoldMine Corporate Edition that allow a user to access GoldMine functionality and data from anywhere, at any time. These products are easy to deploy (just send a URL to your remote users) and your data is safe behind your firewall.



#13 GoldMine Integration Services for Microsoft® Exchange™ Server

An add-on option, GoldMine Integration Services for Microsoft® Exchange™ provides server to server integration of calendar and contact information between GoldMine Corporate Edition and Microsoft Exchange. In addition, GoldMine Integration Services for Microsoft® Exchange™ can also be used to synchronize calendar and contact information with your mobile device.

#14 GoldMine VoiceSuite

Coming soon is this new add-on which takes your two most important assets – your customer data and your phone - and combines them to improve your sales teams productivity, reduce your costs and enhance customer interactions. Capabilities will include power dialing, remote employee support, easy administration and many, many more features.

As a Goldmine Standard Edition user, you know the importance of having the right tool to make you more effective. Check out GoldMine Corporate Edition today to see how you can obtain additional tools and capabilities to make you even more effective!