



Analysis and Reporting for users of **GoldMine[®]**

Get **business-critical** information from your GoldMine database **QUICKLY** and **EASILY** with **MasterMine[™]**

- Easily analyze any GoldMine data, at any level of detail
- Quickly create reports for fast answers!
- Segment and build GoldMine groups in a few clicks!
- Clean and standardize your data **FINALLY!**

The screenshot displays the MasterMine software interface. On the left, a data table shows sales activity by month and user. On the right, a bar chart visualizes the same data. The table includes columns for CA Record ID, OnYear, OnMonth, DOK, JHM, JON, MJO, and Grand Total. The bar chart shows sales volume for each month from 1999 to 2000, with bars for each month and a total bar for each year.

| CA Record ID | OnYear | OnMonth | DOK | JHM | JON | MJO | Grand Total |
|--------------|--------|-------------|-----|-----|-----|-----|-------------|
| | 1999 | Nov | | 2 | 1 | 2 | 4 |
| | | Apr | | 1 | 2 | 4 | 7 |
| | | May | | 13 | 16 | 3 | 26 |
| | | Jun | | 10 | 3 | 3 | 9 |
| | | Jul | | 14 | 5 | 2 | 30 |
| | | Aug | | 2 | 9 | 1 | 11 |
| | | Sep | | 2 | | | 0 |
| | | Oct | | 2 | | | 4 |
| | | Nov | | 13 | 1 | 3 | 4 |
| | | Grand Total | | 56 | 37 | 14 | 90 |

MasterMine Makes **Every Manager** More

GoldMine Administrators

Perform hundreds of tasks like data clean-up, record assignment and more ... in hours instead of days or weeks

Executive Managers

Make better informed decisions, oversee and master your operations by getting answers as you need them

Sales Managers

Direct sales activities to the most profitable segments of your database

Sales Professionals

Prioritize calls more effectively by knowing exactly what's in your account base

Marketing Managers

Segment accounts using any criteria in GoldMine for easy targeted campaigns.

Reporting Gurus

Give your execs immediate answers . . . Or the power to get their own!

MasterMine™ Facts

What it is:

Award-Winning, Management-Friendly, GoldMine-Integrated Data Analysis and Reporting application for GoldMine

Awards:

GoldMine ISV Developer of the Year award in 2000

Why users love it:

MasterMine makes GoldMine a more powerful CRM solution. With ease, speed and flexibility, MasterMine enables non-technical GoldMine users to get and use the business-critical information in their GoldMine databases.

How it works:

MasterMine launches conveniently from the GoldMine view menu, presenting GoldMine data in formatted, GoldMine-interactive Excel Pivot Tables®. Numerous basic toolkits help users ask initial questions, then drill-down, filter, and drag-and-drop their way to thousands of other

How it differs from other reporting solutions:

- On-screen "pivot" action gives you instant report update and modification capability: summarize, build and reorganize tables, drill-down for detail, chart and graph, all with simplicity ANY manager can master.
- Tight GoldMine integration takes the work out of setting up reports, and gives you new, convenient access to your actual GoldMine data.
- Job Function Oriented Toolkits give you pre-formatted (but infinitely flexible!) GoldMine management tools to identify and answer questions as you view, configure, move around, and "slice and dice" your data.
- GoldMine Group Creation from any report segment helps you clean and standardize data, target accounts for special handling, e-mailing, massfaxing, or global replacing ... all with no technical knowledge!

MasterMine works with:

GoldMine 4.0 or greater
dBase, SQL 6.5 or greater
Microsoft Office 97 or greater

System

requirements:

Pentium II or greater
64 MB RAM or greater
Windows 98 or greater

MasterMine Version 3.0 enhanced features:

- Pre-filtering for large databases
- All custom fields available on every report
- Optimized SQL querying
- Site licensing option
- Enhanced refresh features
- Tight custom profile integration
- Launch frequently-used reports directly from menu or toolbar

[For more information:](#)