



# REDHORSE SYSTEMS

## KEY DIFFERENTIATORS BETWEEN REDHORSE & GOLDMINE - BASIC CRM FUNCTIONALITY

	WHEN YOUR CUSTOMER IS ASKING FOR:	REDHORSE SAYS	GOLDMINE SAYS
Account Centric	Real account record with full roll-up and drill-down based on underlying contact detail.	YES	NO
Better Relationship Management	Link emails to multiple Contacts, Quotes and Projects. Easy to use Referrals tab.	YES	NO
Better Configurability	Highly configurable information grids throughout the system providing the ability to group, sort and export data easily from within the system.	YES	Limited
Better User Security	Highly configurable with security at the user and group levels, including views, tabs, screen styles and functionality.	YES	Limited
Document Management	Assurance that linked documents and email attachments are available within the network file system for all users.	YES	NO
Better Calendar Reminders	Alarms that pop up but don't interrupt me and steal my mouse away.	YES	NO
Extensible	Unlimited Phone Numbers with unique fields for Extension and Type, including unique DNC qualification per number.	YES	NO
More Extensive Searching	Advanced filtering and groups on all data in the system.	YES	NO
One-to-One Data Relationships	User defined fields with all SQL data types available and sophisticated screen designer.	YES	NO
One-to-many Data Relationships	Detail records with over 40 fields and sophisticated screen designer.	YES	NO
Importing	Easily import directly from Excel spreadsheet.	YES	NO
Broad MS Word Merge Capability	Merge any data from the system into Word, including repeating lines of history, calendar or quote items.	YES	NO



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## KEY DIFFERENTIATORS BETWEEN REDHORSE & GOLDMINE - BUSINESS MODULES

	WHEN YOUR CUSTOMER IS ASKING FOR:	REDHORSE SAYS	GOLDMINE SAYS
Marketing Campaigns	Full campaign module with configurable actions tied to sales for full ROI reporting.	Included	ADD-ON
	DNC fields on email addresses, phone numbers and contact records.	YES	NO
	Group global replacement of email merge codes, sophisticated filtering on email merge codes for email blasting.	YES	NO
Tickets and Services Billing	Comprehensive Ticket Management.	Included	ADD-ON
	Integrated with Product Catalog to capture time and materials billing; QuickBooks Integration.	YES	NO
	Custom fields and screen designer.	YES	NO
Quoting	Fully functional quoting module with Product Catalog.	Included	ADD-ON
	Integration of Quotes with QuickBooks Integration.	YES	NO
	Custom fields and screen designer.	YES	NO
Projects	Streamlined creation of tasks, integrated with quoting and scheduling.	Included	NO
	Custom fields and screen designer.	YES	NO
Integration Modules	Full Outlook Integration - email, calendar and contacts.	Included	ADD-ON
	QuickBooks Integration of customers, vendors, products, quotes and bills.	Included	ADD-ON
	Native Integration with SQL Reporting Services.	YES	NO