


Entellium vs. Goldmine, Outlook and ACT!

Current as of July 28, 2004

Consider Entellium if your business is looking for more than just contact management. Entellium's sales force automation module is easily customized to your best sales practices - consequently, your sales cycle is shortened, volumes increase, and each salesperson produces like a top performer. Further, we deliver features - like opportunity management, shared calendars, forecasting and collaborative tools - that our customers have come to depend on. Because our applications are delivered over the Internet, you'll enjoy the benefits of our "no-cost" upgrades and eliminate database synchronization hassles. When you choose Entellium, you choose powerful features, ease of use, even affordability - your total cost of ownership with Entellium is actually lower than Goldmine and ACT! in most cases. Best of all, Entellium doesn't require contracts - try us at no risk, and see why industry analysts have concluded that Entellium's "value proposition compared to other vendors is much stronger" and that our products are "elegant in its simplicity" and "rich in features."

| |  | Goldmine 6.5 | Microsoft Outlook 2003 | ACT! 6.0 |
|---|---|--------------|------------------------|----------|
| No Database Synchronization Hassles | ✓ | ✗ | ✓ | ✗ |
| No IT Maintenance Required | ✓ | ✗ | ✓ | ✗ |
| Scalable to Any Number of Users | ✓ | ✗ | ✓ | ✗ |
| No Costs for Upgrades | ✓ | ✗ | ✗ | ✗ |
| Support Options | Entellium eSalesForce | Goldmine 6.5 | Outlook | ACT! 6.0 |
| Free 24x7 Email | ✓ | ✗ | ✓ | ✗ |
| Free 24x7 Chat Interface Built-in | ✓ | ✗ | ✗ | ✗ |
| Remote Office Location Access | Entellium eSalesForce | Goldmine 6.5 | Outlook | ACT! 6.0 |
| Via the Web, Free | ✓ | ✓ | ✗ | ✗ |
| No Additional Software to Buy | ✓ | ✓ | ✓ | ✗ |
| Basic Features | Entellium eSalesForce | Goldmine 6.5 | Outlook | ACT! 6.0 |
| Contact Management | ✓ | ✓ | ✓ | ✓ |
| Lead Management | ✓ | ✓ | ✓ | ✓ |
| Opportunity Management | ✓ | ✓ | ✓ | ✓ |
| Schedule Management | ✓ | ✓ | ✓ | ✓ |
| Email Contacts | ✓ | ✓ | ✓ | ✓ |
| Outlook Integration, Standard | ✓ | ✗ | ✓ | ✓ |
| 360° View of Every Company | ✓ | ✗ | ✗ | ✗ |
| Offline Client Options | Entellium eSalesForce | Goldmine 6.5 | Outlook | ACT! 6.0 |
| Phone-based updates and information retrieval | ✓ | ✗ | ✗ | ✗ |
| Handheld Synchronization | ✓ | ✓ | ✓ | ✓ |
| Excel | ✓ | ✗ | ✗ | ✗ |

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|--|-----------------------|--------------|---------|----------|
| Outlook | ✓ | ✓ | ✓ | ✓ |
| Collaborative Tools | Entellium eSalesForce | Goldmine 6.5 | Outlook | ACT! 6.0 |
| Document Sharing | ✓ | ✗ | ✗ | ✓ |
| View Over 100 File Types | ✓ | ✗ | ✗ | ✗ |
| Version Control Tools | ✓ | ✗ | ✗ | ✗ |
| Team Chat Forums | ✓ | ✗ | ✗ | ✗ |
| Allows 3 rd party collaboration | ✓ | ✗ | ✗ | ✗ |
| 500 MB of Online Storage | ✓ | ✗ | ✗ | ✗ |
| Sales Force Automation | Entellium eSalesForce | Goldmine 6.5 | Outlook | ACT! 6.0 |
| Maps to Your Best Sales Practices | ✓ | ✗ | ✗ | ✗ |
| Powerful Workflow | ✓ | ✗ | ✗ | ✗ |
| Track Multiple Products per Opportunity | ✓ | ✗ | ✗ | ✗ |
| Advanced, Customizable Sales Process | ✓ | ✗ | ✗ | ✗ |
| Custom Fields, Including Notes and History | ✓ | ✓ | ✗ | ✓ |
| Custom Look-and-Feel Capability, Standard | ✓ | ✗ | ✗ | ✓ |
| Analyze Lead Source and Marketing Programs | ✓ | ✓ | ✓ | ✗ |
| Track and Analyze Lead Source/Information | ✓ | ✓ | ✗ | ✗ |
| Track Multiple Competitors | ✓ | ✓ | ✗ | ✗ |
| Multiple Forecasts in a Single Opportunity | ✓ | ✓ | ✗ | ✗ |
| Tracks Recurring and Non-Recurring Revenue | ✓ | ✗ | ✗ | ✗ |
| Forecast and Reporting | Entellium eSalesForce | Goldmine 6.5 | Outlook | ACT! 6.0 |
| Multiple Report Selects | ✓ | ✓ | ✗ | ✓ |
| Extensive Report Customization | ✓ | ✗ | ✗ | ✗ |
| Analyze Forecasts with Sort-able Lists | ✓ | ✓ | ✗ | ✗ |
| Forecast/Close an Opportunity Independently | ✓ | ✓ | ✗ | ✗ |
| Summarize/Analyze Closed Sales by Contact | ✓ | ✓ | ✗ | ✗ |
| Track Quotas | ✓ | ✓ | ✗ | ✗ |
| Graph Sales Performance Against Quotas | ✓ | ✓ | ✗ | ✗ |
| Integration | Entellium eSalesForce | Goldmine 6.5 | Outlook | ACT! 6.0 |
| Integration Tools Built on Web-Services | ✓ | ✗ | ✓ | ✗ |
| Easily Integrates with Customer Service Module | ✓ | ✓ | ✗ | ✗ |