

OpenGate Small Business Software

More Than Small Business Accounting

KEY BENEFITS

- Run your business more efficiently
- Increase prospect conversion rates and customer satisfaction
- Manage your entire business in a single, integrated software application
- Identify which products and services deliver the greatest profit
- Flexible application platform can be customized to suit your unique business

FEATURE HIGHLIGHTS

- Extensive capability from customer relationship management to sales order management, inventory, and post-sale customer support
- Embedded business intelligence dashboards
- Support for multiple users, roles, and configurable menus

SYSTEM REQUIREMENTS

- Microsoft Access 2000 or higher, or the free runtime version of Access from Microsoft
- A shared network directory (for multi-user access)
- 100 MB available disk space

OpenGate Small Business Software is a complete software solution to help you run your business. And unlike typical small business accounting products, OpenGate Small Business is designed to help you focus on increasing revenue and profits, not just recording financial transactions.

In good and poor economic conditions, the business objectives remain the same: acquire more prospects, increase prospect-to-order conversion rates, get the most return on your advertising spending, and run your business efficiently for maximum profit. Executing in on those objectives is no small task, and you need people and tools to help you continually increase sales and remain profitable. And equally as important, you need the ability to look at your business strategically, to answer questions like:

- Which of my products and services are contributing the most revenue?
- Who are my top customers?
- Which advertising campaigns have brought the most prospects? Which have brought the most revenue?
- Which market segments and locations do we sell the most to? Which market segments or locations are not being reached?

OpenGate Small Business is designed to help you grow your sales, increase your return on advertising, and help you focus on business strategy.

EASIER BUSINESS MANAGEMENT IN ONE APPLICATION

OpenGate Small Business offers an extensive range of features. Designed for small businesses, the product includes many features large businesses enjoy from expensive enterprise resource planning (ERP) products. You have one integrated application to help you manage prospects, customers, sales orders, inventory, products, services, customer support, and more.



OpenGate Small Business Software

WHAT OUR CUSTOMERS HAVE TO SAY

"If only everyone's technical service was as fast as yours is to respond to customers"

B.M.

"You have great tools, probably the best I have seen. It's saving me a lot of time in my development of custom apps."

M.C., Developer

OpenGate Small Business Features

PROSPECT AND CUSTOMER RELATIONSHIP MANAGEMENT

- Track prospects as they progress through stages of the sales cycle
- Associate prospects to advertising campaigns to monitor return on advertising (ROA) per campaign
- Assign revenue potential to prospects and customers to monitor your sales pipeline
- Send mass emails and letters to prospects and customers based on specific criteria, such as interest or ownership of a specific product or service
- Manage prospect and customer contact information, and keep records of all contact with them
- Assign market segments to prospects and customers to understand which segments and geographies bring the most revenue

SALES QUOTE AND ORDER MANAGEMENT

- Develop sales quotes and effortlessly convert them to sales orders
- Associate orders to advertising campaigns to monitor return on advertising (ROA) per campaign
- Print or email quotes, invoices, and order confirmations/receipts
- Print mailing labels using Avery templates or Dymo single-label printers
- Sales Dashboard provides rapid insight into sales trends on a daily, monthly, and annual basis
- Support for product and service (one time and recurring) sales
- Handle sales tax, shipping and handling charges, and discounts
- Control maximum discounts, minimum prices and order quantities
- Generate billing statements for unpaid invoices
- Track shipping statuses and dates
- Automatically transfer revenue and tax to financials, reduce inventories when orders are shipped or completed

PURCHASE ORDERS

- Create purchase orders
- Update inventory quantities based on received quantities

About OpenGate Software

OpenGate Software is a leading provider of Microsoft Access software products for businesses of every size, with thousands of users across the globe. We have been in business for over eight years, based near Denver, Colorado.

Visit us online at www.opengatesw.net

Call toll free (US) 888.967.6483

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FINANCIAL PERFORMANCE MANAGEMENT

- Cash basis accounting with ability to view P&L at the product and service level
- Unlimited customer-defined Accounts to allow you flexibility in defining your accounting
- Annual reports and performance reports
- Maintain records of fixed assets

MARKETING CAMPAIGN MANAGEMENT

- Marketing Campaign wizard helps you create new campaigns to target prospects based on specific criteria
- Marketing Dashboard provides insight into conversion rates, prospect acquisition trends, and return on advertising (ROA)

CUSTOMER SUPPORT

- Monitor customer support requests (trouble tickets)
- Ability to assign categories, root causes, and outcomes for later reporting and analysis
- Product entitlement verification to ensure customers receive support only for the products they have licensed
- Customer Support Dashboard provides a consolidate view of open cases and trends

BUSINESS INTELLIGENCE

- Numerous pre-packaged dashboards, reports, graphs, and metrics
- Ability to customize or create new dashboards with graphs and metrics specific to your requirements

MULTI-USER SUPPORT

- Create multiple user roles with distinct menu options
- Ability to detect Windows username or require users to log in with a username you create for them
- Ability to restrict users to specific screens and reports based on their role(s)

