



Company Overview

Maximizer CRM Features

- Access options: Mobile smartphones, Web, Windows Desktop,
- Remote Synchronisation
- Account and contact management
- Time management
- Task management and automation
- Sales force automation
- Sales forecasting
- Marketing automation
- Email marketing
- Customer service management
- Microsoft Office integration
- Outlook & Exchange synchronisation
- Accounting integration
- Business Intelligence
- Workflow automation
- Partner relationship management
- eBusiness

Attract Prospects, Be More Productive, Increase Repeat Business

Maximizer Software are the leading provider for proven and affordable Customer Relationship Management (CRM).

For over 20 years, Maximizer CRM has been the software solution of choice for small to medium-sized businesses, and larger enterprises. With more than 120,000 customers and over one million licenses sold across a variety of industries, Maximizer CRM has helped companies like yours maximize revenue and deliver the level of customer satisfaction that earns repeat business.

CRM is a company-wide business strategy designed to reduce costs and increase profitability. CRM brings together information from all data sources, internal and external, to give a real-time holistic view of each customer. This allows customer-facing employees the ability to make quick and informed decisions, the ability to identify opportunities and produce effective targetting for different functions.

Maximizer Software fuels your business success with simple, accessible, adaptable CRM (Customer Relationship Management) that provides the best value in the market. Built to maximize business productivity, Maximizer CRM is richly featured and easy to use and maintain. It consolidates all contacts, action items, business communications, forecasts, reports and results into one central hub, making information widely accessible throughout your organisation, yet precisely controlled to suit your requirements.



“It has improved collaboration between the different departments, specifically sales and support, and has helped us to grow our business because of the more proactive approach Maximizer can deliver to our sales people”

Walter van Schaik, Active Voice BV

“Maximizer CRM enables us to cost-effectively build, execute and track targeted direct mail and email marketing campaigns with different messages for different groups of clients and prospects. As a B2B company, we rely on this tool to help us reach audiences quickly with market relevant communications — ultimately cultivating strong relationships to grow our business.”

Elen Alexov, Direct Marketing Manager
Ipsos-Reid North America

Sales

Increase productivity and effectiveness to maximize your wins

Engage customers with a responsive, timely sales approach

From quote to contract, sales executives and frontline sales professionals face the challenge of higher customer and prospect demands, greater competition and economic uncertainties. Gain an edge over competitors and equip your team with the most beneficial sales force automation solution that provides access to customer and sales information — when they need it, wherever they are

Revenue growth is an ongoing challenge for sales managers and representatives. Providing the right leads and customer information can make the difference between closing deals and losing them. Maximizer lets you:

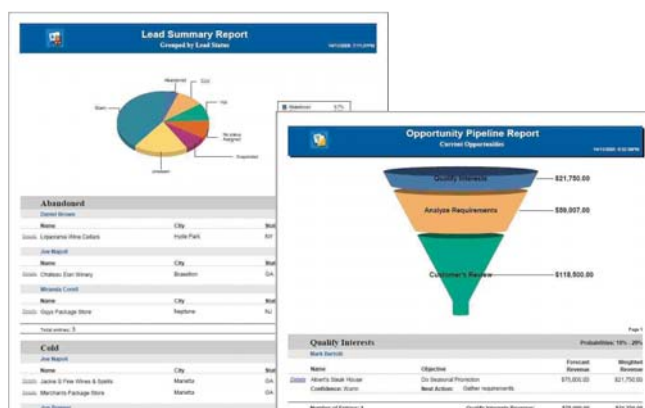
- Automate lead generation and management for more productive sales activity
- Work collaboratively using your own proven sales methodology supported by shared technology
- Manage accounts effectively, building deeper customer relationships that last longer
- Increase productivity through real-time data access, faster report generation and easier record administration
- Drive more sales through channels using Partner Relationship Management
- Understand the internal structure and relationships within your client's own organisation
- Administer accounts more effectively by defining fields to reflect your sales process
- Improve sales management through a more transparent sales pipeline and better forecasting

Measure performance and potential

With an executive dashboard, managers begin each day with a visual health check on leads, opportunities and deals in progress.

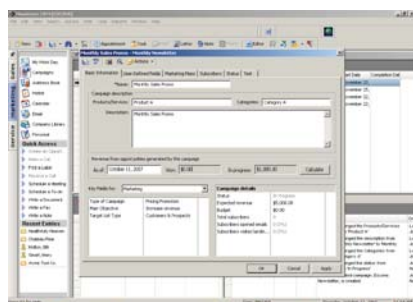
- Monitor individual performance with real-time metrics and alerts, including call statistics, lead follow-up status and win/loss analysis.
- Analyse opportunities and adjust strategy accordingly with instantaneous reports that deliver insight through sales pipeline funnels, lead summaries and forecast analysis.
- Customise your own reports with leading business intelligence tools including Crystal Reports[®] and Microsoft SRS, or utilise over 175 pre-formatted reports.
- Manage products, quotes and orders linked to sales opportunities to accurately track the entire sales and purchase cycle.

Sales Management: Gain greater visibility into the success of your business with sales forecast and pipeline reports, account activity reports, phone logs, and more.



“Thanks to Maximizer CRM we are now able to effectively manage communications, contact details and transactions with our customers”

Jakob de Vries,
Auping



Marketing Metrics: Quickly evaluate campaign ROI and lead status.

Marketing

Target precisely to maximize response & ROI

Thanks to the powerful, built-in campaign manager and email marketing engine, you can validate and execute more targeted, cost-effective campaigns. Spend marketing dollars wisely by measuring results and redirecting resources to initiatives that generate proven returns.

Fill the sales pipeline with targeted leads

Cost effective marketing is a mission-critical goal in today's business environment. Using our solution, your marketing department can:

- Manage customer and prospect data accurately to create better targeted campaigns
- Communicate quickly and cost-effectively through the most appropriate channel, from e-mail, text or HTML to direct mail
- Automate processes and alerts, ensuring leads are responded to promptly and appropriately
- Plan complex marketing projects efficiently using workflow to empower every member of the team
- Demonstrate return on investment through detailed campaign tracking
- Track response to each campaign with automated campaign reporting, including open rates and click-throughs
- Ensure compliance with data protection regulations using do-not-solicit functions with enhanced data security
- Profile prospects and customers more effectively using multi-level, user-defined data fields

Customer Service & Support

Resolve issues faster to maximize your customer satisfaction

Shape your customer's experience by providing your service and support teams with the information and tools to interact and resolve issues quickly and efficiently. Satisfy customers by delivering exactly what they need, when they need it, helping them to become self-sufficient. Leverage new-found customer confidence to cross-sell, up-sell and promote repeat business.

- Automate processes, such as case assignment and notification, to keep you ahead of customer expectations
- Track customer service issues and assign appropriate resources
- Manage the delivery of resources more effectively to drive up productivity
- Enable customer self-service via secure Web portals
- Access real-time sales and marketing information to support cross-sell and up-sell initiatives
- Link to a central Knowledge Base to resolve issues faster
- Escalate customer service issues to the appropriate specialist and resolve cases more rapidly
- Control service resources through effective tracking of billable hours and rates according to service level agreements
- Deliver personalised communications to customers throughout the sales cycle



Customer Service & Support Insight: Instantly view rep productivity levels, case status, and case billing with out-of-the-box reports.



Maximizer Mobile CRM: Supports BlackBerry,[®] Windows Mobile,[®] Apple[®] iPhone[™] and other popular smartphone devices.

Technology Partners



Certified Solution Provider



Mobile CRM

Reduce sales downtime, increase customer face time, win more deals

Your customers today have greater expectations than ever for rapid response. People in your organisation — field sales and service staff, mobile professionals, and executives — need the right information at all times to respond to these demands.

Mobile devices, including BlackBerry,[®] Apple[®] iPhone[™], Windows Mobile,[®] and other popular smartphones have become critical tools to compete effectively. Now, with Maximizer Mobile CRM, you and your staff can go beyond reading and reacting to email — and be proactive about managing your customers and winning more deals. Your laptop or Internet connection is not always available when you need to look-up the status of an account's last service call, review the latest proposal, or check notes from the last phone call with a prospect. Don't let this hinder your mobile staff from succeeding in the field.

Equipping your staff with mobile CRM software gives you the edge over your competitors with access to accounts, sales deals, service cases, and schedules while on the road. No more waiting for a laptop to boot up, or fumbling through account notes before an important sales call.

Empower your staff with Mobile CRM today to:

- Get the edge on your competitors and win more deals
- Reduce staff downtime and increase field productivity with access to customer information at all times
- Increase customer face time by reducing time spent on administration in the office.
- Build customer intimacy by reviewing up-to-date customer details before a meeting
- Improve sales forecast accuracy with real-time updates from the field
- Increase CRM data accuracy: an easy-to-use interface on a familiar mobile device increases the likelihood that sales reps will update customer information

Maximizer Mobile CRM enables you to stay on top of your game with complete access to the critical customer and prospect information you need — anytime, anywhere.

Why Maximizer CRM

1. **Simple** and quick to deploy, learn, use and maintain.
2. **Access** to critical information through mobile devices, the web and Windows desktop options.
3. **Best value** in its class for full-featured CRM.
4. **Expertise** of 120,000 customers over 20 years, and over 1 million licenses sold.

Visit www.max.co.uk for:

- Information based on your role: sales, marketing, service, executive, IT
- Information on CRM and Contact Management
- An overview of features and technology
- Online demos and free trial software
- White papers and webinars on CRM best practices

Maximizer CRM helps small and medium-sized businesses, and larger enterprises maximize sales, customer satisfaction and profitability through increased business productivity and optimisation of limited resources.

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Maximizer Software
Simply Successful CRM