



Maximizer[®] CRM

ATTRACT PROSPECTS ▪ **ENGAGE CUSTOMERS** ▪ **SUCCEED IN YOUR BUSINESS**



Maximizer CRM is a completely integrated sales, marketing and customer service and support management solution that enables you to attract prospects, provide a richer customer engagement, and fuel your business success anywhere, anytime.

With an unparalleled combination of mobile and web access to real-time data, social profile building, LinkedIn integration, Business Intelligence, marketing campaign ROI and iCalendar integration, combined with the convenience of an all-access license, Maximizer CRM delivers one complete CRM solution.



Sales

Increase Sales & Close More Deals

“Running 13 tradeshow a year, we need to be able to rely on a CRM solution that can be accessed wherever we are, at anytime. As our company continues to grow, upgrading to Maximizer CRM 12 – with the new features in mobile and web access plus the enhanced sales management options - was just the next logical step.”

TERRA CONNORS, MANAGING PARTNER,
CANWEST PRODUCTIONS INC.

Increase sales performance, build your sales pipeline, improve forecast accuracy, and empower your staff to develop the customer relationships that ensure sales success. Maximizer CRM provides you with a sales force automation solution that lets you stay focused on the revenue-generating activities and opportunities that will drive your business forward.

Optimize opportunities and drive revenue

- Prospect and generate new leads with the ability to search, view and link directly to a contact's or company's LinkedIn profile from Maximizer
- Automatically assign leads and accounts based on customizable criteria to ensure high potential opportunities flow to the appropriate teams and reps
- Increase leads and close more deals by viewing and focusing on opportunities with the greatest potential (i.e. shortest lead time, highest revenue, highest probability)
- Update customer, lead and sales information through multiple access options — Web, desktop or mobile devices (BlackBerry®, Windows Mobile®, Apple® iPhone,™ or other devices)

Build customer relationships for long-term success

- Access a complete history and 360-degree view of customer interactions and activity including emails, calls, notes, product purchases and any recent service tickets created
- Build complete customer and prospect profiles by capturing direct links to external websites and social media profiles (blogs, Twitter streams, Facebook, LinkedIn)
- Document the entire history of each customer's lifecycle — tracking conversations, transactions and incidents to help deliver greater value over time
- Manage unlimited companies and contacts, profiled using your choice of custom user-defined fields, such as lead source, industry, company size, products of interest, and personal preferences
- Access popular programs directly from within Maximizer CRM, such as Microsoft® Outlook® for email, calendar and tasks, Word® for letters and quotes, and Excel® for importing data and exporting reports

Gain real-time insight into your sales pipeline and performance

- Gain instant views of business metrics with an automated dashboard template that you can use right out of the box or customize to capture your own unique key performance indicators
- Maximize your wins by forecasting accurately, tracking deal status and driving your team to move opportunities through the sales pipeline
- Analyze opportunities and adjust strategy accordingly with reports that deliver instant insight through sales pipeline funnels, lead summaries and forecast analysis
- Customize your own reports with leading business intelligence tools including Crystal Reports® and Microsoft SSRS, or utilize over 175 pre-formatted reports



Sales Management:

Gain instant views of critical performance metrics at-a-glance with sales dashboards.



Marketing

Drive Business & Optimize ROI

“Based on campaigns that we do through Maximizer and the ability to better segment our lists and track what is working, we are getting more bang for our marketing buck.”

TROY WRUCK, DIRECTOR OF SALES & MARKETING,
PROFIT SYSTEMS INC.

Create targeted, measurable, cost-effective campaigns with the powerful built-in campaign manager, featuring comprehensive email, fax and print marketing functionality. Maximizer CRM gives marketers the power to generate high quality leads, engage customers with timely and relevant communications, identify trends and optimize ROI.

Execute marketing campaigns that drive response

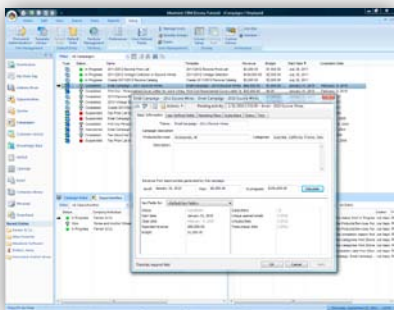
- Send targeted, relevant and personalized information to your contacts, such as newsletters, product announcements, promotions and event invitations through automated email, fax or print campaigns
- Target customers and prospects quickly with relevant content using easy profiling and list management
- Ensure that every lead is followed up on by scheduling a series of personalized, dynamic email messages based on prospect or customer actions and profiles
- Tailor your messages and create targeted lists to send scheduled, multi-phase campaigns

Refine campaigns and target more effectively

- Fine-tune your campaigns with insight gained from a snapshot or detailed view of campaign performance — including email open and click-through rates, plus status of leads and sales opportunities
- Nurture relationships with a series of time-based, relevant messages triggered by specific actions such as a web site download, purchase, service incident or inquiry
- Merge customer information with quick sales email templates to enable efficient and timely follow-up
- Comply with privacy, do-not-call and anti-spam legislation and avoid costly noncompliance penalties with system enforcements in email marketing

Spend marketing dollars wisely by measuring results

- Easily determine your ROI on each marketing campaign and interpret response rates to quickly identify successful tactics
- Effectively measure marketing ROI with the ability to associate an opportunity with a particular campaign
- Make informed decisions regarding future marketing spend and redirect resources to initiative that generate proven returns
- Set KPIs and determine campaign effectiveness based on chosen criteria (i.e. number of opportunities, opportunity revenue, etc.)



Marketing Campaign Management:
measure campaign ROI effectively by associating an opportunity with a particular campaign.



Customer Service & Support

Improve Customer Service & Drive Repeat Customers

“We have been using Maximizer CRM since v1.0 – we couldn’t have grown our business without it. With customer service and support functionality, we have improved service response times by 50%.”

WARREN MATHUSEK, PRESIDENT AND CEO,
MATHUSEK INC.

Servicing customers effectively is a key component in growing your business through loyal repeat customers. Maximizer CRM provides an integrated platform for you and your staff to access and update information efficiently to resolve issues, and for managers to optimize resources, maximize productivity and increase customer satisfaction.

Track and manage service issues for rapid resolution

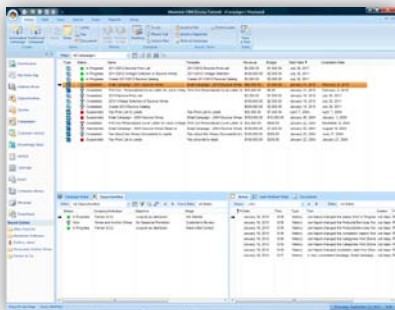
- Track, escalate and resolve customer service issues received through any incoming channel (phone, email or web) to ensure follow-through on every interaction
- Easily search on case number, queue, product, or assigned staff, for instant access to details when a customer calls
- Resolve issues faster with easy access to a complete history of every customer in one central location
- View records of previous communications to respond quickly, including emails, call notes and staff remarks

Maximize productivity and optimize resources

- Reduce workload and increase customer satisfaction by giving customers and partners self-service access to case status and FAQs online
- Deliver timely service by automatically notifying reps of new case assignments and receive alerts on overdue cases
- Get a complete picture of interaction volume and assign staff to match demand on products, service lines or channels
- Minimize errors with pre-populated fields in the customer case form, or allow for quick case creation based on incoming emails

Measure and improve service quality

- Gain a clear view of your overall service record with real-time access to critical customer service metrics through the dashboard
- Instantly view details of all outstanding cases sorted by representative, including elapsed time, priority level and status
- Monitor and be alerted to critical customer service issues based on specified performance indicators
- Identify opportunities for improvement with customer service, product enhancements, and other critical customer feedback points



Customer Service Management:
Easily track, escalate and resolve customer service issues quickly.



All Access

Reduce Sales Downtime & Increase Customer Face Time

“To operate effectively on [a] global scale we needed a CRM solution which provided access to the crucial information we need to ensure superior levels of support for our clients and internal staff. With Maximizer we gain the stability of a fully featured, centralized CRM solution with online or offline access through any mobile device.”

ROBERT SELZLER, VICE PRESIDENT OF MARKETING,
GEMCOM SOFTWARE

All Access options enables you and your team to work productively and effectively – anywhere, anytime – to deliver the level of sales, marketing and customer service required to build relationships that drive revenue. Whether working in the office, from home, in remote offices, or on the road, Maximizer CRM All Access licensing provides a variety of options for your team.

Windows® Desktop for powerful and intuitive CRM

- Equip your in-office staff with desktop Maximizer CRM to collaborate effectively with colleagues and provide excellent service for customers
- Manage security, back-up your database, and manage users through the desktop administration module, accessible by one or more administrators

Web Access for real-time convenience online

- Empower your remote workforce and enable strategic collaboration with access to critical information by logging into a secure web interface
- Gain the flexibility of accessing Maximizer CRM through the most popular internet browsers while retaining control of your data stored within your premises

Mobile Access for timely response

- Improve productivity and collaboration across your organization with access to your Maximizer CRM database through the most popular mobile devices ... anywhere, anytime
- Stay on top of critical customer and prospect information essential to your success with real time access to customer information

Remote Synchronization for Windows Desktop offline

- Improve collaboration with remote office team members with off line access to full-featured Maximizer CRM capabilities
- Maximize offline productivity by keeping a copy of records locally and synchronizing CRM data regularly with the central database



All Access:

Increase convenience and flexibility by accessing Maximizer CRM anywhere, anytime.



Maximizer Software offers the 'Best of Both Worlds' with On-Premise and Cloud-Based CRM deployment options.

Maximizer CRM Live and Maximizer CRM on-premise offer a powerful, full-featured CRM solution with award-winning features and a robust platform. Both deployment options are built on the same data model, giving you the choice and flexibility to migrate from one deployment option to another as your business requirements change, with minimal technical requirements and without any data loss.

Maximizer CRM Features

- Account and contact management
- LinkedIn integration
- Time management & iCalendar integration
- Task management and automation
- Sales force automation & forecasting
- Marketing campaign automation & management
- Customer service management
- Microsoft® Office® integration
- Outlook® & Exchange synchronization
- Business Intelligence
- Workflow automation
- Partner relationship management
- Access options: mobile devices, Web, Windows desktop, remote synchronization

Maximizer CRM On-Premise

- Data and software applications are held in-house by the customer. You own your Maximizer CRM licenses and host them on your own servers.

Maximizer CRM Live Cloud-Based

- Also known as 'software as a service'. Your data and the CRM application are available via the web on servers that are housed by Maximizer Software.

Maximizer CRM Customers



Why Maximizer CRM?

1. **Simple & quick** to deploy, learn, use and maintain.
2. **Access options** through the Web, mobile devices, Windows desktop and remote synchronization.
3. **Value.** Best value for a full-featured CRM, low total cost of ownership.
4. **Expertise.** More than 20 years as a pioneer and leader in CRM.

Visit www.maximizer.com 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.

About Maximizer Software

Maximizer Software delivers Customer Relationship Management (CRM) software and professional services to meet the needs, budgets and access requirements of entrepreneurs, small and medium businesses and divisions of large enterprises. Simple, easy-to-use and affordable, Maximizer CRM enables companies to mobilize their workforces through all-access Web, Mobile and Desktop delivery methods.

Americas

604-601-8000 PH
604-601-8001 FAX

info@maximizer.com
www.maximizer.com

Europe, Middle East

+44 (0) 845 555 99 55 PH
+44 (0) 845 555 99 66 FAX

info@max.co.uk
www.max.co.uk

Australia, New Zealand

+61 (0) 2 9957 2011 PH
+61 (0) 2 9957 2711 FAX

info@maximizer.com.au
www.maximizer.com.au

Asia

+(852) 2598 2888 PH
+(852) 2598 2000 FAX

info@maximizer.com.hk
www.maximizer.com.hk
www.maximizer.com.cn

For More Information:
1-800-804-6299
sales@maximizer.com
www.maximizer.com