Maximizer Enterprise™ 9

Simply Successful CRM *v*9.5

For Executives

Increase Corporate Value by Increasing Customer Value

Key Benefits

- Funnel corporate resources to where they will have the most positive impact based on real performance information.
- Rapidly identify which areas of your business are doing well and which areas need attention.
- Save time and money by automating processes.
- Improve productivity with on demand access.

  Adjust strategies on the fly based on forecasts.

"I recommend Maximizer solutions to all businesses that I work with because I know it works reliably day in, day out. Maximizer Enterprise has been one of the best business investments I have made in the last 10 years."

- Garry Kewish, President, Brian Tracy International

Different customers generate different levels of return. By focusing efforts on value-creating customers who will be rewarding in the short and long terms, companies can achieve returns that outperform the market. To be fully effective, Customer Relationship Management (CRM) reaches across an organization to model successful marketing, sales and service strategies. A flexible solution, easily customized to win business for your company, makes it easy to empower your managers to guide frontline staff.

Build profitable customer relationships that drive long-term loyalty and success for your company with Maximizer Enterprise™ 9.5, a proven solution, flexible enough to mirror your business and easy to use for front line staff.

Get Your Team on the Same Page

Every contact customers have with a company contributes to their perception of the company, and either enhances or degrades economic value. Enhance value with Maximizer Enterprise:

- Manage and own customer data to keep your most valuable asset inside your business.
- Ensure consistency of customer experience across all points of access with your company. Eliminate errors in customer service due to the right hand not knowing what the left hand is doing.
- Consolidate customer information to allow your team to access it from a single source, anywhere, anytime, on the road or in the office, through the web or on a handheld or smart phone device. Maximizer Enterprise offers various secure online and offline accerss options.
- Take advantage of built-in best practices in marketing, sales, and service to ensure success.
- Customize the system so that it's suited to your industry and business.

Monitor Corporate Performance in Real-Time

- Monitor corporate performance, using the Executive Dashboard, powered by industry- leading Crystal Reports® XI from Business Objects®. Get the metrics you need in visual key indicators, charts and graphs. Monitor key metrics such as:
  - ✓ Sales pipeline funnel and forecast
  - ✓ Case monitoring
  - ✓ Lead summary
  - ✓ Value of opportunities in progress
  - ✓ Service billing
- Rapidly identify which areas of your business are doing well and which areas need attention.
- Empower managers to monitor key processes in your business and be alerted of critical performance levels on issues such as untouched leads, lost or abandoned deals, overdue cases, or late campaigns.
- Provide access to critical information to managers with over 175 standard reports, including sales forecasts, account activities, phone logs and system reports.

Optimize Human and IT Resources

- Acquire the new CRM capabilities you need with reduced upfront investment.
- Mitigate long-term financial risk with low total cost of ownership and high user adoption rates which reduce staff downtime.
- Don't spend money on a huge team of IT professionals. Maximizer Enterprise is simple to configure, runs on standard Microsoft platform technologies, and offers advanced customization options.

Improve the Bottom Line by Increasing Productivity

- Optimize productivity with Action Plans that allow the automatic assignment of tasks to people throughout your organization.
- Automate any number of processes to eliminate human error and reduce workload so frontline professionals can concentrate on providing customers with the best experience possible.
- Enable staff to use the software they love, including Outlook®, Word, Excel®, Lotus Notes, and QuickBooks, directly with Maximizer Enterprise.

Executive Dashboards: Visualize crucial performance metrics at a glance.

"The success of Gemcom's business is based on our ability to consistently exceed our clients' expectations. When faced with significant upgrade costs, we switched to Maximizer Enterprise because it's an affordable CRM solution. It is now helping us deliver on our commitment to provide highly personalized service and enabling our worldwide staff to more effectively share customer information with one other."

- Omid Ejtemai,
Executive Vice-President,
Gemcom

"As sales agents, our main business is really customer service. And having our sales, complaint, and customer data at our fingertips in a meaningful format is what enables us to do our business better than any one else. This is precisely the kind of competitive advantage we hoped to create by implementing Maximizer Enterprise throughout the organization."
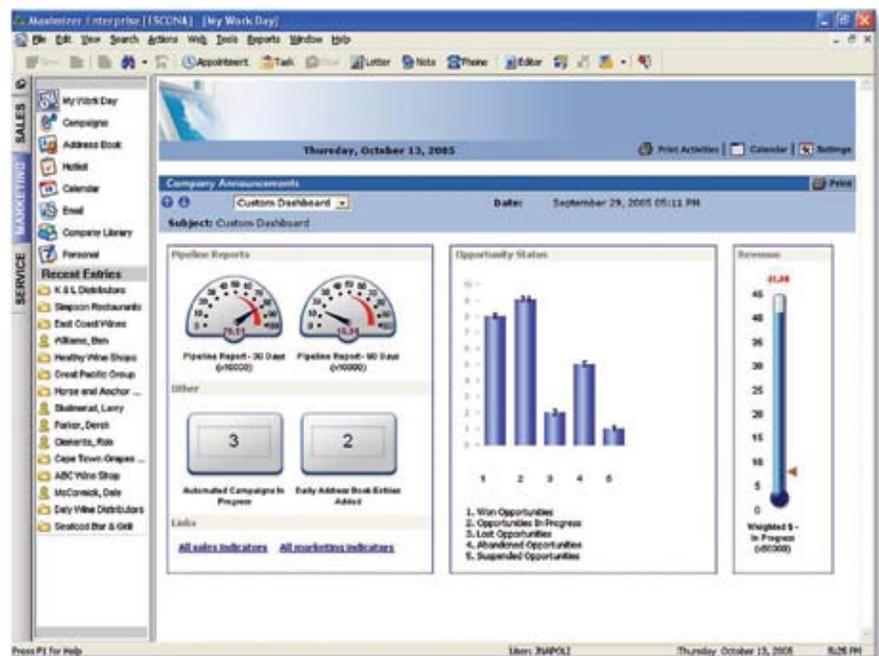
- Brooke McKissic,
Senior IT Solutions Developer,
DNA Group

For More Information

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9 Reasons that Make Maximizer Enterprise Better

- Award-winning, intuitive, integrated sales, marketing, customer service & support CRM software
- Adaptable to your business demands
- On demand access: Desktop, PDA & Web-Ready
- Rapid deployment & results
- Works with Office, Outlook®, and accounting programs
- Bullet-proof security
- Architecture built on industry standards
- Affordable: Lowest total cost of ownership in its class
- Proven with over 7,500 customers and over 10 years focused on customer managment software

Maximizer Enterprise 9.5

Designed for small and medium-sized businesses, Maximizer Enterprise 9.5 rapidly helps companies gain strategic insights and implement winning strategies that will outperform competitors. This proven, affordable CRM solution gives sales, marketing and service professionals the tools they need to attract prospects, win new customers and increase repeat business.

About Maximizer Software

Maximizer Software has helped over 7,500 Maximizer Enterprise customers and more than one million Maximizer users grow their businesses by building profitable customer relationships with award-winning solutions.

For more on Maximizer Enterprise 9.5, go to www.maximizer.com for access to:

- More product details
- Online demonstrations
- Live webinars
- CRM best practices white papers
- 30-day trial software
- Pre-recorded webcasts
- System requirements

Maximizer Enterprise works with technology from the following partners

Microsoft GOLD CERTIFIED Partner   **Business Objects**   **BlackBerry** Alliance Member   designed for **QuickBooks**   **PERVASIVE** Unleashing the value of data   **Vineyardsoft**

Awards

2005 SIIA //CODiE// FINALIST   Business **MIDMARKET** PRODUCTS OF THE YEAR   THE 2005 **CRM** LEADER AWARDS   2004 **Communications** SOLUTIONS Product Of The Year   PRODUCT CUSTOMER INTERACTION Solutions OF THE YEAR 2004

Certified Solution Provider

Maximizer™
The CRM Company   www.maximizer.com

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