



For IT Executives

Deliver Outstanding Performance for Less.

Key Benefits

- Runs on standard Microsoft platform technologies
- Implement quickly with unprecedented easy configuration
- Offer on demand access but still protect valuable customer data by serving it from your own protected servers
- Then customize and automate processes to match your industry and business

"We use Maximizer Enterprise because it has everything we need—the right functionality, the ability to customize, and short deployment time—and our total cost of ownership is lower than other CRM applications (including GoldMine®, SalesLogix® and Siebel™)."

*—Dodd Chassereau, IT Manager,
LifeWay Christian Resources*

Microsoft
GOLD CERTIFIED
Partner

Maintain mission-critical CRM systems using fewer resources than ever before with Maximizer Enterprise™ 9.5. Whether your company is a startup or an established industry leader, you don't need to spend massive resources to provide your company with a powerful CRM system. Maximizer Enterprise is compatible with your existing back-end technologies, and is easy to configure, administer, customize and maintain. With the proven lowest total cost of ownership in its class, this truly adaptable solution can model your business process and won't blow your budget.

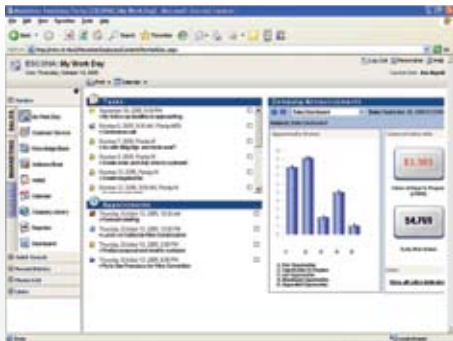
Deploy Quickly—Without Breaking the Bank

- Implement a fully featured sales, marketing and customer service & support management system in weeks, not months.
- Save time and money by implementing Maximizer Enterprise on your existing technology framework, avoiding expensive, complex back-end purchases and installations.
- Eliminate complex integrations between various front-office applications and data sources with a single interface, fueled by one database.
- Optimize to run on standard Microsoft platform technologies including the latest Windows, .NET, and SQL Server. As Gold Certified Partners, we're ready for Vista when you are too.
- Deploy quickly with support for Microsoft® Systems Management Server (SMS), and maintain easily with administrator-controlled Live Update – where you control the distribution of the latest service releases to your staff.
- Give remote and mobile staff fast, reliable on demand access to critical customer and sales information through their handheld device (Windows Mobile®, Palm®, or BlackBerry®), with remote synchronization through MaxExchange, or online through the web-based Employee Portal.
- Benefit from out-of-the-box integrations with leading Microsoft® applications: Office®, Outlook® and Exchange. Plus link to leading accounting software, Intuit® QuickBooks®, and the latest versions of Lotus Notes and GroupWise.
- Take less time to get users up and running with over 175 out-of-the box reports, flexible user-defined fields, customizable home pages for different user groups and industry standard workflow templates.

Effortlessly Automate Processes

- Build in your unique business processes faster with pre-configured fields, built-in workflow and document templates, Action Plans and macros based on best practices for specific industry and functional roles.
- Monitor and send automatic alerts on critical business activities with Maximizer Enterprise Workflow Automation, powered by KnowledgeSync¹. Let users identify critical information from the massive amount of data stored in Maximizer Enterprise and other applications (including operating systems and e-mail) so they can save time, increase productivity and take advantage of every opportunity.

For IT Executives - Deliver Outstanding Performance for Less.



One common view: All users get access to all customer information in one easy-to-use user interface

“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*

- Use the flexible, clean user interface in Workflow Automation to develop ‘point and click’ or fully customizable queries.
- Develop ‘Events’, the triggers that monitor data based on your business context and rules, using SQL (ODBC) queries and/or VB Scripts. Then create ‘Responses’, automated actions that take place in response to specific Events. Responses can include alerts (email, fax, pager or phone), Crystal Reports, updates to the database via SQL or triggered procedures, and the activation of executables or VB Scripts.

For example:

- ✓ Send alerts to sales reps on new web leads and then trigger a series of automated response emails..
- ✓ Keep your marketing manager informed with regular updates of lead summaries.
- ✓ Notify your sales manager when more than five opportunities are abandoned by a sales rep in one week by sending them an automatic Crystal Reports® summary.
- ✓ Warn your customer service and support manager when a case lapses for more than three days.

Provide Management with Business Intelligence using Crystal Reports®

- Create customized reports for your sales, marketing and customer service and support managers with Crystal Reports® XI Professional by Business Objects®. The world’s leading reporting tool comes bundled with Maximizer Enterprise so you can distribute updated reports to staff and managers, or let users customize their own reports from their desktop.
- Quickly and easily produce cross-tab, drill-down and summary reports using the Expert tools or customize reports on your own.
- Enable staff to export reports to Excel for easy detailed analysis in a familiar environment.
- Automatically provide reports directly to key stakeholders on a timely basis so they can make effective decisions, using Crystal Reports Server.²
- Empower managers to monitor corporate performance in real-time, using the Executive Dashboard, featuring customizable visual key indicators.³
- Pull data from other database applications, such as accounting or ERP systems, to run reports against the customer data in Maximizer Enterprise to get a complete view of customer buying patterns and habits.⁴

Keep Sensitive Information Safe

- Manage customer data in-house to protect sensitive information and comply with privacy legislation – no matter how staff access information: through the client, web or PDA.
- Rest easy with assurance that the web-based Employee, Partner, and Customer Portals are built on the Microsoft .NET framework for user authentication, secure database access, session management, and system logging.
- Quickly set up role-based security groups and apply group security rights. View and update associated settings for different departmental users and individual permissions through the same interface.
- Let users share information—without jeopardizing its integrity—with settings for full and read-only access to customer records.
- Protect your data with industry-standard 128-bit encryption at both server and client levels. Be sure your data is protected from all access points (such as custom reports, integration, and SQL queries) with role-based security at the database level.
- Stay on top of hot fixes and service releases with administrator-controlled Live Updates so you can download updates to the server and then automatically notify workstation users to install.

Administer in No Time

- Create new databases based on the configuration settings of other databases, by using template Industry Packs that are included with Maximizer Enterprise: High-Tech, Real Estate, Financial Services, and Legal. Industry Packs came with pre-built fields, views, searches, action plans and documents to help you get started.
- Install the Administrator module on any computer for flexibility in maintaining your system; the graphical user interface is used to control everything from new user-defined fields to new users, and security rights – changes which can be made any time during the day, whether users are logged on or not.
- Build a web-services based application to administer MaxExchange remote users through the web.
- Easy-to-use interface makes it easy to add new users & assign the appropriate security rights; disable accounts when staff leave; or change user rights into different security groups/teams when they are promoted or make cross-departmental moves.



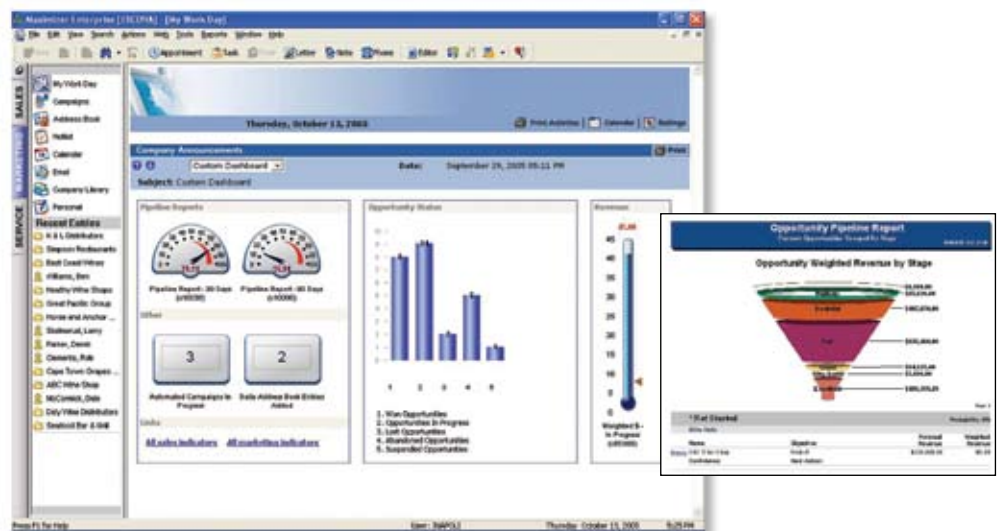
“We have seen a 500% return on our investment with Maximizer Enterprise. We wouldn’t have been able to develop our global sales force without it.”

– Cam Buschel, Sales Analyst, StemCell Technologies

- Set-up unique user-defined fields with values set for tables, dates, numeric, or alphanumeric – and immediately make them available for use, searching and viewing – without having to wait for staff to log off at the end of the day.
- Create unique data entry forms by assigning key fields to each security group, giving each department the flexibility they need without doing any programming.
- Add default pre-populated Opportunities and Customer Service Cases to help staff enter information faster and reduce data-entry errors.
- Ensure completeness of information with mandatory fields for basic information or your unique user-defined fields; accuracy of data with duplicate record checking, deletion protection, and archiving; and integrity of data with automatic audit logging when important information changes in a record, such as assigned Account Manager or deleted task.
- Import data in standard formats such as XML, CSV, dBase, or from other contact managers like ACT! or GoldMine.

Customize Easily to Support Your Business

- Let Maximizer Enterprise mirror your unique business processes, instead of forcing your users to work within business rules that don’t make sense for their role or industry.
- Easily configure the user-defined fields you need on the fly – to profile customers and track sales & service incident details - then immediately have them usable by staff.
- Use direct, native SQL updates for industry-standard coding and faster customization.
- In addition to out-of-the-box Accounting Link for QuickBooks, use the Accounting API to connect to other accounting applications like Great Plains. Enable staff to view and create estimate & invoices, and check credit balances & limits directly through the Maximizer Enterprise interface.
- Choose either the Pervasive or Microsoft SQL database format for speed, flexibility, and low maintenance. Maximizer Enterprise supports SQL 2005 Workgroup, Standard, and Enterprise editions.
- Create custom windows to give each department the flexibility they need to record critical data.
- Create extensions and integrate Maximizer Enterprise with other database applications, using the powerful Customization Suite, featuring an integrator’s toolkit that supports .NET, XML, COM, ODBC, OLE, ActiveX and DDE, and familiar programming languages such as Visual Basic®, Visual Basic.NET, C++®, and Access.
- Create custom windows and tabs once and implement them on both desktop and web-based clients to serve the needs of all users. Even customize the Customer and Partner Portals to match to your business needs.



¹ Workflow Automation powered by KnowledgeSync is an additional charge.

² Crystal Reports Server is an additional charge.

³ Dashboard available only in eCRM Suite.

⁴ Reporting on databases other than Maximizer Enterprise requires additional licenses of Crystal Reports available through Maximizer Software.

Reports: Enable executives and managers to instantly visualize the status and success of their business units.



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 management 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



Awards



Certified Solution Provider



Maximizer™

The CRM Company www.maximizer.com

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