



For Manufacturing Companies

Provide Superior Service and Grow Your Business

“The biggest benefit from using Maximizer Enterprise is that each time we interact with a customer we can access a complete customer view. With this knowledge we can provide much better customer service and manage the customer relationship more effectively.”

*– Jack Guidry,
Vice President & National Sales Manager,
W&O Supply (marine pipe manufacturer)*

Maximizer Enterprise Customers in Manufacturing

- American Biltrite
- Clopay Corporation
- Daktronics
- DNA Group
- KCI Konecranes
- Lehman Trikes
- Mathusek
- Nelson Stud Welding
- Red Arrow
- W&O Supply Products
- Roscor Corporation
- Senior Flexonics Pathway
- Siemens Automation & Drives
- Tremco Canada
- Wilden Pump & Engineering
- And many more...

Challenges of Manufacturing Companies

As a manufacturer, you're facing increasing challenges to retain your customers and market share. You're juggling priorities between customer demands and keeping your product competitive. You need to gain a competitive edge without eroding your prices. Plus, you're constantly under pressure to accurately forecast demand in order for your production team to optimize procurement with suppliers. This means you have to provide superior customer service to differentiate yourself, anticipate your customers' needs, and respond quickly.

Since 1995, Maximizer Software has been working with manufacturing companies around the world to conquer these challenges with an easy-to-use solution that fits your unique business processes.

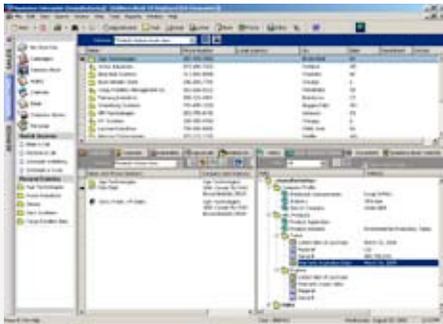
Six Proven Ways to Increase Your Competitiveness

1. Centralize critical customer information.

- Enable better insight into customers and faster customer response by making all your customer information accessible from one place whether accessed from the head office, a remote office, through the web or a handheld PDA¹
- Get instant access to customer profile and history, including phone calls, e-mails, faxes, proposals and engineering drawings.
- Effectively follow-up on all leads, and work deals effectively throughout the sales cycle, whether it's five days or five years.
- Integrate with back-end information from ERP, accounting, production, and shipping systems, including automatic linking with QuickBooks to give more power to customer-facing staff to answer inquiries faster².
- Provide centralized access to marketing collateral and a Knowledge Base of information.

2. Enable staff to access customer information on demand.

- Access the customer and sales information you need to effectively do your job from any office, at home, or on the road.
- From remote or home offices, use remote synchronization via FTP, WAN or email. Or, get customer information without installing any software – simply use a web browser and secure connection to Maximizer Enterprise through the Internet, using the Employee Portal.
 - For mobile staff on the go, access Maximizer Enterprise information from your Windows Mobile®, Palm® OS, or BlackBerry® device¹. If you use Maximizer Enterprise with Outlook you can also then synchronize back and forth with any PDA using Outlook.



Profile and segment your customers: Configure countless fields to capture all the client details.



Customize Maximizer Enterprise to your unique processes and workflow: This is an actual customized window to match the way one manufacturing company needed to capture detailed information on products, parts and serial numbers.

With Maximizer Enterprise, Mathusek Inc. (manufacturer of performance sports courts) achieved:

- Improvement in service response times by 50%
- Faster lead distribution and follow-up
- Real-time, accurate sales forecasts
- Revenue growth from \$1.8M to \$8.0M (since 1991)

¹ Web and Wireless Web (for BlackBerry devices), and Dashboards available only in eCRM Suite. MaxMobile for Windows Mobile PDAs requires additional licenses.

² Integration and customization requires Customization Suite add-on with additional fees.

³ Workflow Automation is an add-on product with additional fees.

3. Improve lead distribution and collaboration with resellers.

If you're like most manufacturers and work through a reseller channel to get your products to market, Maximizer Enterprise will help you work more efficiently with your partners.

- Send your leads and qualified sales opportunities to resellers and agents in real-time so they can follow-up with prospects faster than the competition. They receive email alerts and get access to complete details through the web-based customizable Partner Portal.
- Your forecasts will now be more accurate with two-way flow of communications. Partners can update their forecast on opportunities through the Partner Portal, and you'll get the updates in real-time.
- Streamline channel communications and ensure standardization of your marketing and sales collateral by posting updates and materials to the Partner Portal that they can download and use immediately.

4. Streamline sales processes and get an accurate sales forecast.

In manufacturing, forecasting sales is critical for optimizing cash flow, the supply chain, production and labor schedule.

- Maximizer Enterprise enables all people involved in the sales cycle to collaborate effectively – whether your sales cycle is five days or five years. Sales representatives act as the leader on a deal to successfully close a sale, whether you're collaborating with engineers contributing to an RFP, draftspersons doing drawings, or shippers providing complex shipping estimates.
- Produce an accurate sales forecast automatically with up-to-date information from all your sales reps – no copying and pasting together weekly sales reports! Maximizer Enterprise comes with Crystal Reports® XI Professional plus over 175 pre-configured reports.

5. Improve marketing effectiveness with detailed customer segmenting.

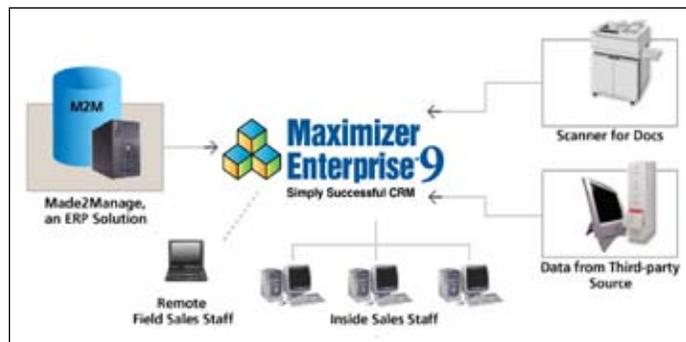
How you segment your customers is up to you – Maximizer Enterprise provides the tools to profile your customers how you want.

- Whether you're tracking industry, product application, or details of product specifications per customer, Maximizer Enterprise enables you to store this information in a way that is trackable and easily searchable.
- Reduce your marketing costs and increasing your response rate by targeting specific customer segments for your direct marketing programs.
- Use Marketing Campaign Manager for mass email, fax, or print campaigns to customers for your newsletters, product announcements, price promotions, and anything else that keeps your company top of mind.

6. Configure & customize to your unique processes

Each manufacturer is unique, and you need a solution that your staff can use immediately, and that fits your unique business processes. With a 15-year history in customer management solutions, Maximizer Enterprise is easy-to-learn and use so you see immediate results.

- Configure Maximizer Enterprise out-of-the-box by creating fields and labels to track the information that is critical to your business.
- Customize windows, create unique screens and modify actions to follow your business rules and processes².
- Integrate with ERP, accounting, production and other systems to give customer-facing staff critical back-end information².
- Use Workflow Automation with Maximizer Enterprise to automate processes and alert you of process inconsistencies³.



Centralize customer information in Maximizer Enterprise: Actual implementation of Maximizer Enterprise that enables access to ERP information, leads from a third-party source and electronic history of documents, and drawings.



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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