OVERVIEW

Maximizer CRM 2016 Overview

| A COMPREHENSIVE LOOK AT MAXIMIZER'S LATEST CRM SOLUTIONS

About Maximizer

Good customer relationships are at the heart of business success. As a pioneer in the Customer Relationship Management (CRM) industry for 28 years, Maximizer has been helping businesses increase sales, generate high quality leads, raise productivity and revenues whilst delighting customers.

However, to be successful in today's difficult climate, organizations need to be agile, flexible and have the ability to adapt quickly to changing requirements in a cost-effective, productive and secure way.

The latest generation of Maximizer CRM has the ability to deliver these benefits right across your organization.

Maximizer CRM has been the SAVVY (Simple, Accessible, Value for money, Visionary, Your choice of deployment) CRM choice for more than 120,000 customers of varying organizational size and in every industry across the world. With over 1,000,000 licences sold, the value from Maximizers' simple, accessible and affordable system is tested and proven.

Maximizer CRM offers a host of deployment options, our On-Premise Solution (which is web-access to ensure you benefit from easy implementation and mobile connectivity), a Hosted Solution which can be deployed by one of our Certified Solution Providers or a third party data center, or you can choose to use Our Cloud solution, Maximizer CRM Live, where your data will be held on our Tier IV, ISO27001 penetration tested, PCI-DSS certified data center, maximizing your data security and back-up protocols. All three options ensure you can access your vital customer data and business

KEY IMPROVEMENTS:

- **Enhanced customer service case tab**

- **Allow performing other tasks while editing a note**

- **Enhanced task management, monitoring and collaboration**

- **Security enhancement**

- **Improved user experience in Mobile Access**

- **Enhanced search capability in Mobile Access**

- **Improved filtering for notes and documents**

KEY BENEFITS:

- **Simplified interface for easy use and navigation**

- **Key fields and personalized data view**

- **Account and contact management**

- **Data protection legislation and anti-spam administrator**

- **Data auditing and data security management**

- **Task management and automation**

- **Task and calendar management**

- **Task and appointment alarm and notification**

- **Opportunity management**

- **Sales forecasting and automation**

- **Sales strategy planning**

- **Marketing automation**

- **Marketing email text and html coding editor**

- **Customer service case management**

- **Mobile access for phone and tablet**

- **Excel reporting tool and document templates**

- **Dashboard business intelligence**

- **Microsoft Office and Outlook integration**

- **HubSpot and MailChimp integration**

- **Workflow automation**

intelligence is always accessible. This lets Management, Sales, Marketing and Customer Service staff have rapid, reliable insight and make quick, informed decisions in real time, helping reduce costs, increase sales and improve customer retention.

Quick to deploy, learn and use, Maximizer CRM 2016 delivers a complete and robust solution, centralizing data whilst streamlining business processes. Harnessing this power allows you to rapidly optimize your level of productivity, performance and profitability.

Anytime, anywhere, anyhow

Access Maximizer CRM at your desk - online or on the move

This choice and flexibility of access options delivers the critical customer insight you need, when you need it, how you need it and where you need it - at your desk, at home or in the field.

Maximizer's deployment options provide you with the range of choice you need in order to be treated as a unique business with unique needs. Whether you require an on-premise web access CRM solution, that has been the software of choice for small to medium-sized businesses and divisions of large enterprises for over 20 years, or a feature rich and highly flexible cloud-based solution, Maximizer has a solution tailored to fit your needs perfectly.

However you choose to deploy Maximizer CRM 2106, you have the flexibility to choose the best solution for your business and requirements, and be reassured that your customer data can be accessed by smartphone, laptop, tablet and desktop. Your options are:

Maximizer On-Premise Web Access

Maximizer CRM 2016 can also be deployed on-premise, via your own internal web access server, ensuring all staff , whether in the office, working from home, or on the road, can access the most innovative and fully functioned CRM systems available, with the data accessible on your own in-house servers.

> "
> *It is difficult to imagine how we would function without this invaluable tool to our business."*

PETER HUNT
Director, Multipix Imaging

"

Maximizer CRM Live

Hosted in the cloud, so our cloud customers can rest assured that their information is stored in a data center with world-class reliability and security. Maximizer undergoes comprehensive ISO27001 penetration testing with each major release to ensure our solutions meet stringent security standards. This means you get access to your valuable Maximizer CRM tools and functions through the internet, anywhere, anytime, anyhow, securely.

In addition, we can offer you the ability to have your CRM hosted on a dedicated server, rather than sharing with other companies, giving you peace of mind that your data is secure and allowing you to take advantage of combining

other business software on your own private cloud, significantly lowering costs.

Maximizer Partner Hosted

We can host your Maximizer CRM system via our extensive global network of Certified Solution Providers, so you can have the option of your data being hosted in a location local to you – not in another country.

In addition, we can offer you the ability to have your CRM hosted on a dedicated server, rather than sharing with other companies, giving you peace of mind that your data is secure and allowing you to take advantage of combining other business software on your own private cloud, significantly streamlining costs.

Maximizer hosted by your selected third party data centre

If you already employ a third party data centre to securely host other cloud services and applications, maximize your investment by installing your Maximizer web-access solution on your existing third party infrastructure.

Collaboration

Allow teams to work together effectively by sharing information and documents through a Microsoft SharePoint® portal.

Adapting to the way you work, this access versatility means organizations can deliver the quick, relevant and personal response demanded by customers and rapidly adapt to requirements in a productive and cost effective way.

Business intelligence

Interpret crucial metrics, turning data into information, into knowledge.

Make better decisions, faster with real-time key performance metrics and reports delivering better understanding and insight into your customers and your business.

- Simple dashboard wizards in Maximizer CRM 2016 allows you to get a big-picture perspective, or a very detailed view, by easily creating and personalizing dashboards to display the metrics most relevant to you, your staff and any other relevant personnel given permission

- Share key metrics, save time and improve visibility across the organization with the ability to email dashboards

- Use the unlimited Excel Reports tool, to access a library of built-in report templates, or create your own reports that will update in real-time, allowing for instant data manipulation via pivot tables and graphs, providing enhanced pipeline intelligence

- Access the power and simplicity of using pivot tables to generate graphs for easy management information

- Benefit from real-time data from Maximizer in Excel, ideal for Marketing Opportunity or Campaign analysis and customer service auditing

- Access the data source tabs for Sales forecasting, pipeline analysis, revenue management, stock availability and delivery or dispatch status of an order

- Create your own reports based on basic, key and user defined fields, by simply selecting the data fields to be included in the report, populating Excel tabs review.

Sales

Attract. Engage. Succeed … anywhere, anytime

Maximize the new Details tab in the Opportunities Module, to gain sales insight quickly and simply with a complete history of customers, prospects and leads from just one place, which will allow you to edit and work with your prospects in the same way as you can work with your existing customers in the Address Book.

- Create or view an opportunity while adding your own basic and user-defined fields, to measure Competitor and Partner activity.

- Plus, to aid prospect recruitment for maximum conversion rate, use the new Strategy tab to identify success factors, steps and activities taken and what actions are outstanding.

- Harness the full strength of lead intelligence imported into Maximizer via the HubSpot connector[1]

[1] Maximizer CRM: HubSpot Connector is an add-on product at extra cost

> *"The software just makes it easy in a fast moving environment for everyone in the organization to know what is going on and who is doing it.*
>
> **GRAHAM INSKIP**
> **Managing Director, Graham Lloyd Ltd**

- Use the new Opportunities module to view contacts in the same format at the Address Book, to harness lead intelligence and maximize the new Strategy tab to manage the lead through the sales cycle, including organizing actions required from other departments where applicable

- Create your own opportunity view using improved key fields grouping, including managing competitor and partner statuses

- Increase your win ratio by implementing proven, repeatable best practice sales processes for step-by-step success

- Document and review the entire history of customer activity, account status and financial history to help deliver greater value over time

- Follow-up all leads in a timely fashion using the Hotlist feature, in which you can specific a start, end or create a rolling date range to manage each stage of your sales process, throughout the sales cycle, allowing you to complete actions, and carry forward unfinished appointments and tasks

- Capitalize on opportunities with timely automated messages and activities using the new alarm panel. Replacing the pop-up dialogue, a notification panel will appear detailing meetings or actions to be taken against a specific opportunity assigned, including the contact's address book details to prep from the initial sales call and generate a higher conversion

- Use the Hotlist to manage each stage of your sales process, from lead allocation to closed sale, reallocating tasks to colleagues when required

- Gain actionable insight and adjust strategy accordingly by checking your personalized dashboards for a visual health check of sales leads, opportunities, sales pipeline funnels, sales quotas and account status

- Use the Excel Reports tool, to access a library of report templates, or create your own reports in Excel that will update in real-time, allowing for instant data manipulation via pivot tables and graphs, providing enhanced pipeline intelligence

- Manage products, quotes and orders. Link sales opportunities to accurately track the entire sales and purchase cycle

- Keep tabs on your biggest deals by staying alerted to important changes in their status

- Enable sales teams to easily work together more effectively, manage accounts and collaborate on opportunities

- Work seamlessly with Microsoft Outlook, Word and Excel, with links to SharePoint Documents. Integrate with accounting packages and other internal systems such as Asset tracking or Enterprise Resource Planning (ERP) software

- Use the Auditing tool to track system usage and identify security issues for the customer portal

- Drive more sales through channel partners with Partner Relationship Management lead assignment and forecasting

- Automatically assign leads and accounts based on territory rules ensuring that high potential opportunities flow to the appropriate teams and representatives

- Sales quota management: view of sales targets and individual and team performance

> *Maximizer does not have the limitations I know other software packages have. The program is also very flexible because you can add and change parts... We cannot live without this anymore.*

GERWIN EERSEN
Managing Director, Gflex

- Use the Maximizer CRM: HubSpot Connector to receive greater prospect intelligence, including online behaviour tracking to aid the delivery of convertible sales offers.[2]

Marketing

Create, attract, retain and delight customers, profitably.

Maximizer's built-in marketing tools mean you can simply and effectively plan, budget, execute, analyze and optimize all aspects of marketing, ensuring you spend your marketing budget wisely and directing resources to initiatives that generate proven returns.

Plus, apply the Maximizer CRM: HubSpot Connector[3] and amplify your online marketing efforts with improved lead intelligence, bridging the gap between marketing and the sales pipeline for a shorter sales cycle and greater conversion.

- Meet data protection legislation by managing your contacts email preferences with various unsubscribe options including; marketing and promotional emails, customer service notifications, newsletters and help and tips emails
- View a contact's preferences within the address book, with specific views detailing if consent to send email communications is present, expired or withdrawn, therefore allowing the seamless tracking an individual's option and opt-out requests
- Manage unsubscribe requests, with the automatic unsubscribe signature that will appear at the bottom of each email template allowing recipients to automatically unsubscribe from the various email types, modifying their email preferences within their contact record
- Ensure emails are never sent to individuals who have opted-out by selecting the email type within the email editor and Maximizer will ensure the email is only sent to individuals with consent
- Create dynamic email templates in the text editor, copying content from Microsoft Word and Outlook while maintaining formats such as bullet points, text font and size, including the insertion of tables
- Import HTML code or completed HTML templates directly in the emails campaign dialogues, including images, which can be embedded into the code to ensure images display every time
- Use the responsive email templates, including merging fields from landing pages. Ensuring emails will present correctly, with accurate personalization, no matter the device used to view them, including; mobile phones, tablets, laptops and desktops

[2] Maximizer CRM: HubSpot Connector is an add-on product at extra cost
[3] Maximizer CRM: HubSpot Connector is an add-on product at extra cost

- Measure clicks, responses, leads, deals, Return On Investment (ROI) and revenue

- Send targeted, personalized email campaigns using secure templates, from multiple email addresses

- Real-time data for quick and informed decisions

- Import leads directly from your website

- Seamless integration of the marketing and sales functions in Maximizer delivers higher conversion rates and greater customer satisfaction

- Simple to use, easy to customize and access - anywhere, anytime and anyhow, to work the way you do.

Track and engage online traffic with seamless HubSpot integration[4]

The Maximizer CRM: HubSpot Connector is a powerful tool that bridges the gap between Maximizer CRM and sales pipeline management and HubSpot, the all-in-one inbound marketing software. With HubSpot, you can amplify your online marketing efforts, including measuring the effectiveness of your website, develop responsive landing pages, create informative blogs and schedule your social media activities across Twitter®, LinkedIn®, Facebook®, Google+®, Pinterest®, Youtube® and Xing®.

All leads generated will seamlessly flow into your Maximizer CRM, putting HubSpot's lead intelligence and prospect profile information into the hands of the sales team, thus improving the quality of marketing leads generated, shortening the sales cycle for improved sales conversion and closing the loop between marketing effort and sales revenue.

- Lead Integration: new leads and enquiries captured in HubSpot flow seamlessly to your account managers in Maximizer

- Prospect Intelligence: put HubSpot's rich marketing intelligence into Maximizer, to learn more about every prospect and customer

- Bi-directional Sync: new records that originate in one system (Maximizer or HubSpot) can be instantly passed to the other system

- Closed Loop Reporting: see the connection between your marketing efforts and won opportunities in Maximizer to enhance decision making

- Custom Lead Scoring: control which leads are sent to Maximizer and when, based on any HubSpot activity or criteria, using custom lead scoring
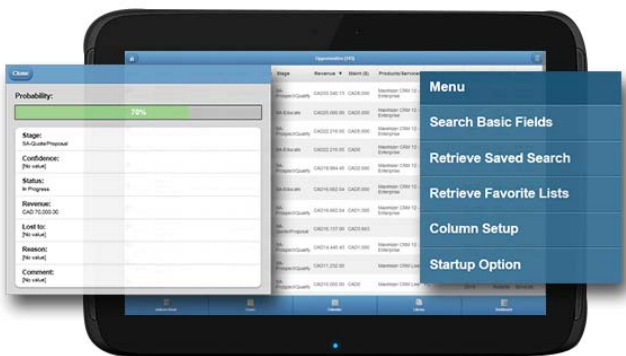
[4] Maximizer CRM: HubSpot Connector is an add-on product at extra cost

- Customize Contact Profiles: Maximizer basic or customized fields can be mapped to HubSpot to keep contact profiles current and ensure effective segmentation
- Sales Team Notifications: send customer notification emails to sales representatives when leads take key actions on your website for specific follow-up
- Track Lead Sources: see which sources are producing customers, down to the keywords they search and individual pages they came from
- Lead Nurturing: use online behaviour tracking to get the ideal email message or sales offer to the right prospect at the right time.

Improve marketing productivity and identify what works

Automatically calculate campaign ROI – instantly see conversion rates, evaluate the cost of customer acquisition and interpret response rates to focus on what's working.

- Set-up automated processes for lead management, such as automatically responding to web enquiries with a series of emails and alerting the appropriate sales representative to follow up. Collect data from web forms directly into Maximizer CRM, including any custom fields
- View campaign response rates at-a-glance to identify which tactics are most successful
- Comply with privacy, do-not-call and anti-spam legislation with out-of-the box, system enforced safeguards
- Keep track of important campaign details and deadlines by assigning step-by-step action plans to team members

- Capitalize on the Excel Reports tool, to access a library of report templates, or create your own reports in Excel that will update in real-time, allowing for instant data manipulation via pivot tables and graphs, providing enhanced campaign intelligence.

Social networking

Build dynamic social profiles of customers and prospects by linking directly to relevant social networks and contacts' LinkedIn profiles.

URL led User Defined Fields

- Prospect and generate new leads with the ability to search, view and link directly to a contact's or company's social profiles from Maximizer
- Enhance the level of customer engagement with access to a contact's social profiles and shared connections within a company
- Determine key contacts within a company to focus on those with the greatest influence in the purchasing decision
- Improve customer service and build customer loyalty with an additional channel of communication.

Social profile building

- Build complete customer and prospect profiles by capturing links to all relevant social networks in one place
- Obtain up-to-date information on your contacts with direct links to external websites and social media profiles (e.g. blogs, Twitter, Facebook, LinkedIn)
- Use new user defined fields to capture web links to social media profiles.

Customer service & support

Resolve issues faster to maximize your customer satisfaction.

Shape your customers' 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, upsell and promote repeat business.

- Automate processes, such as case assignment and notification, to keep you ahead of customer expectations
- Add group titles, hide blank fields and modify key fields dialogues to help organize the information important to the customer services team, at a glance
- Track customer service issues and assign appropriate resources
- Access Case Resolution statistics with Excel reporting
- Communicate with customers according to their preferences with the anti-spam tool
- Manage the delivery of resources more effectively to drive productivity.
- Enable customer self-service via secure Web portals
- Access real-time sales and marketing information to support cross-sell and upsell initiatives
- Use the alarm panel to ensure all case actions are completed in a timely fashion
- Link to a central Knowledge Base to resolve issues faster
- Escalate customer service issues to the appropriate specialist and resolve cases rapidly

- Control service resources through effective tracking of billable hours and rates according to service level agreements
- Deliver personalized communications to customers throughout the sales cycle
- Respond faster and improve call productivity with computer telephony integration (CTI) and new VoIP and IM for outgoing calls.

"

Maximizer's email functionality is a perfect tool for anyone.

JOHN JOSE
Circulations Director, Sport 360

"

Compare Maximizer CRM 2016

Sales

User Features	Maximizer CRM 2016	Maximizer CRM 2015	Maximizer CRM 12	Maximizer CRM 11	Maximizer CRM 10/10.5
Opportunity Details following tab	●	●			
Forecast report	●				
Opportunities following tab in Address Book and Hotlist modules	●	●	●		
Better linkage between contacts and associated account manager	●	●	●		
Web lead capture	●	●	●		
Capture campaign sources for leads and opportunities	●	●	●		
Sales quota management[1]	●	●	●	●	
Email merge fields	Enhanced (Allow merging user fields)	●	●	●	
Email merge templates	Enhanced (Include user information in the template)	●	●	●	
Sales opportunity monitoring	●	●	●	●	
Define mandatory fields in opportunities using logic and rules	●	●			

[1] Only available in Enterprise Edition and Maximizer CRM Live.

Customer Service & Support

User Features	Maximizer CRM 2016	Maximizer CRM 2015	Maximizer CRM 12	Maximizer CRM 11	Maximizer CRM 10/10.5
Case Details following tab	●				
Define mandatory fields in cases using logic and rules	●				
Pre-defined subjects included in search dialog	●	●	●		
Customer service following tab in Address Book and Hot-list modules	●	●	●		
Web links to knowledge base articles	●	●	●		
Notifications	●	●	●	●	●
Email merge fields	●	●	●	●	●

Marketing

User Features	Maximizer CRM 2016	Maximizer CRM 2015	Maximizer CRM 12	Maximizer CRM 11	Maximizer CRM 10/10.5
Web lead capture	●	●	●		
Campaign ROI management	●	●	●		
Automated campaign templates	●	●	●		
Campaign response metrics	●	●	●	●	●
Built-in marketing reports	●	●	●	●	

Marketing (continued...)

User Features	Maximizer CRM 2016	Maximizer CRM 2015	Maximizer CRM 12	Maximizer CRM 11	Maximizer CRM 10/10.5
Campaign manager web access	Enhanced (Improved performance for adding subscribers)	●	●	●	
Anti-spam functionality	●	●			
HTML text editor	●	Enhanced	●		

Business Productivity

User Features	Maximizer CRM 2016	Maximizer CRM 2015	Maximizer CRM 12	Maximizer CRM 11	Maximizer CRM 10/10.5
Ignore year for search date fields by rolling date range	●				
Perform other actions while editing a note	●				
Notes filter that allows selecting multiple note types	●				
Documents filter that allows selecting multiple document types and categories	●				
Default document	●				
Centralized template library for documents and Excel reports	●	●			
Ability to define mandatory fields in Address Book entries using logic and rules	●	●	●		
User-defined fields with clickable hyperlinks	●	●	●		

Business Productivity (continued...)

User Features	Maximizer CRM 2016	Maximizer CRM 2015	Maximizer CRM 12	Maximizer CRM 11	Maximizer CRM 10/10.5
One click to map from contact address	●	●	●	●	●
Quick access for frequently used saved searches and favorite lists	●	●	●	●	●
Saved searches can be configured with variables for greater flexibility	●	●	●		
Details tab for contact info for Hotlist module	●	●	●		
Activities following tab for Address Book module	●	●	●		
Retrieve Address Book entries from selected opportunities or CS cases	●	●	●		
Context video help	●	●	●		
Quick search	●	●	●		
Customer timeline	●	●	●		
Contacts following window	●	●	●		
Email handling	●	●	●	●	●
Automated sending of outgoing emails to different email inboxes	●	●	●		
Search Address Book entries by partner	●				

Business Productivity (continued...)

User Features	Maximizer CRM 2016	Maximizer CRM 2015	Maximizer CRM 12	Maximizer CRM 11	Maximizer CRM 10/10.5
Retrieve partners for the selected Address Book entries	●				
Retrieve opportunities and cases	●	●	●		
Appointment reminder email messages	●	●	●	●	●
Printing of individual appointments and improved print appointment details report	●	●	●		
View multiple users' activities in Hotlist	●				
Monitor tasks you have assigned to other users	●				
Batch editing task dates	●				
Task dependencies and sequencing in action plan	●	●	●		
Appointment management with accounts (Non-Maximizer users)	●	●	●		
Web links to external documents and social media profiles	●	●	●		
Anti-spam functionality	●	●			
Enhanced email unsubscribe functionality	●	●			

Business Productivity (continued)

User Features	Maximizer CRM 2016	Maximizer CRM 2015	Maximizer CRM 12	Maximizer CRM 11	Maximizer CRM 10/10.5
Web form for email preference management	●	●			
Notes and emails text editor	●	Enhanced	●		
Pre-built email and campaign templates	●	●			
Activities following tab	●	●			
Rolling date range in Hotlist	●	●			
Unfinished appointments carry forward in Hotlist	●	●			
Email documents from within the documents tab	●	●			
All contacts retrieval	●	●			
All companies/individuals retrieval	●	●			
VoIP integration	●	●			
In-product "help" videos (Hotlists, email, notes and documents, global editing, user management, etc.)	●	●	●		
Address Book contact social media web search	●	●			

Customizations

User Features	Maximizer CRM 2016	Maximizer CRM 2015	Maximizer CRM 12	Maximizer CRM 11	Maximizer CRM 10/10.5
Data access web service Application Programming Interface (API)	●	●	●		
Web following grid integration framework	●	●	●		
Search Address Book entries by the fields in custom following tabs	Enhanced (User defined fields are supported)	●			
Label customization per user	●	●	●		
Customizable user profile such as email, address and photo	●	●	●		
Customize which following windows to display	●	●	●		
Startup preferences	●	●	●		
Key fields customization within web access	●	●	●		
Upload photos for Accounts	●	●	●		
Easily switch views between individual or teams' customization settings (Saved searches, column views, favorite lists)	●	●	●		
Coloring rules	●	●	●		
Duplicate record checking	●	●	●	●	●
Expanded key fields customizations and display options	●	●	●	●	●

Customizations Continued

User Features	Maximizer CRM 2016	Maximizer CRM 2015	Maximizer CRM 12	Maximizer CRM 11	Maximizer CRM 10/10.5
Following tab grid (Column width resizing, column sorting, tooltip display for drop-down lists)	●	●			
Key field list group titles	●	●			

Business Intelligence

User Features	Maximizer CRM 2016	Maximizer CRM 2015	Maximizer CRM 12	Maximizer CRM 11	Maximizer CRM 10/10.5
Web reports (Sales funnel, users' activity, incoming vs outgoing phone calls, email campaign response metrics, customer service workload reports)	●	●	●		
Drill down to specific slices of pie and bar graphs in dashboards	Enhanced (Respect column setup associated with the saved search)	●	●		
Single and multi value grouping on dashboards	●	●	●		
Increased number of columns in dashboards list control	●	●	●		
Share dashboards via email	●	●	●		
Dashboards	●	●	●	●	●
SQL server reporting services (SSRS)	Web Access Only	●	●		
Simple dashboards creation	●	●	●	●	

Business Intelligence (continued...)

User Features	Maximizer CRM 2016	Maximizer CRM 2015	Maximizer CRM 12	Maximizer CRM 11	Maximizer CRM 10/10.5
Pre-built Excel report templates (Address Book, Customer Service, Opportunity, Campaigns)	Enhanced (New Excel report for Hotlist)	●			
Auditing functionality (changes made to Address Book entries)	●	●			

Mobile Access

User Features	Maximizer CRM 2016	Maximizer CRM 2015	Maximizer CRM 12	Maximizer CRM 11	Maximizer CRM 10/10.5
Mobile access for tablets (iPad, Android tablets)	●	●	●		
Prompt for value when retrieving a saved search	●	●	●		
Ability to select a predefined subject line for a task or an appointment	●				
Show location of an appointment in map	●				
Quick Access shortcuts in Home Screen	●				
Preferences module that defines the startup screen	●				
Send email from an opportunity or a case	●	●			
Automatic login option for quicker access	●	●	●		
Quick search	●	●	●		

Mobile Access (continued...)

User Features	Maximizer CRM 2016	Maximizer CRM 2015	Maximizer CRM 12	Maximizer CRM 11	Maximizer CRM 10/10.5
Additional search options (By cases, by city, by state and by postcode)	●	●	●		
Customizable column views	●	●	●		
Open and share documents	●	●	●		
Create shortcut on device homescreen	●	●	●		
Shortcut to email/call in list view (For smartphones)	●	●	●		
Multi-user appointments	Enhanced (Ability to invite/remove contacts to an appointment)	●	●		
Manage key fields	●	●	●		
Send emails	Enhanced (Retain contents of an email when the device is disconnected.)	●	●		
Manage appointments	●	●	●		
Manage dashboards	●	●	●	●	
Change the maximum number of entries that can be retrieved	Enhanced (The number can be changed in Administrator)	●	●	●	

Usability Enhancements

User Features	Maximizer CRM 2016	Maximizer CRM 2015	Maximizer CRM 12	Maximizer CRM 11	Maximizer CRM 10/10.5
Automatically adjust row height to fit all the stacked fields in a column setup view	●				
Type ahead in list view	●	●	●		
Right click contextual menu in all modules	●	●	●		
Keyboard navigation in main list view	●	●	●		
Easier retrieval of mobile access URL	●	●	●		
Shortcut for key fields setup	●	●	●		
Ability to combine, convert and dublicate entries	●	●	●		
Filters in activity tab stored between sessions	●	●	●		
Associate column views to saved searches and favorite lists	●	●	●	●	
Support for international time zones	●	●	●	●	
Hide blank fields in key fields list	●	●			
Key field list tooltip descriptions	●	●			

Usability Enhancements Continued

User Features	Maximizer CRM 2016	Maximizer CRM 2015	Maximizer CRM 12	Maximizer CRM 11	Maximizer CRM 10/10.5
Hide completed activities in hotlist	●	●			
Notification panel for alarms and meeting invitations	●	●			
Recent column setup views	●	●			
Column setup alignment editing	●	●			
Hidden "following" tab for users without viewing rights	●	●			
Support more columns in the dialogs for searching for Address Book entries and in appointment dialog	●				
Place commonly used Maximizer Outlook integration buttons into the Home tab of Outlook	●				
Support custom address format	●	●			

Integrations

User Features	Maximizer CRM 2016	Maximizer CRM 2015	Maximizer CRM 12	Maximizer CRM 11	Maximizer CRM 10/10.5
Word add-in	●	●	●		
64-bit Word add-in	●	●	●		
Instant label & envelope merge in Word	●	●	●		

Integrations (continued…)

User Features	Maximizer CRM 2015	Maximizer CRM 12	Maximizer CRM 12	Maximizer CRM 11	Maximizer CRM 10/10.5
Word Merge	●	●	●		
Access document templates stored in Maximizer in Word add-in	●	●			
Create or update Maximizer document templates in Word add-in	●	●			
Save documents to Maximizer entries during Word merge	●	●	●		
Save any Word document to entries	●	●	●		
Outlook add-in	●	●	●	●	●
64-bit Outlook add-in	●	●	●		
Auto-save emails by email conversation	●	●	●		
Auto-save emails by email address	●	●			
Create a note against Maximizer entry when saving an email in Outlook add-in	●				
Allow specify name and description for the document when saving an email from Outlook add-in	●				
Contacts synchronization between Outlook and Maximizer	●	●	●		

Integrations (continued...)

User Features	Maximizer CRM 2016	Maximizer CRM 2015	Maximizer CRM 12	Maximizer CRM 11	Maximizer CRM 10/10.5
Tasks Synchronization between Outlook and Maximizer	●	●	●		
Ability to create task in Maximizer based on email in Outlook	●	●	●		
Save emails to Maximizer without creating duplicates	●	●	●		
Save emails to Maximizer opportunities	●	●	●		
Save email to Maximizer Customer Service cases	●	●	●		
Maximizer and Outlook calendar synching	●	●	●		
Mr./Ms. merge fields in Word add-in	●	●			
Envelope and label address formatting	●	●			

OS Support and Additional Features

User Features	Maximizer CRM 2016	Maximizer CRM 2015	Maximizer CRM 12	Maximizer CRM 11	Maximizer CRM 10/10.5
Windows 10 Support	●				
Windows 8.1 Support	●	●	●		
Windows 8 Support	●	●	●		

OS Support and Additional Features (continued...)

User Features	Maximizer CRM 2016	Maximizer CRM 2015	Maximizer CRM 12	Maximizer CRM 11	Maximizer CRM 10/10.5
Windows 8 RT Support	●	●	●		
Microsoft Office 365 Support (Desktop version)	●	●	●		
Internet Explorer 9, 10, 11	●	●	●		
Internet Explorer 8 support			●		
Google Chrome	●				
Mozilla FireFox for Windows and Mac	●	●	●	●	
Android support for Mobile Access	● Support up to 5.0	● Support up to 4.3	●		
iOS support for Mobile Access	● Support up to iOS 8	● iOS 7	●		
BlackBerry Z10 Support		●	●		
All Access Licensing (Windows desktop, web and mobile)	●	●	●	●	
Service Access Licensing	●				
Optimized ribbon style interface	●	●	●	●	
Improvements to SQL express storage capacity	●	●	●	4GB	
Windows SQL Server 2014	●	●			
Windows Server 2012 R2	●	●	●		
Microsoft Internet Information Server 8.5	●	●			

About Maximizer

Maximizer CRM is fueling the growth of businesses around the world.

Our CRM solutions come fully loaded with the core Sales, Marketing and Service functionality companies need to optimize sales productivity, accelerate marketing and improve customer service. With flexible on-premise, our cloud and your cloud deployment options, tailored-to-fit flexibility, state-of-the art security infrastructure, industry-specific editions and anywhere/anytime mobile access, Maximizer is the affordable CRM solution of choice.

From offices in North America, Europe, Middle East, Africa and AsiaPac, and a worldwide network of certified business partners, Maximizer has shipped over one million licenses to more than 120,000 customers worldwide.

Certified Solution Provider

Camsoft provides full turnkey CRM solutions, including software sales, training, support, development and service level agreements, where required. Camsoft's offices are located in Johannesburg, Cape Town and Durban.

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