What Are My Deployment Options - For Existing Customers

| MAXIMIZER CRM

Introduction

At Maximizer Software, we recognise that your business is unique, and to meet your individual needs, budgets, data governance and existing IT infrastructure, we offer you a choice of deployment options for your Maximizer CRM software, including; On-Premise, Our Cloud and Your Cloud solutions.

Moving forward we are committed to delivering the same deployment flexibility, that offers you the freedom to move from one deployment method to the other, ensuring you can adapt your CRM to the changing needs of your business, economic market variants and changes to data legislation, however, the release of Maximizer CRM 2016 will be the final version in which the Windows Access solution will be made available, as we focus on enhancing our On-Premise Web Access solution.

Changes To Our Deployment Options - What Does This Mean...

...To Our Cloud Customers, Using Maximizer CRM Live (Our Cloud)?

You can continue to use Maximizer CRM Live, our cloud based solution, where you will continue to benefit from access to fully integrated sales, marketing and customers service tools, that allow you to deliver personalised experiences, gain deep customer insight and drive retention and loyalty, while content in the knowledge your data is safe in our secure ISO27001 penetration tested and PCI-DSS certified Tier IV Data Centres located in North America, the UK and in South Africa; with disaster recovery and back-up protocols to ensure you will always have access to your data and software.

To Our Customers, Using A Hosted Solution (Your Cloud)?

You can continue to deploy your Maximizer CRM software via one of our global network of Maximizer Certified Solution Providers. You will continue to access your business data, housed in a secure data centre local to you, while benefiting from a customised Maximizer CRM solution, including all the features and functionality required by your business, with the additional benefit of potential integration with additional cloud applications. This is often referred to as a 'Hosted solution' and you can also select to 'host' your Maximizer CRM software with any third party cloud provider, by renting a virtual server.

...To Our Customers Using Our On-Premise Solution?

Since 2007 Maximizer Customers, purchasing Maximizer CRM On-Premise solution would receive both our Windows Access and our Web Access software. The difference between the two is simple:

On Premise
(Your Servers Web or Windows)

- The Windows Access solution is implemented as an individual application, requiring installation on each desktop and laptop of every employee requiring access to the business CRM

- The Web Access solution only requires

installation on your business server(s) and all employees can access the software, and your business data, via your local network or the internet via an externally facing URL.

There were small differences in the products and the inherent functionality; however, in recent years with the developments in web technologies, the features within the Web Access solution have surpassed that of the Window Access release. For this reason, Maximizer has decided to concentrate exclusively on developing and enhancing the Web Access solution moving forward.

In terms of your Maximizer CRM and its deployment, this means that you can continue to run your Maximizer CRM On-Premise solution, with all the features and functionality that you are used to, within your own office environment.

The Benefits Of On-Premise Web Access Solution?

Many of our existing On-Premise customers are already using the Web Access solution, due to the benefits it offers, but if you have yet to deploy Web Access, here are a few of the benefits of making the switch:

- With installation on your company's web server, you no-longer need to install our six monthly upgrades on each employees workstation, making it easier to upgrade to the latest version of Maximizer CRM and less costly
- The usability of the Web Access solution has been greatly enhanced, making it simple to use, quick to deploy, with minimal

training required, to ensure you are up and running quickly, boosting your productivity and achieving a swift return on investment

- In our latest release, Maximizer CRM 2016, the Dashboards feature, Outlook integration and Excel reports have been specifically enhanced – making business reporting quick, simple and pain-less, with all the analytics you need to make informed business decisions
- The Web Access has stronger security and an easier development platform for integrations and customisation. This makes the product simple to configure for your individual business requirements
- In the same way you can access your company emails via a secure web link, with Maximizer On-Premise Web Access solution you can access your CRM functionality and customer data using any web-enabled device from any location, at any time – with the peace of mind that your business data is protected by your own security protocols.
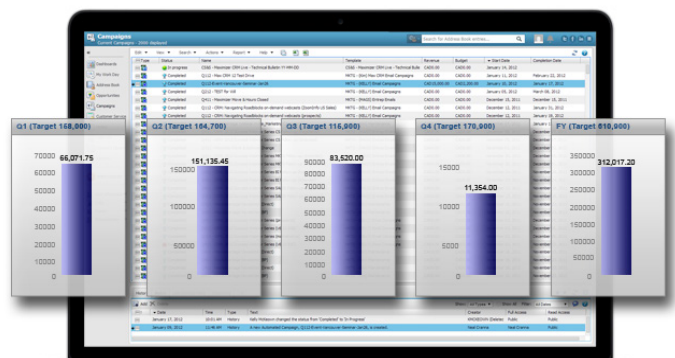
How Will This Affect My Software Assurance Renewal?

If you are an existing Maximizer customer with Software Assurance you will continue to benefit from full Customer Service Support from Maximizer Software and our network of Certified Solution Providers, plus you will continue to receive our latest new product releases every six months.

In addition, if you continue to renew your Software Assurance agreement with Maximizer, your Maximizer CRM 2016 Windows Access version will remain fully supported for a least the next 24 months, giving you plenty of time to gradually migrate to the On-Premise Web Access version, along with any legacy integrations and customisations you may have.

Should you decide that On-Premise deployment is no longer the most suitable option for your business and you would like to migrate to Our Cloud or Your Cloud, via a hosted solution, please contact either Maximizer CRM or contact your local Certified Solution Provider.

Telephone: +44 (0)1344 766 900
Email: enquiries@maximizer.co.uk

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.

T: **+27 (0)21 797 4804**

F: **+27 (0)21 797 4744**

E: **info@camsoft.co.za**

W: **www.camsoft.co.za**

MAXIMIZERCRM

WWW.MAXIMIZER.COM