![Maximizer CRM logo]

Which Edition is right for you?

Maximizer CRM Features

- Account and contact management
- LinkedIn® integration
- Time management & iCalendar® integration
- Task management and automation
- Sales Force Automation & forecasting
- Marketing campaign automation & management
- Customer service management
- Microsoft Office® integration
- Outlook® & Exchange® synchronization
- Business intelligence
- Workflow automation
- Partner relationship management
- Access options: mobile devices, Web, Windows® desktop, remote

Wizard-Driven Dashboards: Easy to set up and modify, key performance indicators provide real-time insight into your business.

Maximizer CRM® Editions

Whether you're a start-up small business in need of CRM, or have hundreds of employees and thousands of customers, Maximizer CRM has the right solution for you. Maximizer CRM adapts to the way you work, and grows as your business grows. Choose from the following editions, as well as several add-on modules and options for the solution that matches your business needs. The right solution will depend on your number of users, access, and feature requirements.

Compare Maximizer CRM Editions

USER FEATURES	Maximizer CRM Editions		
	Enterprise Edition	Group Edition	Entrepreneur Edition
Who it's for	Advanced CRM for medium-sized businesses	Full-featured CRM for small businesses	Contact Manager for entrepreneurs & small businesses
Minimum # of Users	1	1	1
Maximum # of Users	Unlimited	10	5
Software Assurance[1]	Included	Included	Included
Access Options			
Mobile CRM for smartphones (including iPhone®, Google Android®, and BlackBerry®) and tablets (including iPad®)	Mobile Access	Mobile Access	
MaxMobile CRM for BlackBerry®	✔	✔	✔[2]
Web Access (including Firefox® Support)	✔	✔	
Windows Desktop Access	✔	✔	✔
Remote Synchronisation	✔		
Sales			
Sales Force Automation	Advanced[3]	Standard	Basic
Sales Executive Dashboard	✔	✔	
Sales funnel reports	✔	✔	✔
Lead Summary reports	✔	✔	
Opportunity management	Team and Individual	Team and Individual	Basic
Opportunity monitoring (alerts)	✔	✔	
Sales Quota Management	✔		
Sales Action Plan (Project Managment)	✔	✔	✔
Email templates with merge fields	✔	✔	✔
Territory management	✔		
Real-time alerts (out-of-the-box) include lead status alerts, changed forecast, and won/lost deals*	✔	✔	
Account management	✔	✔	✔
Interactive organisational charts	✔	✔	✔
Quote management	✔	✔	
Partner Relationship Management	Add-on	Add-on	
Lead management and routing	✔	✔	
Sales forecasting	✔	✔	✔

Maximizer Software
Simply Successful **CRM**™

Maximizer CRM Anywhere, Anytime:
Access Maximizer CRM via smartphone and ipad®.

	Maximizer CRM Editions		
USER FEATURES	Enterprise Edition	Group Edition	Entrepreneur Edition
Sales process methodology	✔	✔	
Marketing			
Marketing Automation	✔	✔	
Email campaign respondent lists	✔	✔	
Campaign ROI calculator	✔	✔	
Lead Summary reports	✔	✔	
Marketing Action Plans (project management)	✔	✔	
Automatic campaign subscriber removal*	✔	✔	
Real-time alerts (out-of-the-box) include lead status alerts, suspended & late campaigns.*	✔	✔	
Automated email campaigns	✔	✔	
Automated fax and print campaigns	✔		
Campaign management	✔	✔	
Do-not-solicit enforced by system	✔	✔	
Email monitoring and automatic replies *	✔	✔	
Campaign failure alerts	✔	✔	
Web lead capture	✔	✔	
Customer segmenting with user fields	✔	✔	✔
List management	✔	✔	✔
Customer Service & Support			
Customer Service	Advanced[4]	Standard	
Customer Service Executive Dashboard	✔	✔	
Overdue case, case billing, other reports	✔	✔	
Case creation based on incoming email	✔	✔	
Case management (routing, queuing)	✔	✔	
Case resolution	✔	✔	
Knowledge Base	✔	✔	
Real-time alerts (out-of-the-box) include case overload, overdue cases, and status changes *	✔	✔	
Email monitoring and automatic replies*	✔	✔	
Service billing	✔	✔	
Customer self-service portal	Add-on	Add-on	
Business Productivity			
Customer & Prospect Action Plans	✔	✔	✔
My Work Day (customisable home page)	Advanced	Advanced	Standard
Email, tasks and calendar integration with Outlook®	✔	✔	✔
Email, tasks and calendar integration with Exchange Server	Add-on	Add-on	
Email templates with merge fields	✔	✔	✔
Maximizer toolbar in Outlook®	✔	✔	✔
Import/export in standard formats	✔	✔	✔
Support for HTML email	✔	✔	✔
Industry Packs for High-Tech, Legal, Financial, Real Estate	✔	✔	✔
Key user-defined custom fields	✔	✔	✔

Maximizer Software
Simply Successful **CRM**™

USER FEATURES	Maximizer CRM Editions		
	Enterprise Edition	Group Edition	Entrepreneur Edition
Categorised and multi-level user-defined fields	✔	✔	✔
Mandatory fields	✔	✔	✔
Database searching with multiple criteria	✔	✔	✔
Duplicate record checking	✔	✔	✔
Calendar with product/category tracking	✔	✔	✔
Calendar for multi-user collaboration	✔	✔	✔
Calendar with resource & location management	✔	✔	✔
CTI (Computer Telephony integration)	✔	✔	✔
Task management	✔	✔	✔
Account notes	✔	✔	✔
Account documents	✔	✔	✔
Company-wide document sharing	✔	✔	✔
Letters, faxes with merge fields	✔	✔	✔
User configuration of views	✔	✔	✔
Business Intelligence			
Dashboards	✔	✔	
Reports: Crystal	✔	✔	✔
Reports: SQL	✔	✔	
Reports: Web	✔	✔	
Workflow Automation	Add-on	Add-on	
Partner Web Access	Add-on	Add-on	
Customer Web Access	Add-on	Add-on	
Workflow Automation			
Business activity monitoring & alerting *	Add-on	Add-on	
Out-of-the-box queries and events to monitor business[5]	Advanced Event Pak	Standard Event Pak	
Business process automation*	Add-on	Add-on	
Automatic report distribution*	Add-on	Add-on	
Email monitoring and response*	Add-on	Add-on	
Architecture, Security & Administration			
Meta data layer through interface customisation utility	✔	✔	
Customisation Suite	✔	Add-on	
Integration with Accounting API	Add-on	Add-on	
Full & read-only access settings	✔	✔	✔
Field-level security	✔	✔	✔
Role-based security groups	✔	✔	✔
Support for Microsoft® SMS for installation	✔	✔	✔
Administrator-controlled Live Update	✔	✔	
128-bit cipher public key encryption	✔	✔	
Administration reports	✔	✔	✔
Record global editing	✔	✔	✔
Windows® Authentication Only for SQL Server	✔		
Single Sign-On for Windows Desktop Access	✔	✔	

Maximizer Software
Simply Successful **CRM**™

About Maximizer Software

Maximizer Software delivers Customer Relationship Management (CRM) software and professional services to meet the needs, budgets and access requirements of entrepreneurs, small and medium businesses and divisions of large enterprises.

Simple, easy to use and affordable, Maximizer® CRM enables companies to mobilise their workforces through all-access Web, Mobile and Desktop delivery methods.

Easily configurable for organisations in any industry, Maximizer CRM optimises sales processes, enhances marketing initiatives, and, improves customer service to ultimately boost productivity and revenue.

Headquartered in Canada, with worldwide offices and business partners, Maximizer Software has sold
over one million licenses to more than120,000 customers since 1987.

Technology Partners

Certified Solution Provider

Single Sign-on for Web Access	✔		
Database	SQL Server	SQL Express	SQL Express
Microsoft® Technology Support & Integration			
Works with Exchange Server	Add-on	Add-on	
Works with Outlook®	✔	✔	✔
Works with Excel®	✔	✔	✔
Works with Word®	✔	✔	✔
Works with FrontPage®	✔	✔	
Works with SharePoint® 6	✔	✔	
Web Access with Internet Explorer® and Firefox®	✔	✔	
Support for SMS for installation	✔	✔	✔
Built for .NET framework	✔	✔	✔
Integrates with Google® and Bing™ Maps	✔	✔	✔
Support for SQL Server	✔	SQL Express	SQL Express

1 Software Assurance included for one full year. Renewal fee after one year at 20% of license MSRP.

2 MaxMobile CRM for BlackBerry® is an add-on product for Entrepreneur Edition with additional license fees. MaxMobile CRM for BlackBerry® requires wireless++server hardware and Microsoft® Internet Information Services (IIS)

3 Advanced Sales Force Automation features include Territory Management and advanced Workflow events.

4 Advanced Customer Service & Support Management module includes advanced Workflow events.

5 Advanced Event Pak includes 116 Queries and 78 Events based on features in Enterprise Edition; Standard Event Pak includes 69 Queries and 29 Events based on features in Group Edition.

6 Requires Customisation Suite - available for Maximizer CRM Group and Enterprise editions. For Enterprise edition Customisation Suite is included in the user price, for Group edition additional license fees apply.

* Requires Workflow Automation powered by KnowledgeSync. Additional license fees apply.

Why Maximizer CRM 12?
The *SAVVY* choice
1. Simple & Quick to deploy, learn, use and maintain
2. Access Options through web, desktop and mobile smartphones
3. Value. Best Value for a full-featured CRM, low total cost of ownership
4. Vision. 25 years of expertise driving development
5. Your Choice. Deployment in the Cloud, Partner Hosted or On-premise.

Visit www.max.co.uk for:

- Information based on your role: sales, marketing, service, executive, IT
- Information on CRM and Contact Management
- An overview of features and technology
- Online demos and free test drive of software
- White papers and webinars on CRM best practices

Maximizer CRM helps small and medium-sized businesses maximise sales, customer satisfaction and profitability through increased business productivity and optimisation of limited resources

Maximizer Software
Simply Successful **CRM**™

UK & Eire

T: +44 (0)845 555 99 56
F: +44 (0)845 555 99 66

E: info@max.co.uk

W: www.max.co.uk

Europe, Middle East, India

T: +44 (0)845 555 99 57
F: +44 (0)845 555 99 66

E: info@maximizer.eu
   info@max.co.uk
W: www.maximizer.eu
   www.max.co.uk

South Africa

T: +27 (0) 11 275 0116
F: +44 (0)845 555 99 66

E: info@maximizer.co.za

W: www.maximizer.co.za

Americas
T: +1 604-601-8000
E: info@maximizer.com

Australia, New Zealand
T: +61 (0) 2 9957 2011
E: info@maximizer.co.au

Asia
T: +(852) 2598 2888
E: info@maximizer.com.hk