



ATTRACT PROSPECTS

WIN NEW CUSTOMERS

INCREASE REPEAT BUSINESS

PRODUCT OVERVIEW

For over 10 years, Maximizer Enterprise™ has remained the chosen CRM solution for small to mid-sized businesses. Proven, award-winning and flexible enough to meet the needs of companies in any industry, Maximizer Enterprise helps attract prospects, win new customers and increase repeat business.

Consolidate customer information in one easy-to-use software solution to help your executives make better business decisions and sales, marketing and customer service professionals work smarter.

SALES MARKETING CUSTOMER SERVICE & SUPPORT





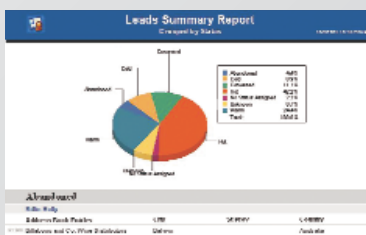
Market Effectively

Attract More. Spend Less

“Maximizer Enterprise enables us to cost-effectively build, execute and track targeted direct mail and email marketing campaigns with different messages for different groups of clients and prospects. As a B2B company, we rely on this tool to help us reach audiences quickly with market relevant communications - ultimately cultivating strong relationships to grow our business.”

-Ellen Alexov Direct Marketing Manager

Ipos-Reid North America



Marketing Metrics:

Quickly evaluate campaign ROI and lead status.

Empower marketing with the unprecedented ability to manage teams and execute cost-effective campaigns. Armed with return on investment information, marketing can spend more wisely, redirecting resources from unsuccessful tactics to those that generate real returns. Maximizer Enterprise 9.5 gives marketers power to identify trends and generate demand and leads to drive successful customer relationships.

Market

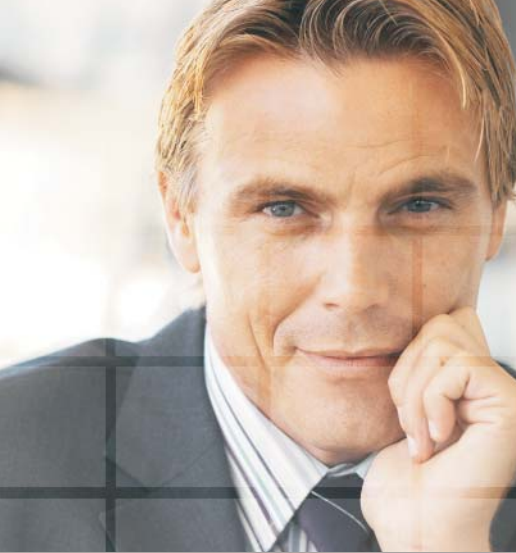
- Reach target markets quickly with internal list management and cost-effective text or HTML email, fax, and print campaigns.
- Comply with privacy, do-not-call and anti-spam legislation with system-enforced functionality.
- Set-up automated processes to aid lead management efforts. For example, automatically send a series of emails to web requests and alert the appropriate sales representative to follow up.
- Close the loop and have sales people follow-up with people who opened or clicked through on email campaigns.

Measure

- Automatically calculate the ROI on each campaign.
- Calculate conversion rates and discover the cost of customer acquisition.
- Identify leads, response rates, and pinpoint successful tactics.

Manage

- Plan and direct marketing projects by assigning tasks to team members using Action Plans.
- Share marketing collateral and documents across your organisation to ensure consistent branding and communications.
- Increase efficiency and time-to-market with marketing project management to manage your team and resources.



Sell More

Accelerate Sales. Win More Deals

"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*

Motivate your sales team with on demand access to complete information and a powerful opportunity management system. Maximizer Enterprise 9.5 enables managers to track and measure individual and aggregate team performance. Generate more accurate forecasts based on the status of deals in the pipeline. Understand the real returns on sales investments so you can model more successful best practices.

Motivate

- Empower your sales representatives to respond quickly to prospects and build more intimate relationships with customers, by managing their time, tasks and accounts more effectively.
- Easily access Microsoft Outlook email, calendar, and tasks directly in Maximizer Enterprise. Also access customer information from anywhere: directly in the office, remotely on your laptop, through a web browser, or on your handheld device (Windows Mobile, Palm, or BlackBerry Device).
- Let sales people use Maximizer Enterprise with other Microsoft Office applications: Word for creating letters, and Excel for importing data and exporting reports.
- Have a complete view of customers, including the financial history, through integration with Intuit QuickBooks.

Measure

- Monitor each representative's performance using a variety of real-time metrics or alerts, including call statistics, lead follow-up status, win/loss analysis and more.
- Regularly review key indicators through the Executive Dashboard and accurately analyse your opportunities with real-time Crystal Reports including Sales Pipeline Funnel, Lead Summary, and Forecast Analysis - or have the reports automatically emailed to you when you need them.

Manage

- Increase close ratios by modeling best sales practices that guide your sales people through a proven process. Implement sophisticated sales methodologies using the powerful Opportunity Manager or simple processes using Action Plans that come with built-in templates.
- Drive more sales through resellers with Partner Relationship Management lead assignment and forecasting capabilities.



Sales Management: Gain greater visibility into the success of your business with sales forecast and pipeline reports, account activity reports, phone logs, and more.

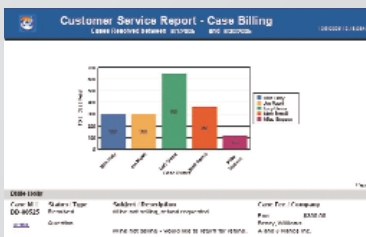


Service & Support Efficiently

Foster Customer Loyalty. Drive Repeat Business.

"We have been using Maximizer Enterprise since v1.0 - we couldn't have grown our business without it. Most recently, with improved customer service and support functionality, it has improved service response times by 50%."

- Warren Mathusek, President,
Mathusek Inc.



Customer Service & Support Insight:
Instantly view representative productivity levels, case status, and case billing with built in reports.

Shape your customers' experience. Provide your service and support teams with the information and tools to process customer requests quickly and efficiently. Satisfy customers by rapidly delivering exactly what they need for the products or services they have purchased. Increase their confidence in your ability to deliver. Then leverage existing customer information to cross-sell, up-sell and promote repeat business.

Maximise

- Track, escalate and resolve customer service issues received through calls or emails to keep customers satisfied.
- Resolve issues faster with a central repository of critical customer case details and a Knowledge Base of successful incident resolutions.
- Make the best use of specialised knowledge by assigning and escalating cases based on expertise.
- Reduce workload and increase customer satisfaction by giving customers and partners self-service access to case status and FAQs through secure web portals.

Monitor

- Improve customer service representative productivity: receive alerts on overdue cases and analyse case queues to ensure customer satisfaction remains high.
- Determine areas where more staff may be needed based on the volume of requests.
- Ensure service agreements are renewed on a timely basis by tracking contract expiration dates and service level agreements.

Manage

- Create automated processes such as automatic case assignment and notification of overdue cases to ensure every customer receives prompt service.
- Proactively service customers by having real-time access to critical customer service metrics through the Crystal Reports integrated Dashboard.
- Contribute to overall business effectiveness by identifying areas for improvement with customer service, product enhancements, and other critical customer feedback points.



Outperform

Gain Insight. Manage to Win.

"I recommend Maximizer Enterprise to all businesses that I work with because I know it works reliably day in, day out. Maximizer Enterprise has been one of the best business investments I have made in the last 10 years."

*-Garry Kewish, VP Marketing & Sales,
Brian Tracy International*

Pay attention to the things that really matter to your business. Empower your managers with an accurate view of all aspects of your company's performance. Use the proven capabilities in Maximizer Enterprise to consolidate and present critical business information. Give senior executives the metrics they need to steer your business to success.

Monitor

- Use Executive Dashboards integrated with Crystal Reports to visualise crucial performance metrics at a glance.
- Configure real-time alerts and automatic reports to monitor performance, processes and policies.

Measure

- Generate reports that show the effectiveness of any element of your sales, marketing and customer service operations.
- Create benchmarks from existing data to guide and improve performance.

Manage

- Make informed personnel decisions based on measurable performance data.
- Alter products and services to meet with customer expectations and demand.



Executive Dashboards: Visualise crucial performance metrics at a glance.



What Makes 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

For More Information

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Maximizer Enterprise 9.5

Designed for small and medium-sized businesses, Maximizer Enterprise 9 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 7,000 Maximizer Enterprise customers and more than one million Maximizer users grow their businesses by building profitable customer relationships with award-winning solutions.

Maximizer Enterprise works with technology from the following partners



Awards



Authorised Maximizer Partner

Maximizer

The CRM Company www.max.co.uk

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