



Invest Wisely: Make the Most of Microsoft Technologies

Technology Overview

“Microsoft recognises Maximizer Software as a new Gold Certified Partner for demonstrating its ability to serve its customers and help drive their business success.”

*- Lora Gernon, Director,
Partner Sales Group, Microsoft Canada*

Microsoft®
GOLD CERTIFIED
Partner

Small to mid-sized businesses that currently use Microsoft® technologies can leverage the platforms and applications from the world's leading technology vendor, while using the proven, adaptable Maximizer Enterprise Customer Relationship Management (CRM) solution. Maximizer Enterprise is built for the Microsoft Windows platform and leverages the .NET framework and MS SQL database. Plus, Maximizer Enterprise enables you to use the Microsoft front and back-end programs you already use in your business like Outlook®, Word, and Excel®.

As a Microsoft Gold Certified Partner, Maximizer Software works with Microsoft to stay on the leading edge of new technologies and receive direct training, technical support and additional services that will help your company manage communications effectively, increase productivity, and collaborate online. Rely on Maximizer Software's outstanding product performance and integration capabilities for your long-term initiatives.

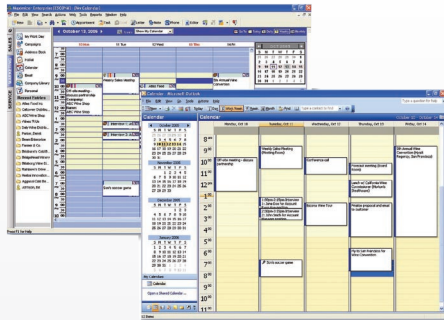
Save Time, Share Contacts & Calendars through Integration with Outlook & Microsoft Exchange Server

- Manage your time wisely by synchronising Maximizer Enterprise appointments with your Outlook calendar. With two-way synchronisation, you'll be alerted about all scheduled meetings and recurring appointments even if you only have one application running.
- With MaxSync for Microsoft Exchange, set-up meetings and keep track of appointments in a mixed environment where some people work in Maximizer Enterprise and others work in Microsoft Outlook & Exchange.
- View your Outlook messages inside Maximizer Enterprise and automatically see which customer or prospect sent you the message. Then access both Maximizer Enterprise & Outlook address books for your distribution list.
- Share critical communications company-wide and avoid email overload. Give everyone access to relevant emails sent and received through Outlook by saving them to customers' records in Maximizer Enterprise with automatic record matching – no cutting & pasting required.
- Synchronise your contacts to Outlook and vice-versa to Maximizer Enterprise to store a subset of customer records. Import contacts from Outlook to Maximizer Enterprise without reformatting or re-typing.
- With Outlook synchronisation, access your contacts and appointments through your handheld device, such as BlackBerry®, Palm® or Pocket PC.



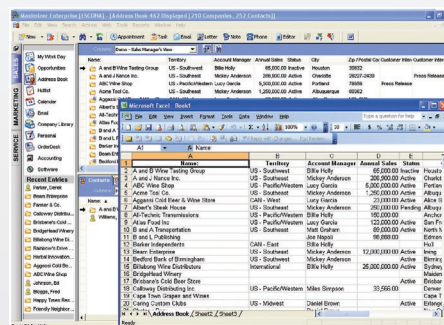
Increase Productivity with Office Integration

- Produce standard documents like customer proposals, invoices, maintenance agreements and letters faster. Insert Maximizer Enterprise merge fields into Microsoft Word documents to personalise your documents with any field from your customer data, such as customer contact details, profile, sales opportunities, and customer service cases.
- Create letter templates in Microsoft Word for your staff to follow best practices in communications.
- Apply the flexible layout and formatting capabilities of Word to your HTML and rich text print, fax, and email marketing campaigns.
- Instantly export data and reports to Microsoft Excel. Add data from external sources, then manipulate and analyse it within the familiar Microsoft interface. Extract multiple reports to work on them offline, and then share the final Excel documents.
- Save Word and Excel documents directly into customer records in Maximizer Enterprise for electronic history of proposals, quotes, faxes and other communications. Store Excel price lists, PowerPoint® presentations and other documents in the Company Library for staff to send to prospects and customers.



Outlook & Exchange Server Integration:

Synchronize Outlook calendars and messages from within Maximizer Enterprise.



Microsoft Office Integration:

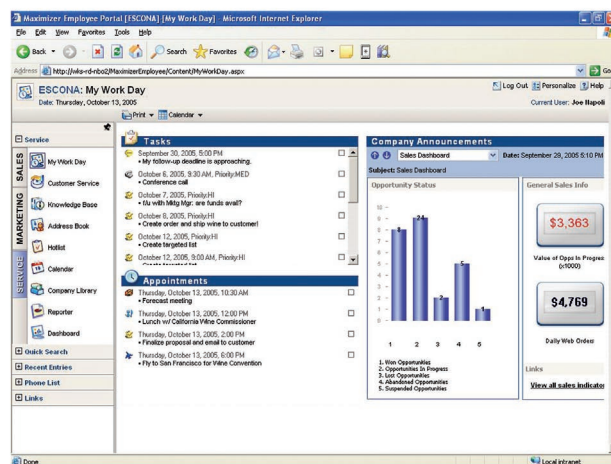
Continue to use familiar programs like Word and Excel with Maximizer Enterprise.

Collaborate Anywhere with Internet Explorer

- Access your CRM data online through the secure eCRM Web Client, built exclusively for Microsoft Internet Explorer on the .NET framework and enabled by Microsoft Internet Information Server (IIS). Log in securely from anywhere to perform your regular tasks using just the web browser.
- Use Pocket Internet Explorer to access the Wireless Employee Portal with PocketPC handheld devices or smart phone running Windows Mobile.
- Share information on leads, opportunities, and customer service cases with partners, wherever they are, through the web-based Partner Portal.

Harness the Power of Microsoft Technology

- Share information between applications and connect stand-alone systems rapidly with a solution that is fully optimised for the .NET platform.
- With the web-based Web Client, leverage the Microsoft .NET framework for user authentication, secure database access, session management, and system logging.
- Deploy Maximizer Enterprise immediately. This CRM solution, built for the Microsoft Windows® client and server platforms and the MS SQL database engine, also supports Systems Management Server (SMS) for fast installation.
- Allow single sign-on with Microsoft Windows user authentication so your users don't have to remember multiple passwords.
- Customise easily with support for direct, native SQL updates – industry-standard coding for your IT staff. The Customisation Suite, featuring the integrator's toolkit, also enables IT staff to use familiar programming languages such as Visual Basic®, Visual Basic .NET, C#, Visual C++®, and Access for extending the power of Maximizer Enterprise.
- Improve sales staff productivity with Microsoft MapPoint® technology to create maps and print out directions to all your sales appointments.
- Permit access to web portals through Microsoft Internet Information Services (IIS), a component of the reliable Windows operating system.



Address Book: Access up-to-date customer information and history, including service cases, documents and phone notes, from anywhere through an Internet Explorer web browser.



For More Information

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What Makes Maximizer Enterprise Better?

- One fully integrated product that's easy to use
- Superior flexibility, easy to configure & customise
- Rapid implementation, simple to administer
- On demand access: Desktop, PDA & Web-Ready
- Integrates with Microsoft® Office and Outlook®, plus leading accounting programs
- Bullet-proof security
- Architecture built on industry standards
- Low total cost of ownership

Maximizer Enterprise 9

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.

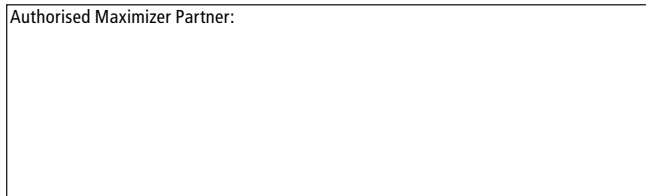
Maximizer Enterprise works with technology from the following partners



Awards



Authorised Maximizer Partner:



www.max.co.uk

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