



For Marketing

Attract More - Spend Less

Key Benefits

- Generate qualified leads and maintain a full pipeline to fuel sales
- Manage marketing resources using real ROI information to make effective tactical and strategic decisions
- Take advantage of built-in list and email campaign management
- Involve sales, service and marketing personnel in comprehensive campaigns, ensuring that everyone is up to date.

“Maximizer is a great tool in our every day work, that saves us time and money. It is the best CRM system we have ever used.”

*- Christina Scharf, Head Office
- European Oil Consult*

As a marketing professional, you need to deliver strategic marketing campaigns, efficiently manage your team and focus resources on successful tactics that generate real returns. Since you're under pressure to deliver better campaign and lead generation results than ever before, maximise your time and resources with Maximizer Enterprise™ 9.

Optimise your marketing budget to generate targeted leads that drive successful, profitable long-term customer relationships. A proven, adaptable CRM solution, Maximizer Enterprise 9 helps you generate more targeted leads, understand prospects and customers better, and increase repeat business.

Efficiently Manage Teams and Marketing Projects

- Plan and direct multiple projects and virtual teams by assigning tasks and roles, and linking resources to specific projects or activities with Action Plans. Keeping everyone and everything on track.
- Use pre-written workflow templates to quickly commence standard projects and processes.
- Get up and running quickly with pre-configured template letters, sales opportunity processes and Action Plans relevant to your industry.

Reach Targets Cost-Effectively

- Work the way you want to, quickly and easily creating target lists and managing multi-phase campaigns that deliver results, with the enhanced user interface.
- Build profitable one-to-one relationships with customers and ensure prospects are fully aware about your company and products by using automated email, fax and print campaigns to send newsletters, product announcements, seasonal promotions, event invitations and much more.
- Generate qualified leads for your sales team while saving time and money with internally managed direct HTML email campaigns that drive repeat business.
- Use Microsoft® Word for formatting, font and colour capabilities for greater flexibility with your rich text email, fax and print campaigns.
- Improve response rates with data-driven, customer-centric marketing: personalise your email content and subject with the recipient's name, account status or any other information stored in a field in your database.



Automate Processes to Increase Efficiency and Productivity

- Automatically respond to important business activities and monitor performance with Maximizer Enterprise Workflow Automation, powered by KnowledgeSync, to ensure every lead and opportunity gets the attention it deserves.

Examples:

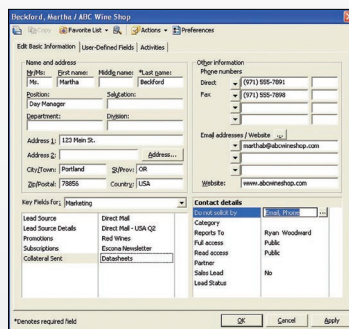
- ✓ Save time and answer queries promptly by automatically monitoring and responding to your incoming email with Maximizer Enterprise Workflow Automation. Use it on your sales@ or info@ email address: set rules to scan the subject or body of incoming messages for keywords, then have questions routed to the appropriate person.
- ✓ Subscribe customers or prospects to a campaign when an action is taken in their record (such as a purchase of a specific product or expressed interest in a specific product) to send them a series of time-based, relevant information.
- ✓ Send a 'thank you' letter and further offers after a specified timescale once the customer has purchased a product.
- ✓ Set up alerts so you automatically receive Crystal Reports® with summaries of important occurrences in Maximizer Enterprise. For example, be notified of large sales opportunities resulting from a specific marketing campaign or lead source, or be informed when leads aren't being followed up on in a timely manner.

Create and Execute Powerful Marketing Campaigns

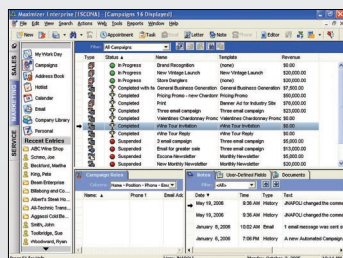
- Send HTML email campaigns to your customers or prospects directly from Maximizer Enterprise. Keep your list management and email distribution in-house, including opt-in and opt-out requests - giving you more control over your client data.
- Comply with privacy, do-not-call and anti-spam legislation with your customer and prospect lists. The system-enforced do-not-solicit function ensures that people who have opted out will never accidentally receive an email or fax campaign again. Allow customers to opt-out with links in email campaigns or directly from the account record.
- Import and export lists in Excel®, CSV, ASCII or XML format for list rentals and mailing houses.
- Set up security groups and export rights to protect your organisation's sensitive information.

Calculate ROI, Track & Manage Leads

- Automatically calculate the ROI for each marketing campaign. Even view details of Opportunities won, lost and still in progress by campaign or lead source.
- Pinpoint successful tactics by calculating lead conversion rates and measuring sales results.
- Instantly view the response to each campaign, including email open and click-through rates, to make informed improvements on an ongoing basis.
- Gain visibility into the quality and quantity of leads you're driving to the sales team and know which programmes are producing hot leads by tracking lead status for each source and account manager.
- Ensure no lead is not followed-up. Quickly assign leads to the appropriate sales person through follow-up tasks. Then be alerted when a lead hasn't been followed up in a timely manner.
- See a high-level, real-time visual snapshot of your department and the company's performance, including campaigns in progress and lead summary, through key indicators in the Dashboard to see which areas are doing well and which areas need attention. Then drill-down to the Crystal Reports® to identify the details.
- Get real-time updates with over 175 standard reports, including Lead Status Summary and Sales Pipeline Funnel. Easily create reports by choosing from different views to present customer lead and opportunity information in the best way - then export reports to Excel for further analysis if required.
- Create your own reports with Crystal Reports XI Professional by Business Objects®, the best-of-breed business intelligence reporting tool included with Maximizer Enterprise 9, to gain further visibility into trends.
- Automatically email weekly reports to managers, or trigger reports and alerts based on critical performance indicators e.g. when leads reach a certain level for the month, or when leads are more than 7 days overdue for follow-up.



Do Not Solicit: Ensure compliance with anti-spam and do-not-call legislation with system-enforced functionality.



Campaign Management: Manage campaigns internally to drive more leads to the sales team.

Coordinate with Sales & Customer Service Departments

- Collaborate seamlessly with other departments and non-Maximizer Enterprise users with two-way synchronisation of each other's Microsoft® Outlook® and Maximizer Enterprise calendars using Microsoft Exchange Server. Then synchronise your schedule with the calendar on your handheld device.
- Allow sales and customer service staff to see campaign activities related to each account record so they can better up-sell and cross-sell to the customer.
- Start producing results in weeks with a solution recognised for achieving fastest deployment in its class.

Ensure Communications Consistency

- Share marketing collateral and documents (including Excel® price lists, PowerPoint® presentations and PDF brochures) with sales and customer service staff through the Company Library to ensure they're referencing and emailing the latest materials. Then share with partners through the web-based Partner Portal to ensure brand consistency.
- Use one-button synchronisation with remote users, handheld device synchronisation or wireless web access (Palm®, BlackBerry® or Pocket PC device) to give staff access to up-to-date information.

Improve Customer Communications via Your Website

- Capture critical information from your website visitors, such as complete contact information, interest level and company size, allowing faster qualification. Maximizer Enterprise can automatically create a follow-up task or email the appropriate sales person to ensure web leads are contacted as soon as possible..
- Easily create online forms using built-in wizard-driven tools that integrate with your website.



"I train hundreds of business owners to be massively successful and accelerate the profitability of their incomes 10 – 100 times what they currently earn. Our Marketing, Sales and Customer Service is almost totally handled and automated on a daily basis by Maximizer Enterprise CRM, from the delivery of all our marketing campaigns to the measurement of results and cost-effectiveness of each campaign. 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

Leads Summary Report
Grouped by Status
10/3/2005 10:36:20A M

Status	Percentage
Abandoned	4.4%
Cold	8.9%
Converted	11.1%
Hot	42.2%
No Status Assigned	2.2%

Abandoned
Billie Holly
Address Book Entries
Billabong and Co. Wine Distributors

Pricing Promo - new Chardonnay listing - Pricing Promo
Pending activity: 2/1/2006 9:50:37 AM - Pricing Promo on Eastern Lane

*Name: Pricing Promo - new Chardonnay listing

Campaign description
Products/Services: Hunter Categories: Chardonnay
Description: Get 20% off the list price when you purchase 50 or more bottles of Escona's new Chardonnay listing.

Revenue from opportunities generated by this campaign
As of: October 3, 2005 Won: \$45,000 In progress: \$68,000 Calculate

Key Fields for: Marketing

Campaign details	
Status	Completed
Start date	February 1, 2005
Close date	October 8, 2005
Expected revenue	\$50,000.00
Budget	\$25,000.00
Total subscribers	9,500
Subscribers opened emails	504 (5%)
Subscribers visited landin...	206 (2%)

OK Cancel Apply

Marketing Metrics:
Quickly evaluate campaign ROI and lead status.



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.

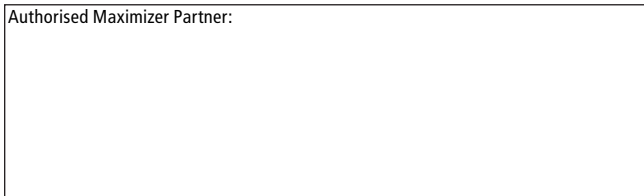
Maximizer Enterprise works with technology from the following partners



Awards



Authorised Maximizer Partner:



www.max.co.uk

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