All Access Options

Various Browser Options: Internet Explorer® and Mozilla Firefox® web access compatible.

Access Maximizer CRM when and where you need it, to optimise productivity and increase profitability.

To work effectively and stay ahead of your competitors in today's demanding business environment requires a flexible and convenient CRM solution that delivers essential information and tools to suit where and how your staff works. Whether working in the office, from home or remote offices, or on the road, Maximizer CRM All Access licencing provides a variety of options in one all-inclusive licence. All Access enables you and your team to work productively and effectively, to deliver the levels of sales, marketing and customer service required to build relationships that drive revenue.

Available through your Windows® Desktop, online via Web Access, or on your mobile smartphone or tablet, Maximizer CRM offers unparalleled access in one value-packed solution and brings critical information to you – wherever, whenever and however you do business.

Windows® Desktop for powerful and intuitive CRM

Maximizer CRM installed on your Windows desktop provides your customer-facing staff in the office with the critical information and tools they need to provide excellent service for customers and prospects to close more deals. With your central corporate CRM database of customer information maintained on-premise, the powerful suite of built-in tools provided by Maximizer CRM are enabled on your desktops through wired or wireless network access, empowering your teams to:

- Work efficiently through the modern, intuitive interface.
- Collaborate with colleagues and communicate effectively with customers.

Maximizer Software
Simply Successful CRM™

- Create marketing campaigns and access essential tools and company documents through the new, enhanced Web Access platform, now including full marketing campaign management, action plans and document library.
- Enjoy the same powerful features of CRM at the office including: Microsoft Word® integration with mail merge for creating personalised letters, personalised email templates for standard professional communications, and Excel export of customer and sales data.
- Manage appointments, tasks and a series of standard processes with Action Plans to organise projects and systematically schedule follow-up activities.
- Maintain strategic thinking with sales opportunity management and reports.
- Deploy Web Access with ease by customising the .NET framework- to make it work for your organisation, including custom windows and tabs.

Mobile CRM for on-the-fly response

Whether you're in sales, on a field service team, or a frequent-flyer executive, Maximizer Mobile CRM[i] keeps you on top of the critical customer and prospect information essential to your success. Armed solely with Maximizer Mobile CRM on the mobile smartphone of your choice, leverage the power of CRM with the convenience of mobility to build customer relationships, boost productivity, collaborate with colleagues and provide real-time updates for forecasting and planning — anytime, anywhere.

- Respond regardless of time or location to engage prospects, build customer loyalty and close more deals.
- Get real-time online access to the entire Maximizer CRM database content.
- Monitor the status of your business and team performance at a glance, with real-time dashboards and reports and make timely decisions to drive revenue.
- Track each customer's history, including conversations, transactions and service cases to deliver value, build loyalty and increase repeat business.
- Make real-time updates from the field on lead status and qualification, forecasted revenue and sales opportunity details.
- Minimise administration work back at the office and stay on top of follow-up activities while on the road.
- Prepare for your next meeting or call with a complete view of the customer's information — including activity, account status and financial history.
- Enable collaboration among team members on the road to set up multi-user appointments, assign tasks, update opportunities, and escalate service cases[ii].
- Elevate the level of communications and information kept on record with video, voice and image capture and storage in Maximizer CRM[ii]
- Plan your optimal day of appointments and activities by mapping multiple customers to your BlackBerry® GPS to get turn-by-turn directions[ii, iii]
- Tap into valuable corporate resources through the Company Library to send NDAs, brochures, quotes and other documents to customers and prospects.
- Conduct timely follow-ups and keep deals moving, with access to updated details of sales opportunities.
- Maximise customer satisfaction by resolving and updating service cases[ii] in the field.
- Empower IT administrators to get your mobile workforce up and running quickly, with easy deployment of MaxMobile for BlackBerry® to field staff through wireless push and single-click installation.

Mobile Dashboards: Get real time data insights wherever, whenever.

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 licences to more than120,000 customers since 1987.

Technology Partners

Microsoft GOLD CERTIFIED Partner

BlackBerry Alliance Member

Vineyardsoft

SAP BusinessObjects

Certified Solution Provider

Remote Synchronisation for Windows Desktop offline

Keep your team up-to-date with MaxExchange, the data synchronisation option that provides offline Windows Desktop access for staff working in remote or home offices. Maintain productivity off-premise with full-featured CRM capabilities.

- Access all the same data, modules, and processes remotely as Windows Desktop users in the office — using the same software, offline.
- Distribute opportunities and action items to remote team members.
- Maximise offline productivity by storing a copy of records locally and synchronising the latest updates back and forth seamlessly, and regularly, with the central database.
- Secured synchronisation using 128-bit encryption and tracks transfer status so you don't have to worry about data theft or loss.
- Focus on the tasks at hand with reliable automatic or scheduled synchronisation, or synchronise with the click of a button over the Internet via FTP, using a WAN connection, or over your email system.
- Synchronise information quickly by filtering records by owner and documents by age and size to reduce file transfer size.
- Optionally, remote staff can leverage the power of the web and use Maximizer CRM Web Access for real-time online access, as described above.

i. Maximizer Mobile CRM is included with Maximizer CRM All Access licenses. Functionality and offerings vary across smartphone devices. Contact Maximizer Software for details. For a complete list of supported devices, visit www.max.co.uk

ii. This feature available only with MaxMobile for BlackBerry®, which is included with each Maximizer CRM All Access licence. MaxMobile for BlackBerry® supports BlackBerry® 7000, 8000 & 9000 series, including Curve®, Pearl®, Bold®, and Storm® and Tour®. Check www.max.co.uk for system requirements and supported devices.

iii. For BlackBerry® devices running BlackBerry® OS 4.2.1 to 4.6, only BlackBerry® Map is supported. Driving directions are not available. For BlackBerry® devices running BlackBerry® OS 4.7 and later only, options to displaying multiple addresses, as well as driving direction "Get Directions" between two locations is supported.

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

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