Compare versions with Maximizer CRM 12: Winter 2012

Group and Enterprise Editions

The Winter release of Maximizer CRM 12 continues to build on the theme of enhanced performance, usability and productivity while maintaining Maximizer's position in the market as a simple and easy to use CRM for small to medium businesses and enterprise organisations.

To be successful your sales, customer service and marketing teams need access to critical customer information – anywhere and anytime.

The Maximizer CRM 12 Winter 2012 release speaks to this by providing enhancements and new features that makes it easier to access information from all web enabled devices such as smartphones and tablets, more integrative features with Microsoft Office® applications, and overall access and usability improvements for web and on-premise.

The following chart provides a comprehensive comparison of new and/or enhanced features and capabilities of the Maximizer CRM 12 Winter 2012 release with previous versions of Maximizer.

Key Improvements:

- Mobile access
- Sales
- Marketing
- Customer Service
- Business Productivity
- Customisation
- Usability
- Integration
- MaxMobile for Blackberry

	User features	Maximizer CRM 12*	Maximizer CRM 11	Maximizer CRM 10/10.5
Mobile access	Mobile access for tablets (iPad, Android Tablets, Blackberry Playbook)	✔	✔	✔
	Mobile access for Smartphones (Phone, Android, Blackberry)	✔		
	Automatic Login option for quicker access	New in Maximizer CRM 12 Winter Edition		
	Quick search	✔		
	Additional search options (by Cases, by City, by County/State and by Postcode/Zip)	New in Maximizer CRM 12 Winter Edition		
	Customisable column views (for tablets)	✔		
	Open and share documents	✔		
	Create shortcut on device homescreen	✔		
	Shortcut to email/call-in list view (for Smartphones)	✔		
	Multi-user appointments	✔		
	Manage key fields	✔		
	Send emails	✔	✔	✔
	Manage appointments	✔	✔	✔
	Mobile dashboards	✔	✔	

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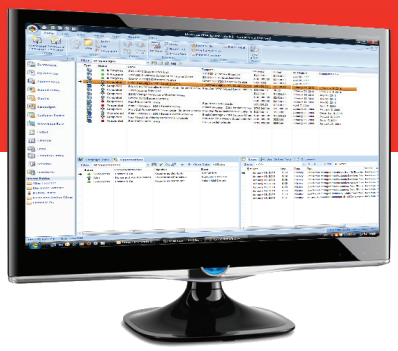
Maximizer™ Simply Successful CRM

Monitor opportunities and sales metrics to effectively manage and trigger next steps seamlessly.



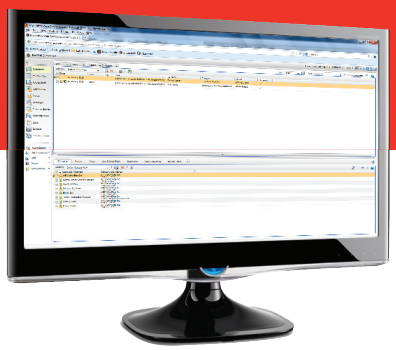
	User features	Maximizer CRM 12*	Maximizer CRM 11	Maximizer CRM 10/10.5
Sales	Opportunities following tab in address book and hotlist modules	New in Maximizer CRM 12 Winter Edition[1]		
	Better linkage between contacts and associated account manager	✔		
	Web lead capture	✔ [1]		
	Set relationships between accounts (related entries)	✔ [1]	Windows only	Windows only
	Capture campaign sources for leads and opportunities	✔		
	Sales quota management[2]	Improved	✔	
	Email merge fields	Improved	✔	
	Email merge templates	Improved	✔	
	Sales opportunity monitoring	✔	✔	
Marketing	Web lead capture	✔ [1]		
	Campaigns return on investment (ROI) management	✔		
	Automated campaign templates	✔		
	Campaign response metrics	Improved	✔	✔
	Built-In marketing reports	Improved	✔	
	Campaign manager web access	✔	✔	
Service	Customer service following tab in address book and hotlist modules	New in Maximizer CRM 12 Winter Edition		
	Web links to knowledge base articles	✔		
	Notifications	Improved	✔	✔
	Email merge fields	Improved	✔	✔

* Maximizer CRM Live automatically updates to the latest features. Maximizer CRM 12 Web Access and Maximizer CRM Live have similar key features.

1 New for Web Access only.

2 Only available in Enterprise Edition and Maximizer CRM Live.

Achieve more on the web than ever before with comprehensive upgrades to Maximizer's web access in Winter 2012.



	User features	Maximizer CRM 12*	Maximizer CRM 11	Maximizer CRM 10/10.5
Business productivity	New address book interface for improved performance and usability	New in Maximizer CRM 12 Winter Edition[1]		
	One click to map from contact address	New in Maximizer CRM 12 Winter Edition[1]		
	Quick access for frequently used saved searches and favorite lists	New in Maximizer CRM 12 Winter Edition[1]		
	New details tab for contact info for hotlist module	New in Maximizer CRM 12 Winter Edition[1]		
	Activities following tab for address book module	New in Maximizer CRM 12 Winter Edition[1]		
	Retrieve address book entries from selected opportunity or customer service cases	New in Maximizer CRM 12 Winter Edition[1]	Windows only	Windows only
	Context video help	✔		
	Quick search	✔		
	Customer timeline	✔[1]		
	New administrator, new users introductory videos	✔[1]		
	Contacts following window	✔[1]	Windows only	Windows only
	Automated sending of outgoing emails to different email inboxes	✔[1]		
	Retrieve opportunities and cases	✔[1]		
	Appointment reminder email messages	Improved in Maximizer CRM 12 Winter Edition	✔	✔
	Quick updates to documents in the company library	✔[1]		
	Improved display of task originator	✔[1]		
	Task dependencies and sequencing in action plan	✔		
	Appointment management with accounts (non Maximizer users)	✔		
	Web links to external documents and social media profiles	✔		
	Social media profiling – LinkedIn integration	✔		

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Maximizer™ Simply Successful CRM

Build your own custom key performance indicators with Maximizer CRM dashboards, to gain instant insight into what matters to your business.

	User features	Maximizer CRM 12*	Maximizer CRM 11	Maximizer CRM 10/10.5
Customisations	Data access web service Application Programming Interface (API)	New in Maximizer CRM 12 Winter Edition[1]		
	Web following grid integration framework	New in Maximizer CRM 12 Winter Edition[1]		
	Label customisation per user	New in Maximizer CRM 12 Winter Edition[1]		
	Customisable user profile such as email, address and photo	✔[1]		
	Customise which following windows to display	✔[1]		
	Startup preferences	✔[1]		
	Upload photos for accounts	✔[1]		
	Easily switch views between Individual or teams' customisation settings (saved searches, column views, favorite lists)	✔		
	Colouring rules	✔	✔	
	Duplicate record checking	Improved	✔	✔
	Expanded key fields customisations and display options	Improved	✔	✔
	Web reports – sales funnel, users' activity, incoming vs. outgoing phone calls, email campaign response metrics, customer service workload reports	✔[1]		
	SQL Server Reporting Services (SSRS)	✔[1]		
	Dashboards	Improved	✔	✔
	Drill down to specific slices of pie and bar graphs in dashboards	✔[1]		
	Single and multi value grouping on dashboards	✔		
	Increased number of columns in dashboards list control	✔		
	Share dashboards via email	✔[1]		
	Simple dashboards creation	✔	✔	

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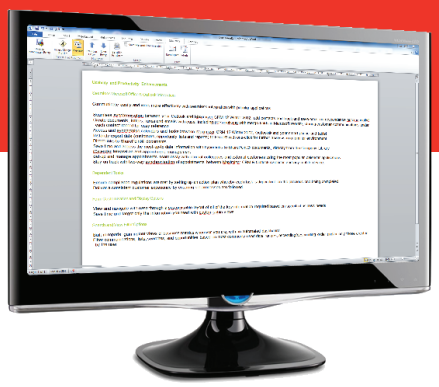
Save more time than ever before and get comprehensive access to your CRM system with Maximizer CRM 12 Winter 2012



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Usability enhancements	Type ahead in list view	✔ [1]		
	Right click contextual menu in all modules	✔ [1]		
	Keyboard navigation in main list view	✔ [1]		
	Easier retrieval of mobile access URL	✔ [1]		
	Shortcut for key fields setup	✔ [1]		
	Associate column views to saved searches and favorite lists	✔	✔	
	Support for international time zones	✔	✔	
Integrations	Word Add-In	Enhanced look & feel in CRM 12 Winter Edition	✔	✔
	64-bit Word Add-in	New in Maximizer CRM 12 Winter Edition		
	Instant label & envelope merge in Word	New in Maximizer CRM 12 Winter Edition		
	Word merge	Usability improved in Maximizer CRM 12 Winter Edition		
	Save documents to Maximizer entries during Word merge	New in Maximizer CRM 12 Winter Edition[1]		
	Save any Word document to Maximizer entries	New in Maximizer CRM 12 Winter Edition[1]		
	Outlook Add-In	Enhanced look & feel	✔	✔
	64-bit Outlook Add-In	New in Maximizer CRM 12 Winter Edition[1]		
	Auto-save emails	✔ [1, 2]		

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	User features	Maximizer CRM 12*	Maximizer CRM 11	Maximizer CRM 10/10.5
Integrations	Contacts synchronization between Outlook and Maximizer	✔ [1]		
	Saving emails to Maximizer without creating duplicates	New in Maximizer CRM 12 Winter Edition[1]		
	Saving emails to Maximizer contacts	✔ [1]		
	Saving emails to Maximizer opportunities	✔ [1]		
	Saving emails to Maximizer customer service cases	New in Maximizer CRM 12 Winter Edition[1]		
	Maximizer and Outlook calendar synching	✔ [1]		
MaxMobile	Favorite lists support	✔		
	Appointment notifications & support	✔		
	Filters for notes and documents	✔		
	Organising saved searches and favorite lists	✔		
	Real-time, multi-user updates	✔	✔	
	Video, voice and image capture to accounts	✔	✔	
	Edit and manage documents	✔	✔	
	Multi-user appointments	✔	✔	
	Integration with maps	✔	✔	
	Windows 8 support	New in Maximizer CRM 12 Winter Edition		
	Internet Explorer 10 support	New in Maximizer CRM 12 Winter Edition		
	Android 4.0 support for mobile access	New in Maximizer CRM 12 Winter Edition		
	iOS 6 support for mobile access	New in Maximizer CRM 12 Winter Edition		
MaxMobile	All access licensing (Windows Desktop, Web and Mobile)	✔	✔	
	Optimised ribbon style interface	✔	✔	
	Support for Internet Explorer & Firefox	✔	✔	
	Improvements to SQL Express storage capacity	10GB	4GB	

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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, smart phone, tablet 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.

With headquarters in Canada and offices and business partners worldwide, Maximizer Software has sold over one million licenses to more than 120,000 customers since 1987.

Certified Solution Provider

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Maximizer CRM

Maximizer CRM helps small and medium-sized businesses maximize their marketing, sales, customer satisfaction capabilities and enhance their productivity and efficiency through the optimisation of what resources they have.

Why Maximizer CRM?

- Simple & quick to deploy, use and maintain
- Flexible access options through web, desktop and mobile devices
- Value for money with low total cost of ownership and monthly subscription models
- Expertise as a leader in pioneering CRM development, with more than 20 years experience.

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