

# Software Assurance



## Invest in success with CRM

When you invest in a leading CRM software solution, you want to ensure the continued success of your strategic CRM initiatives - for your users and your customers. Throughout your deployment, Maximizer Software's Assurance helps you ensure that your system and users are running at the speed of your business.

### Our Software Assurance benefits include:

- Benefit from latest features and enhancements
- Ensure compatibility with latest operating systems and productivity tools
- Get service releases and fixes for the current and previous release via our live update process, which can be discussed with your authorised Maximizer partner before installing to ensure that you get the best out of your Maximizer solution.

### Support for issue escalations

- Escalation of technical issues to our support helpdesk via your Certified Business Partner
- The ability for our experts to connect to your site remotely in the case of critical issues that have been escalated by your Business Partner.

### Regular product updates, product tips and annual review

- Receive monthly product update information and tips

- Option of consulting with our experts to review the way you are using Maximizer CRM and discover how to make the most of your investment in CRM.

### Licence and upgrade cost reduction

- A valid Software Assurance gives you the ability to buy additional licences and associated applications, which you are unable to do without a valid Software Assurance, and grants you a 5% discount on our standard pricing
- An annual Software Assurance reduces the total cost of ownership of your CRM solution as compared to intermittently upgrading your application.

### Key Features

- 5% discount on standard pricing for extra licences
- Latest features and enhancements
- Service releases and fixes via live update
- Highly qualified technical expertise
- Monthly information on how to get the best out of your solution
- Optional consulting possibilities.



## 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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## Technology Partners



### 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.

### Visit [www.max.co.uk](http://www.max.co.uk) for:

- A test drive of the latest release
- Information on how CRM can support your role
- Tools and eBooks
- Resources and information on Cloud based CRM
- An overview of technology and features
- Online demos and features
- White papers and webinars on CRM best practices.

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MAXIMIZER  
APPROVED  
PARTNER

