



**ATTRACT PROSPECTS**  
**WIN NEW CUSTOMERS**  
**INCREASE REPEAT BUSINESS**

## **PRODUCT OVERVIEW**

For over 10 years, Maximizer Enterprise™ has remained the chosen CRM solution for small to mid-sized businesses. Proven, award-winning and flexible enough to meet the needs of companies in any industry, Maximizer Enterprise helps attract prospects, win new customers and increase repeat business – at an affordable price.

Consolidate customer information in one easy-to-use software solution to help your executives make better business decisions and sales, marketing and customer service professionals work smarter.

**SALES** **MARKETING** **CUSTOMER SERVICE & SUPPORT**



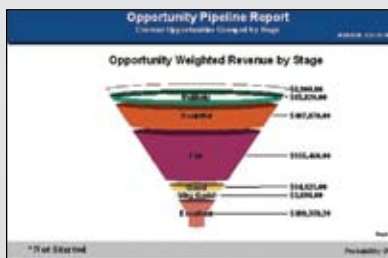


# Sell More

## Accelerate Sales. Win More Deals.

*"We have seen a 500% return on our investment with Maximizer Enterprise. We wouldn't have been able to develop our global sales force without it."*

*- Cam Buschel, Sales Analyst,  
StemCell Technologies*



**Sales Management:** Gain greater visibility into the success of your business with sales forecast and pipeline reports, account activity reports, phone logs, and more.

Motivate your sales team with on demand access to complete information and a powerful opportunity management system. Maximizer Enterprise 9.5 enables managers to track and measure individual and aggregate team performance. Generate more accurate forecasts based on the status of deals in the pipeline. Understand the real returns on sales investments so you can model more successful best practices.

### Motivate

- Empower your sales representatives to respond quickly to prospects and build more intimate relationships with customers, by managing their time, tasks and accounts more effectively.
- Easily access Microsoft® Outlook® email, calendar, and tasks directly in Maximizer Enterprise. Also access customer information from anywhere: directly in the office, remotely on your laptop, through a web browser, or on your handheld device (Windows Mobile®, Palm®, or BlackBerry® Device).
- Let sales people use Maximizer Enterprise with other Microsoft® Office applications: Word for creating letters, and Excel for importing data and exporting reports.
- Have a complete view of customers, including the financial history, through out-of-the-box integration with Intuit® QuickBooks®.

### Measure

- Monitor each representative's performance using a variety of real-time metrics or alerts, including call statistics, lead follow-up status, win/loss analysis and more.
- Regularly review key indicators through the Executive Dashboard and accurately analyze your opportunities with real-time Crystal Reports® including Sales Pipeline Funnel, Lead Summary, and Forecast Analysis – or have the reports automatically emailed to you when you need them.

### Manage

- Increase close ratios by modeling best sales practices that guide your salespeople through a proven process. Implement sophisticated sales methodologies using the powerful Opportunity Manager or simple processes using Action Plans that come with built-in templates.
- Drive more sales through resellers with Partner Relationship Management lead assignment and forecasting capabilities.



# Market Effectively

## Attract More. Spend Less.

*"Maximizer Enterprise enables us to cost-effectively build, execute and track targeted direct mail and email marketing campaigns with different messages for different groups of clients and prospects. As a B2B company, we rely on this tool to help us reach audiences quickly with market relevant communications - ultimately cultivating strong relationships to grow our business."*

*- Elen Alexov, Direct Marketing Manager, Ipsos-Reid North America*



### Marketing Metrics:

Quickly evaluate campaign ROI and lead status.

Empower marketing with the unprecedented ability to manage teams and execute cost-effective campaigns. Armed with return on investment information, marketing can spend more wisely, redirecting resources from unsuccessful tactics to those that generate real returns. Maximizer Enterprise 9.5 gives marketers power to identify trends and generate demand and leads to drive successful customer relationships.

### Market

- Reach target markets quickly with internal list management and cost-effective text or HTML email, fax, and print campaigns.
- Comply with privacy, do-not-call and anti-spam legislation with out-of-the box system-enforced functionality.
- Set-up automated processes to aid lead management efforts. For example, automatically send a series of emails to web requests and alert the appropriate sales representative to follow up.
- Close the loop and have sales people follow-up with people who opened or clicked through on email campaigns.

### Measure

- Automatically calculate the ROI on each campaign.
- Calculate conversion rates and discover the cost of customer acquisition.
- Identify leads, response rates, and pinpoint successful tactics.

### Manage

- Plan and direct marketing projects by assigning tasks to team members using Action Plans.
- Share marketing collateral and documents across your organization to ensure consistent branding and communications.
- Increase efficiency and time-to-market with marketing project management to manage your team and resources.



# Service & Support Efficiently

## Foster Customer Loyalty. Drive Repeat Business.

*"We have been using Maximizer Enterprise since v1.0 – we couldn't have grown our business without it. Most recently, with improved customer service and support functionality, it has improved service response times by 50%."*

*- Warren Mathusek, President,  
Mathusek Inc.*



**Customer Service & Support Insight:**  
Instantly view rep productivity levels, case status, and case billing with out-of-the-box reports.

Shape your customers' experience. Provide your service and support teams with the information and tools to process customer requests quickly and efficiently. Satisfy customers by rapidly delivering exactly what they need for the products or services they have purchased. Increase their confidence in your ability to deliver. Then leverage existing customer information to cross-sell, up-sell and promote repeat business.

### Maximize

- Track, escalate and resolve customer service issues received through calls or emails to keep customers satisfied.
- Resolve issues faster with a central repository of critical customer case details and a Knowledge Base of successful incident resolutions.
- Make the best use of specialized knowledge by assigning and escalating cases based on expertise.
- Reduce workload and increase customer satisfaction by giving customers and partners self-service access to case status and FAQs through secure web portals.

### Monitor

- Improve customer service representative productivity: receive alerts on overdue cases and analyze case queues to ensure customer satisfaction remains high.
- Determine areas where more staff may be needed based on the volume of requests.
- Ensure service agreements are renewed on a timely basis by tracking contract expiration dates and service level agreements.

### Manage

- Create automated processes such as automatic case assignment and notification of overdue cases to ensure every customer receives prompt service.
- Proactively service customers by having real-time access to critical customer service metrics through the Crystal Reports integrated Dashboard.
- Contribute to overall business effectiveness by identifying areas for improvement with customer service, product enhancements, and other critical customer feedback points.



# Outperform

## Gain Insight. Manage to Win.

*"I recommend Maximizer Enterprise to all businesses that I work with because I know it works reliably day in, day out. Maximizer Enterprise has been one of the best business investments I have made in the last 10 years."*

*- Garry Kewish, President,  
Brian Tracy International*

Pay attention to the things that really matter to your business. Empower your managers with an accurate view of all aspects of your company's performance. Use the proven capabilities in Maximizer Enterprise to consolidate and present critical business information. Give senior executives the metrics they need to steer your business to success.

### Monitor

- Use Executive Dashboards integrated with Crystal Reports to visualize crucial performance metrics at a glance.
- Configure real-time alerts and automatic reports to monitor performance, processes and policies.

### Measure

- Generate reports that show the effectiveness of any element of your sales, marketing and customer service operations.
- Create benchmarks from existing data to guide and improve performance.

### Manage

- Make informed personnel decisions based on measurable performance data.
- Alter products and services to meet with customer expectations and demand.



**Executive Dashboards:** Visualize crucial performance metrics at a glance.



## For More Information

Contact Maximizer Software  
**1-800-804-6299**

sales@maximizer.com

Locate a Certified Solution Provider  
**1-800-624-4153**

### Americas

604-601-8000 phone  
604-601-8001 fax  
info@maximizer.com  
www.maximizer.com

### Asia

+(852) 2598 2888 phone  
+(852) 2598 2000 fax  
info@maximizer.com.hk  
www.maximizer.com.hk

### Australia/New Zealand

+61 (0) 2 9957 2011 phone  
+61 (0) 2 9957 2711 fax  
info@maximizer.com.au  
www.maximizer.com.au

### Europe, Middle East & Africa

+44 (0) 1628 587777 phone  
+44 (0) 1628 587778 fax  
info@max.co.uk  
www.max.co.uk

## 9 Reasons that Make Maximizer Enterprise Better

- Award-winning, intuitive, integrated sales, marketing, customer service & support CRM software
- Adaptable to your business demands
- On demand access: Desktop, PDA & Web-Ready
- Rapid deployment & results
- Works with Office, Outlook®, and accounting programs
- Bullet-proof security
- Architecture built on industry standards
- Affordable: Lowest total cost of ownership in its class
- Proven with over 7,500 customers and over 10 years focused on customer management software

## About Maximizer Software

Maximizer Software has helped over 7,500 Maximizer Enterprise customers and more than one million Maximizer users grow their businesses by building profitable customer relationships with award-winning solutions.

For more on Maximizer Enterprise 9.5, go to [www.maximizer.com](http://www.maximizer.com) for access to:

- More product details
- Online demonstrations
- Live webinars
- CRM best practices white papers
- Pre-recorded webcasts
- 30-day trial software
- System requirements

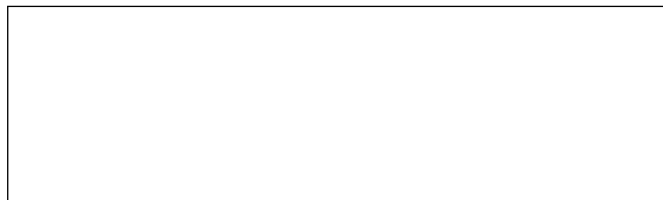
Maximizer Enterprise works with technology from the following partners



## Awards



Certified Solution Provider



**Maximizer™**  
The CRM Company [www.maximizer.com](http://www.maximizer.com)

© 2006 Maximizer Software Inc. All rights reserved. Maximizer and Maximizer Enterprise are trademarks of Maximizer Software Inc. Other product names may be trademarks of their respective owners.

