



Microsoft® Technologies

Invest Wisely with the Microsoft Platform

“Microsoft recognizes Maximizer Software as a new Gold Certified Partner for demonstrating its ability to serve its customers and help drive their business success.”

*- Lora Gernon, Director,
Partner Sales Group, Microsoft Canada*

Microsoft®
GOLD CERTIFIED
Partner

Small to mid-sized businesses that currently use Microsoft® technologies can leverage the platforms and applications from the world's leading technology vendor, while using the proven, adaptable Maximizer Enterprise™ Customer Relationship Management (CRM) solution. Maximizer Enterprise is built for the Microsoft Windows platform and leverages the .NET framework and MS SQL database. Plus, Maximizer Enterprise enables you to use the Microsoft front and back-end programs you already use in your business like Outlook®, Word, and Excel®.

As a Microsoft Gold Certified Partner, Maximizer Software works with Microsoft to stay on the leading edge of new technologies and receive direct training, technical support and additional services that will help your company manage communications effectively, increase productivity, and collaborate online. Rely on Maximizer Software's outstanding product performance and integration capabilities for your long-term initiatives.

Leverage Outlook as your interface into CRM

Use Outlook as your interface to Maximizer Enterprise:

- ✓ Save contact details and emails from Outlook directly into the corporate CRM database
- ✓ Do quick look-ups with one click from an Outlook email directly into Maximizer Enterprise.
- View your Outlook messages inside Maximizer Enterprise and automatically see which customer or prospect sent you the message. Then access both Maximizer Enterprise & Outlook address books for your distribution list.
- Share critical communications company-wide and avoid email overload. Give everyone access to relevant emails sent and received through Outlook by saving them to customers' records in Maximizer Enterprise with automatic record matching – no cutting & pasting required.
- Manage your time wisely by synchronizing Maximizer Enterprise appointments and tasks with Outlook. With two-way synchronization, you'll be alerted of all scheduled meetings even if you only have one application running.
- With MaxSync for Microsoft Exchange, set-up meetings and tasks in a mixed environment where some people work in Maximizer Enterprise and others work in Microsoft Outlook & Exchange.
- Synchronize your contacts to Outlook and vice-versa to Maximizer Enterprise to store a subset of customer records. Import contacts from Outlook to Maximizer Enterprise without reformatting or re-typing.
- With Outlook synchronization, you can then access your contacts and appointments through your handheld device.



Increase Productivity with Office Integration

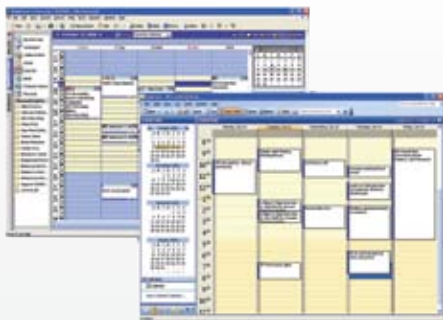
- Produce standard documents like customer proposals, invoices, maintenance agreements and letters faster. Insert Maximizer Enterprise merge fields into Microsoft Word documents to personalize your documents with any field from your customer data, such as customer contact details, profile, sales opportunities, and customer service cases.
- Create letter templates in Microsoft Word for your staff to follow best practices in communications.
- Apply the flexible layout and formatting capabilities of Word to your HTML and rich text print, fax, and email marketing campaigns. Use FrontPage® for creating vibrant HTML email campaign content.
- Instantly export data and reports to Microsoft Excel, analyze and share it within the familiar Microsoft interface.
- Save Word and Excel documents directly into customer records in Maximizer Enterprise for electronic history of proposals, quotes, faxes and other communications. Store Excel price lists, PowerPoint® presentations and other documents in the Company Library for staff to send to prospects and customers.

Collaborate Anywhere with Internet Explorer and Windows Mobile®

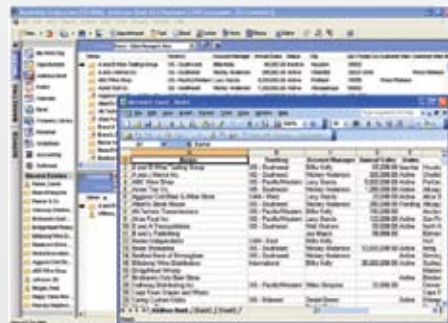
- Access your CRM data online through the secure eCRM Employee Portal, built exclusively for Microsoft Internet Explorer on the .NET framework and enabled by Microsoft Internet Information Server (IIS). Log in securely from anywhere to perform your regular tasks using just the web browser.
- Synchronize contacts and schedules to your PDA using MaxMobile for Windows Mobile Devices or use Pocket Internet Explorer to access the Wireless Employee Portal online in real-time.
- Share information on leads, opportunities, and customer service cases with partners, wherever they are, through the web-based Partner Portal.

Harness the Power of Microsoft Technology

- Share information between applications and connect stand-alone systems rapidly with a solution that is fully optimized for the .NET platform.
- With the web-based Employee Portal, leverage the Microsoft .NET framework for user authentication, secure database access, session management, and system logging.
- Deploy Maximizer Enterprise immediately with the SQL database engine (with support for SQL Server 2005 Workgroup, Standard, and Enterprise) and Systems Management Server (SMS) for fast installation.
- Allow single sign-on with Microsoft Windows user authentication so your users don't have to remember multiple passwords.
- Customize easily with support for direct, native SQL updates – industry-standard coding for your IT staff. The Customization Suite, featuring the integrator's toolkit, also enables IT staff to use familiar programming languages such as Visual Basic®, Visual Basic .NET, C#, Visual C++®, and Access for extending the power of Maximizer Enterprise.
- Improve sales staff productivity with Microsoft MapPoint® technology to create maps and print out directions to all your sales appointments.
- Leverage Microsoft advancements: Maximizer Enterprise is ready for Vista, Office 2007, and Internet Explorer 7 when you are!



Outlook & Exchange Server Integration: Synchronize Outlook calendars and messages from within Maximizer Enterprise.



Microsoft Office Integration: Continue to use familiar programs like Word and Excel with Maximizer Enterprise.



Collaborate Anywhere: Use the desktop application, web-based Employee Portal (with Internet Explorer) or Windows Mobile application for on demand access.



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

For More Information

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Maximizer Enterprise 9.5

Designed for small and medium-sized businesses, Maximizer Enterprise 9.5 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 7,500 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 for access to:

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

Maximizer Enterprise works with technology from the following partners



Awards



Certified Solution Provider



Maximizer™
 The CRM Company www.maximizer.com

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