



# Maximizer Enterprise Suites

## Compare Capabilities of Maximizer Enterprise eCRM & CRM



**Customer Relationship Management:** Manage relationships with customers through marketing, sales and customer service, plus gain the insight you need to drive your business to success with dashboards in eCRM Suite.



**Customer Relationships On Demand:** Get on demand access to customer information – from your desk, through remote synchronization, through the web (with eCRM Suite), or a PDA.

### Compare Maximizer Enterprise CRM to Maximizer contact manager

USER FEATURES	Maximizer Enterprise 9.5 eCRM	Maximizer Enterprise 9.5 CRM	Maximizer 9
<b>Sales</b>			
Sales Executive Dashboard	✓		
Sales funnel reports	✓	✓	✓
Lead Summary reports	✓	✓	
Opportunity analysis & sales pipeline reports	✓	✓ (SQL only)	
Real-time alerts (out-of-the-box) include lead status, lead conversion, changed forecast, and won/lost deals**	✓	✓ (some in SQL only)	
Partner Relationship Management	✓		
Lead management and routing	✓	✓	
Sales Action Plans	✓	✓	✓
Interactive Organizational charts	✓	✓	
Sales process methodology	✓	✓	
Opportunity management & sales forecasting	Advanced	Advanced	Basic
Account management	✓	✓	✓
<b>Marketing</b>			
Email campaign respondent lists	✓	✓	
Campaign ROI calculator	✓	✓	
Lead Summary reports	✓	✓	
Real-time alerts (out-of-the-box) include lead status alerts, suspended & late campaigns	✓	✓ (some in SQL only)	
Marketing Action Plans (project management)	✓	✓	
Automated email campaigns	✓	✓	
Automated fax and print campaigns	✓	✓	
Campaign management	✓	✓	
Automatic campaign subscriber removal**	✓	✓	
Email monitoring and automatic replies**	✓	✓	
Campaign failure alerts	✓	✓	
Campaign tracking and metrics	✓	✓	
Do-not-solicit enforced by system	✓	✓	
Lead capture from website	✓	✓	✓
Customer segmenting with user fields	✓	✓	✓
List management	✓	✓	✓
<b>Customer Service &amp; Support</b>			
Customer Service Executive Dashboard	✓		
Overdue case, case billing, other reports	✓	✓	
Real-time alerts (out-of-the-box) include case overload, overdue cases, and status changes	✓	✓	
Case management (routing, queuing)	✓	✓	
Case resolution	✓	✓	



## Standard modules included in Maximizer Enterprise eCRM & CRM Suite:

- Maximizer Enterprise Sales, Marketing, Customer Service & Support client software (one integrated application)
- Maximizer Enterprise server software
- Crystal Reports XI Professional (bundled with each client license)
- MaxExchange remote synchronization client software
- MaxExchange remote synchronization server software
- Maximizer Link licenses for Palm handheld device synchronization (same number as desktop client licenses included)
- ecBuilder Lite (Pervasive) or estore Manager (SQL suites)

## Standard modules in Maximizer Enterprise eCRM suite (in addition to above)

- Employee Portal licenses (same number as desktop client licenses included; additional licenses available as an add-on)
- Wireless Employee Portal licenses (same number as desktop client licenses included; additional licenses available as an add-on with Employee Portal)
- Customer Portal (unlimited licenses)
- eStore Manager

## Extras:

- Accounting Link for Use with QuickBooks
- Partner Portal (eCRM only)
- Workflow Automation software (various configurations available: Corporate, Basic, Lite)
- MaxSync for Microsoft Exchange
- CRM Customization Suite
- eCRM Customization Suite
- Advanced Customization Suite
- Crystal Reports® Server
- Crystal Analysis®

Licenses for Pervasive or Microsoft SQL database licenses may be required if you do not have site licenses for these.

	eCRM	CRM	Maximizer 9
Case creation based on incoming email	✓	✓	
Email monitoring and automatic replies	✓	✓	
Knowledge Base	✓	✓	
Service billing	✓	✓	
Customer self-service	✓		
<b>General</b>			
Customer & Prospect Action Plans	✓	✓	✓
Key user-defined fields	✓	✓	✓
Categorized and multi-level user-defined fields	✓	✓	✓
Mandatory fields	✓	✓	✓
My Work Day (personal page)	✓	✓	✓
My Work Day with company announcements	✓	✓	
Email, Task & Calendar integration with Outlook	✓	✓	✓
Email, Task & Calendar integration with Exchange Server	✓ (Add-on)	✓ (Add-on)	
Maximizer Toolbar in Outlook	✓	✓	
Accounting Link for QuickBooks	✓ (Add-on)	✓ (Add-on)	✓ (Add-on)
Calendar	✓	✓	✓
Activity & task management	✓	✓	✓
Company Library	✓	✓	✓
Extensive customization of views	✓	✓	✓
Import/export in standard formats	✓	✓	✓
Letters, faxes with merge fields	✓	✓	✓
Support for HTML email	✓	✓	✓
Industry Packs	✓	✓	✓
<b>Business Intelligence</b>			
Executive Dashboard with Crystal Reports drill-down	✓		
Advanced report customization with Crystal Reports®	✓	✓	✓
Out-of the box, pre-formatted reports	✓	✓	✓
Supports Crystal Reports Server	✓ (Add-on)	✓ (Add-on)	
Support for Crystal Analysis®	✓	✓	
<b>Workflow Automation &amp; Process Management (Add-on)</b>			
Business process automation**	✓	✓	
Business activity monitoring **	✓	✓	
Automatic report distribution**	✓	✓	
Email monitoring and response**	✓	✓	
<b>On Demand Access</b>			
Windows Mobile® access	synchronize with MaxMobile, Outlook or wireless web	synchronize with MaxMobile or Outlook	synchronize with MaxMobile or Outlook
Palm® OS synchronization	✓	✓	✓
BlackBerry® access	synchronize through Outlook or access through wireless web	synchronize through Outlook	synchronize through Outlook
Wireless Portal (Wireless Web Access)	✓		
Employee Portal (Web Access)	✓		
Remote synchronization	✓	✓	
<b>eCommerce, Order Management</b>			
Order management	✓	✓	✓
eCommerce site creation	✓	✓	✓
Credit card processing	✓	✓	✓
Product catalog	✓	✓	✓
Customer online order tracking	✓		
<b>Administration &amp; Security</b>			
Support for Microsoft SMS	✓	✓	
Live Update	✓	✓	✓
Database format	Microsoft SQL	Microsoft SQL, Pervasive	Pervasive
Network configuration	Client-Server	Client-Server or Peer-to-Peer Workgroup	Single user or Peer-to-Peer Workgroup
# Users	5+ users	Client-Server: 5+ users Workgroup: 1-15	1 – 10 users
128-bit cipher public key encryption	✓	✓	✓



	eCRM	CRM	Maximizer 9
Full & Read-Only access settings	✓	✓	✓
Role-based security groups	✓	✓	✓
<b>Customization</b>			
Customization Suite with ODBC tools, hooks & triggers, sample code	✓	✓	
Desktop program customization	✓	✓	
Customize web client (Employee Portal)	✓		
Customize Partner and Customer Portals	✓		
Direct SQL updates	✓	For SQL version	
Integration with other applications	✓	✓	
Integration with Internet & Intranet	✓	✓	
Advanced Customization Suite with Accounting API	✓	✓	
<b>Microsoft® Technology Support &amp; Integration</b>			
Works with Excel®	✓	✓	✓
Works with Word	✓	✓	✓
Works with Outlook®	✓	✓	✓
Works with FrontPage	✓	✓	
Works with Exchange	✓ (Add-on)	✓ (Add-on)	
Support for SMS for installation	✓	✓	
Built for .NET framework	✓	✓	
Support for SQL Database	✓	✓ (SQL version)	
Integrates with Microsoft Live Local	✓	✓	✓
Vista, Office 2007, and Internet Explorer 7 ready	✓	✓	

\*\* Requires Workflow Automation, powered by KnowledgeSync.



## For More Information

Contact Maximizer Software  
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Locate a Certified Solution Provider  
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## 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

### 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](http://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](http://www.maximizer.com)

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