



"How do we ensure a solution works with our existing resources and doesn't blow our budget?"

"How can we implement, maintain and service a CRM solution cost-effectively?"



In today's economy in IT departments, you face many challenges. Your resources are thin, yet the demands on your department are higher than ever to deliver and maintain solutions which drive results.

An effective customer relationship management (CRM) solution doesn't need to be expensive or complex. Your sales, marketing and customer service departments need loyal customers, profitable relationships and productive staff. You need a solution you can implement and see results from quickly, yet doesn't blow your IT budget.

Deploy quickly, manage easily - without breaking the bank.

- ▶ Fastest deployment in its class so you see results in days and weeks, not years.
- ▶ Easily configure custom fields for flexibility and completeness of customer data.
- ▶ Run Maximizer Enterprise on your existing technology framework, without having to invest time and money in complex back-end installations.
- ▶ Don't blow your IT budget - costs for software licenses, implementation and training are provided up front.
- ▶ World-class remote synchronisation technology is fast, reliable and easy to configure so remote sales teams can access critical customer and sales information easily.

Industry-standard architecture helps you run your operations smoothly and customise Maximizer Enterprise to support your business.

- ▶ Your business processes are unique. Make Maximizer Enterprise mirror how you operate, instead of forcing your users into software rules which don't make sense.
- ▶ Configure the custom fields to profile accounts, log information in sales opportunities, and track product details behind customer service cases.
- ▶ Customise data-entry forms and windows, create extensions and integrate Maximizer Enterprise with other database applications. Use the powerful Customisation Suite, featuring an Integrator's Toolkit which supports industry standards like .NET, XML, COM, ODBC, OLE, ActiveX and DDE.
- ▶ Service the needs of your users and increase your CRM usage as your business grows.
- ▶ Choose from two database formats: Pervasive for low maintenance; or Microsoft SQL for easy integration with other database applications. Connecting your back-office information to Maximizer Enterprise, whether it's your accounting or ERP solution, gives your front-line staff access to the critical information they need to service your customers faster.

Maintain security to keep sensitive information safe.

- ▶ Manage your customer data in-house to keep ownership, privacy and structure of one of your most valuable assets inside your business.
- ▶ Set-up and maintain security groups and rights for protection of sensitive information and to comply with privacy legislation.

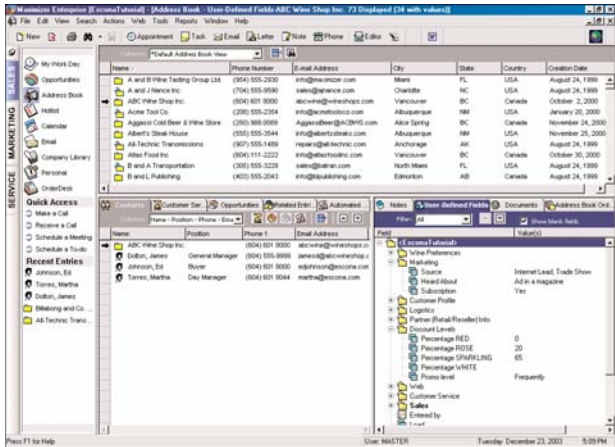
Create automated processes easily for your sales, marketing, and customer service staff.

- ▶ Maximizer Enterprise Workflow Automation enables you to monitor your business applications and respond automatically to critical business activities. Within the massive amounts of data in Maximizer Enterprise and other applications, including incoming e-mail and your operating systems, Workflow Automation enables users to identify critical information and take action. It saves everyone time, increasing productivity while ensuring no opportunity slips through the net.
- ▶ Workflow Automation features a flexible and clean user interface which allows 'point and click' development or fully customisable queries.
- ▶ Develop triggers which monitor data based on your business context and rules, called Events, using SQL (ODBC) queries and/or VB Scripts. Then create Responses, or actions resulting from Events, which can include alerts via e-mail, fax, pager, or phone; reports; updates to the database via SQL or triggered procedures; and/or running executables or VB Scripts.
- ▶ Examples:
 - ▶ Send alerts to sales reps when new web visitors download reports, while also sending regular updates of new leads to marketing managers.
 - ▶ Notify sales managers when more than five opportunities are abandoned by a sales rep in one week by sending them a Crystal Report on the summary of those opportunities.
 - ▶ Warn your customer service manager when customer cases lapse for more than three days.

Get your sales, marketing, and customer service staff working together to create loyal customers and profitable relationships.

- ▶ One integrated interface so you don't have to do complex integration between various front-office applications and data sources.
- ▶ With the magnetic user interface your staff can work the way they want to, following your business processes without compromising time or information.
- ▶ Marketing can profile customers and manage automated campaigns which deliver results, while complying with new privacy, do-not-call and anti-spam legislation.
- ▶ Sales people can collaborate on opportunities while giving sales managers the information and reports to see an accurate sales forecast.

- ▶ Customer service staff can track, escalate and resolve issues to keep customer satisfaction and staff productivity high.
- ▶ Enable field and mobile users to remain productive. Choose from mobile solutions for Palm OS devices and web-enabled PDAs, or remote synchronisation through MaxExchange or online access through the web-based Employee Portal.



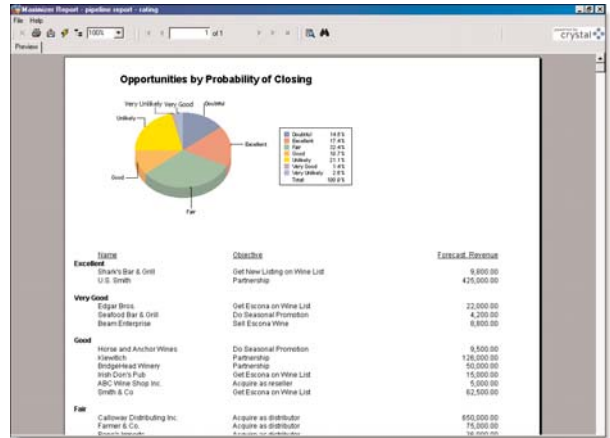
One common view: All users can get access to customer information in one easy-to-use user interface

Gain visibility into your customer data using best-of-breed reporting tool, Crystal Reports.

- ▶ Crystal Reports by Business Objects is included with Maximizer Enterprise so you can create customised reports for your users in sales, marketing and customer service. Use the Expert tools or customise your own to quickly and easily produce cross-tab, drill-down, summary reports and more.
- ▶ Analyse data in other database applications, such as your accounting or ERP systems, against the customer data in Maximizer Enterprise to get a complete view of your customer history and relationships.
- ▶ Deliver reports directly to key stakeholders that need critical information on a timely basis in order to make effective decisions.
- ▶ Increase productivity of your staff by enabling users to access and even customise their own reports right from their desktop.

In today's markets, you don't have the luxury of spending lots of time and resources on one application. You need to maximise your productivity with solutions which are compatible, easy to maintain and affordable. Maximizer Enterprise has the lowest Total Cost of Ownership in its class to drive successful customer relationships.

¹ Monitoring applications in addition to Maximizer Enterprise requires the purchase of a Workflow Automation DB Connection Upgrade for every additional application.



Reports: Enable executives and managers to visualise the status and success of their business units instantly

Maximizer Software Worldwide Locations:

UK
 Bridge House, Bridge Avenue
 Maidenhead
 Berkshire, SL6 1RR
 United Kingdom
 Tel: + 44 (0)1628 587777
 Fax: + 44 (0)1628 587778
 Web: www.max.co.uk

France
 Tour Ariane, 33^{ème} étage
 5, place de la Pyramide
 92088 Paris La Défense Cedex
 France
 Tel: +33 (0)1 55 68 10 26
 Fax: +33 (0)1 55 68 12 26
 Web: www.max.eu.com

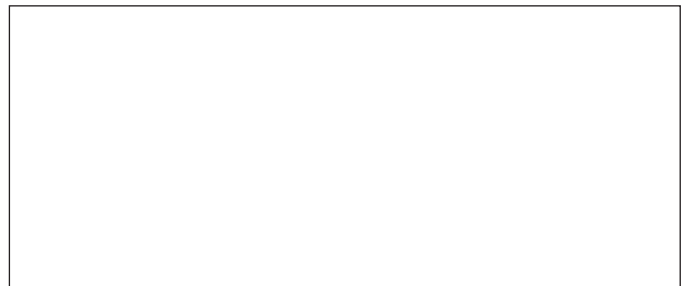
Dubai
 PO Box 500252
 Dubai Internet City
 Dubai
 United Arab Emirates
 Tel: +971 4 390 0388
 Fax: +971 4 390 8843
 Web: www.maximizer.ae

South Africa
 PO Box 785553
 Sandton
 2146
 South Africa
 Tel: +27 (0)11 881 5520
 Fax: +27 (0)11 881 5525
 Web: www.max.za.com

Americas
 1090 West Pender Street
 10th Floor
 Vancouver, BC
 Canada V6E 2N7
 Tel: +1 604 601 8000
 Fax: +1 604 601 8001
 Web: www.maximizer.com

Australia
 Level 1, 815 Pacific Highway
 Chatswood
 New South Wales, 2067
 Australia
 Tel: + 61 (0)2 9957 2011
 Fax: + 61 (0)2 9957 2711
 Web: www.maximizer.com.au

Your Authorised Maximizer Business Partner is:



© 2004 Maximizer Software Ltd. All rights reserved. Other brands and/or products used may be trademarks, registered trademarks, or registered service marks of their respective owners.