

Maximizer Enterprise™ 8

Simply Successful CRM



Maximizer Enterprise vs. Maximizer™ Customer Relationship Management (CRM) vs. Contact Management: Which solution is right for you?



Some businesses start with a sales and contact manager such as Maximizer to manage their contact information, scheduling and basic customer communication. But as you grow, you need a more powerful tool to streamline processes, attract prospects, increase sales and retain loyal customers. Your solution: Maximizer Enterprise - a complete Customer Relationship Management (CRM) solution that deploys quickly and has the lowest total cost of ownership.

If you are a small business owner, you wear many hats in the company: from tracking leads to closing sales and servicing customers. If you work in a larger organization, you have different departments such as marketing, sales, or customer service. Maximizer Enterprise will help you increase sales and attract more profitable long-term customers.

It's easy to migrate from Maximizer contact manager to Maximizer Enterprise CRM. The user-friendly interface is similar in both versions so you don't have to learn a whole new system. Plus, you can transfer your data seamlessly to Maximizer Enterprise from Maximizer or other contact manager without having to re-type data.

With Marketing, Sales and Customer Service & Support modules in one suite, you can efficiently manage your customers throughout their life cycle. In addition to the contact and schedule management in Maximizer, Maximizer Enterprise comes with Crystal Reports® for business intelligence, enables advanced sales collaboration, campaign management, customer service

case management, and includes options such as web integration and program customization.

So which solution is right for your business?

If you answer YES to any of the questions below, Maximizer Enterprise is for you.

- ✓ Do you or your sales people collaborate on opportunities as a team?
- ✓ Do you need to easily generate sales reports and forecasts?
- ✓ Do some users require remote access to the database from a home or remote office or from the road?
- ✓ Would you like to implement and manage your own e-mail marketing campaigns or newsletters, track the results and integrate them with your website and customer records?
- ✓ Do you or your service department need to track detailed customer service incidents and share the information with your team?
- ✓ Do you want to assign and track leads with your distribution partners?
- ✓ Do you want to customize and integrate your solution with other programs in your business, such as accounting applications like QuickBooks® so that you can view complete customer information on one interface?
- ✓ Do you want to increase productivity by automating your workflow, lead assignment and handling, and other critical business processes?

Maximizer Enterprise (CRM) vs Maximizer (Contact Management)

User Features	Maximizer Enterprise 8	Maximizer 8
Sales		
Opportunity management	✓	✓
Sales forecasting	✓	✓
Lead management and routing	✓	
Accounting Link for QuickBooks®	add-on	add-on
Sales process methodology	✓	
Advanced sales team strategies and forecasting	✓	
Partner Relationship Management	✓	
Account management	✓	✓
Sales report automation**	✓	
Marketing		
Do-not-solicit enforced by system	✓	
Manage opt-in, opt-out lists	✓	
Campaign Management	✓	
Automated E-mail Campaigns	✓	
Automated Fax Campaigns	✓	
Lead capture from website	✓	✓
Campaign tracking and metrics	✓	
Campaign failure alerts	✓	
Marketing report automation**	✓	
Customer Service and Support		
Case management	✓	
Case routing and queuing	✓	
Case resolution	✓	
Knowledge Base	✓	
Customer self-service*	✓	
Service billing	✓	
Customer service case report automation**	✓	

Maximizer Enterprise (CRM) vs Maximizer (Contact Management)

User Features	Maximizer Enterprise 8	Maximizer 8
Workflow Automation**		
Automatic system monitoring**	✓	
Critical activity alerts, task assignment automation**	✓	
Web leads/e-mail monitoring and reply automation**	✓	
General Functionality		
Searching	✓	✓
Customer segmenting with user-fields	✓	✓
Key user-defined fields	✓	✓
Complete access to marketing campaigns	✓	
Complete access to customer service cases	✓	
Extensive customization of views	✓	✓
Company Library	✓	✓
Calendar	✓	✓
Shared multi-user calendar	✓	✓
Activity & task management	✓	✓
E-mail and contact integration with Outlook™	✓	e-mail only
Support for HTML e-mail	✓	✓
Notes & Document storing	✓	✓
Letters, faxes with merge-fields	✓	✓
Number of users	1 - 500 +	1- 20
Anywhere Access		
Remote Synchronization	✓	
Employee Portal*	✓	
Partner Portal*	✓	
Customer Portal*	✓	
Employee Portal for Wireless PDAs*	✓	
Palm OS® Synchronization	✓	✓

Maximizer Enterprise (CRM) vs Maximizer (Contact Management)

User Features	Maximizer Enterprise 8	Maximizer 8
Reporting & Analytics		
Pre-formatted reports	150 +	90
Generate & modify reports	✓	✓
Crystal Reports®	✓	✓
Support for Crystal Analytics®	✓	
eCommerce & Order Management		
eCommerce site creation	✓	✓
Online orders and payments	✓	✓
Product catalogue and Order tracking	✓	✓
Order entry for QuickBooks®	✓	add-on
Customization & Integration***		
Address Book window customization	✓	
Integration with other software	✓	
Integration with Internet & Intranet*	✓	
Web customization	✓	
Development of customized interfaces	✓	
Database format & network configuration	MS SQL or Pervasive client/server or peer-to-peer	Pervasive standalone or peer-to-peer
Purchase options	Call 1-800-804-6299, or through a Certified Maximizer Business Partner at 1-800-624-4153	Online, at retail locations across North America, or directly at 1-800-804-6299.

* Only available in the Maximizer Enterprise eCRM SQL suite

** Requires Workflow Automation powered by KnowledgeSync

*** Requires Customization Suite

For more information:

Locate a **Certified Maximizer Business Partner**

Phone: **1-800-624-4153**

Or contact **Maximizer Software** directly:

Phone: **1-800-804-6299**

Certified Maximizer Business Partner

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