

# Maximizer Enterprise™

## Growing and Maintaining its Leadership Position with Maximizer Enterprise

senior  
Flexonics

[www.myej.net](http://www.myej.net)

### Senior Flexonics Pathway

“ We needed a solution that had more functionality and that we could customize to our needs. We launched Maximizer Enterprise in 1999, have since upgraded to the latest version and have never looked back. We rely on it as the cornerstone to maintain our leadership position in the near and foreseeable future. ”

- David F. McGrath, Director of Sales & Marketing,  
Senior Flexonics Pathway

### Key Benefits



- ▶ Moved from #5 company in their industry to #1
- ▶ Increased revenue by 400% through efficient collaboration on complex sales opportunities with sales teams around the world
- ▶ Improved speed of handling of new leads by integrating with industry information services
- ▶ Increased return on investment and effectiveness of direct marketing campaigns
- ▶ Provided management with real-time sales and pipeline information with reports

**Today, Senior Flexonics** is the recognized world leader in heavy industrial fabric and metal expansion joints, dominating the industry with over 50 per cent market share. But it didn't get to be a market leader by accident.

### The Challenge

In 1997, Senior Flexonics implemented an aggressive customer-focused business plan and culture, empowering its front-line employees to take actions based on these philosophies in order to increase revenues and market share. At the time, the Company was using ACT!, to manage its sales team but it soon realized that it required something more comprehensive, and possibly something with an open architecture, to manage their 300 sales teams and independent agencies around the world.

After extensive research and trials with CRM software including: Maximizer Enterprise, SalesLogix, Goldmine, Pivotal and Siebel, Senior Flexonics selected Maximizer Enterprise for its functionality, cost, remote synchronization capabilities, ease-of-use, integration capabilities and the services of its certified Business Partners.

### The Maximizer Enterprise Solution

With the assistance of a Maximizer Business Partner, Senior Flexonics deployed Maximizer Enterprise to its global sales force to manage the distribution of leads and collaboration on complex sales opportunities. Today, it collectively manages over 2500 ongoing opportunities at a time, each with a sales cycle of three hours to five years, amongst four or more sales districts and over 300 different sales teams.

## About Maximizer Enterprise

Maximizer Enterprise is a proven and affordable customer relationship management (CRM) solution that helps small to medium-sized enterprises improve sales, streamline marketing, and enhance customer service & support. With the lowest Total Cost of Ownership in its class, Maximizer Enterprise is quickly deployed, simple to use, easy to administer and has the functionality businesses need to build successful, profitable customer relationships throughout sales, marketing and customer service & support.

## About Maximizer Software Inc.

Maximizer Software Inc. is a provider of proven and affordable customer relationship management (CRM) and contact management solutions that help small to medium-sized enterprises improve sales, streamline marketing, and enhance customer service & support. Maximizer Software has helped over 6,000 Maximizer Enterprise™ customers and over one million Maximizer™ users grow their business by building profitable customer relationships with award-winning solutions.

## Certified Maximizer Business Partner

Computer Aided Business Consultancy Ltd. (CABC)  
PO Box 162, Newbury  
RG14 5FZ, England  
Tel: + 44 (0)1635 570970  
Fax: + 44 (0)1635 570971  
info@cabc.co.uk  
www.cabc.co.uk

## Contact Us

Maximizer Software Inc.  
1090 W. Pender St., 10<sup>th</sup> Floor  
Vancouver, BC  
Canada V6E 2N7  
Direct Sales: + 1 800 804 6299  
Locate a Certified Business Partner: + 1 800 624 4153  
General: + 1 604 601 8000  
Fax: + 1 604 601 8001  
info@maximizer.com  
www.maximizer.com

Maximizer Enterprise makes it easy for the Company's sales people around the world to do simple things like synchronize data with the head office, maintain calendars, notes and Hot lists and manage user-defined fields. It also helps them manage complex sales opportunities, communicate with team members, assign roles and tasks, project close dates and rate the probability of closings. Most importantly, the Company's employees have improved their close rate by developing, sharing and immediately implementing new sales strategies and tactics to reflect market changes, competitor reactions and cost fluctuations. They now close 72 per cent of the deals that they quote on.

Furthermore, Senior Flexonics has customized and integrated Maximizer Enterprise with other systems to maximize efficiency and productivity and minimize manual work. It has integrated Maximizer Enterprise with an industry information service, electronically transferring data on new leads, then selecting pre-defined sales strategies and teams for action. It also works in conjunction with the Company's ERP system to access quote and post-sales order information in real-time. Now, the Company's sales people in the office, in the field and on the road can download proposals and have faxes scanned and saved as PDF files attached to sales opportunities. They can also automatically access detailed post-sales information on the project drawings, shipment details and customer payment in order to get accurate information for a customer quickly.

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Senior Flexonics' marketing department utilizes Maximizer Enterprise to develop, execute and measure the results from direct marketing campaigns. By searching through customers' notes and user-defined fields to develop campaign-specific targeted lists, the marketing department can then create personalized marketing messages, distribute email and direct mail, track responses and measure the success of the campaign and save the information for future campaigns. To demonstrate a high return on investment to the management team, the marketing team easily creates reports and graphs to show the quality of leads and effectiveness of each campaign.

"Maximizer Enterprise acts as the backbone for our sales and marketing, providing a centralized hub for the collection and distribution of vital information between salesmen, customer service, marketing, and management," said David McGrath, Director of Sales & Marketing, Senior Flexonics. "When we first started looking for a CRM system, we realized that we needed a solution that had more functionality and that we could customize to our needs. We launched Maximizer Enterprise in 1999, have since upgraded to the latest version and have never looked back. We rely on it as the cornerstone to maintain our leadership position in the near and foreseeable future."