

Simply Successful CRM Guide Series

Why Choose Maximizer CRM?

Top 10 Reasons to Choose Maximizer CRM



Maximizer Software
Simply Successful **CRM**

Top 10 Reasons to Choose Maximizer CRM:

1. Mobile CRM Leaders
2. Convenient Access Options
3. Simple and Quick
4. Fast Time-to-Value
5. True Business Partnership
6. World-Class Customers
7. Grows as Your Business Grows
8. 20-Year Track Record
9. Global Expertise Through Local Presence
10. Robust CRM Functionality

Details

1. Mobile CRM Leaders

- Access customer and sales information in Maximizer CRM anywhere, anytime – online or offline.
- Easily access and update customer records, sales opportunities, forecasts and service cases in the field to increase productivity and management visibility.
- Leverage Maximizer Mobile CRM on all mobile platforms: BlackBerry®, Windows Mobile®, iPhone®, Nokia® Symbian™, Palm® and Google Android™.
- Trust certified software applications backed by Research in Motion, Microsoft® and leading mobile carriers.
- PC World magazine: [“10 Must-Have Apps for Your BlackBerry”](#)



“Maximizer Mobile CRM gives the executive team a tremendous strategic advantage in having near real-time customer information flowing in from the field, which ultimately allows SIGVARIS to remain a proactive customer service organization.”

- Byron MacPhee, U.S. VP of Sales, SIGVARIS

2. Convenient Access Options

Multiple, best-in-class options to access your CRM information so you can work the way you want to:

- Mobile CRM – access your CRM information anytime, anywhere, online or offline.
- Web Access - the best of both worlds - access your CRM information via the web while housing your own data securely. Or have Maximizer partners host and manage your application and data.
- Windows Desktop - work in the office or work remotely and synchronize with your central office.

"We wouldn't have been able to develop our field force without Maximizer CRM and its remote access capabilities. In order to have functional field reps, we needed a way for them to report in, provide updates and get information from us."

- Andrew Knowles, Assistant Sales Manager, Stemcell Technologies Inc.

3. Simple and Quick

- Very quick to deploy: Get up and running and see value in days (not weeks or months).
- Fast and easy to learn, use and maintain for both business and IT professionals.
- Configurable to meet each organization's unique business processes in sales, marketing and customer service, in any industry.

"When I can take a brand-new employee with no software experience and have them interacting effectively with clients and generating new business in less than five days, I know that the software is paying for itself and then some. We quite literally couldn't run our services without Maximizer CRM."

- Tim Edward, President, Bridge Solutions Inc.

4. Fast Time-to-Value

- See quick impact on company efficiency that drives immediate results.
- Get the best value in class for a full-featured CRM application.
- Count on the lowest total cost of ownership over the life of your CRM investment.

"Our customers see a rapid return on investment with Maximizer CRM, due to its ease of implementation, powerful functionality, low cost of ownership and Maximizer Software's commitment to customer satisfaction."

- Tom Tietgen, Owner, Intech Corporation, Maximizer Certified Solution Provider

5. True Business Partnership

- Maximizer's in-house experts and certified partners take time to learn your business and meet your needs.
- Unsurpassed, long-term service commitment.
- Life-long CRM assistance and expertise.

"I was personally very pleased with the quality of response and support we've received from Maximizer. From the initial contact, through installation, to our in-house user training, the Maximizer team was responsive and very helpful. We couldn't have met our tight timelines without such quality support."

- Mark Heaton, IT Manager, South Carolina Department of Commerce

6. World-Class Customers

- Maximizer Software has more than 120,000 customers.
- Customers range in size from entrepreneurs, small and medium-sized businesses, and divisions of large multi-national organizations. Well-known customers include Siemens, Société Générale, HSBC, TD Securities, Lockheed Martin, Cathay Pacific and many others.

7. Grow as Your Business Grows

- Start with one of four editions and easily migrate up as your business grows.
- Scalable from your first to your millionth customer.

“We've seen a 500% return on our investment with Maximizer CRM. We wouldn't have been able to develop our global sales force without it.”

- Cam Buschel, Sales Analyst, Stemcell Technologies

8. 20-Year Track Record

- Proven leadership track record established over 20 years of market presence.
- Well-established company with over one million licenses sold.
- Multiple industry recognitions from leading analysts (e.g., Forrester, Gartner, ISM) and industry publications (e.g., CRM Magazine, Computerworld, PC World, eWeek).

“CRM Magazine is proud to recognize characteristically strong competitor Maximizer Software as a winner in the CRM industry. Maximizer's longtime commitment to serving the fastest-growing CRM segment—SMBs—is reflected in the results, particularly in the high marks it received for its focus on affordability and mobility, and for helping to drive best practices and customer satisfaction.”

- Joshua Weinberger, Managing Editor, CRM magazine.



9. Global Expertise Through Local Presence

- With over 400 business partners and resellers offering a range of consultation, implementation, customization, integration, and training services, access CRM expertise locally.
- Help you to optimize your sales, marketing, service processes and implement them through Maximizer CRM to see value faster.
- Enable you to customize, integrate data sources and systems to ensure that you have a 360 view of your customers and prospects.

“Thanks to our Business Partner, we’ve had a very smooth implementation process. We are pleased with how Maximizer CRM integrates with our Microsoft applications and have plans to integrate it with the Microsoft Sharepoint Portal Server.”

- Richard Dovey, President, Atlantic County Utilities Authority

10. Robust CRM Functionality

- Outstanding sales capabilities including contact management and account management, excellent customer service/incident management, and strong, built-in email marketing automation.
- Take advantage of exceptional built-in reporting capabilities and business intelligence dashboards to turn data into valuable management information.
- Easy to set-up integration and synchronization with Microsoft® Outlook® and Office® as well as leading accounting software.

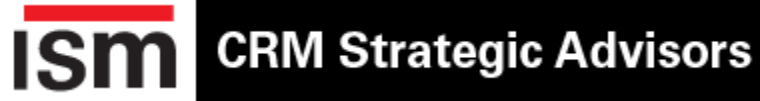
“Maximizer CRM has robust and comprehensive CRM functionality in comparison to other CRM vendors in the CRM marketplace for small to medium businesses.”

- Barton Goldenberg, President, ISM Inc.

Want to learn more? Call Maximizer Software at **1800 800 610** or Email:
sales@maximizer.com.au

Visit www.maximizer.com.au

This document has been created by ISM and Maximizer Software



About ISM

Founded in 1985, ISM Inc. offers strategic advisor services to organizations planning and implementing Customer Relationship Management (CRM), business Social Media, and Contact Center initiatives. Barton Goldenberg, founder and president of ISM, is the author of *CRM in Real Time* (published by Information Today) and *CRM Automation* (published by Prentice Hall) and is a columnist for a number of publications including *CRM Magazine*. ISM annually publishes *The Guide to CRM Automation* and the Top 15 CRM and Real Time CRM software reviews. Our list of clients includes the American Automobile Association (AAA), Amtrak, IBM, ExxonMobil, McGraw Hill, Nike, PepsiCo, Roche, T. Rowe Price, United Way, Xerox, the US Department of Defense and many more. To learn more, go to www.ismguide.com or call (301) 656-8448.