



Mobile CRM

“Having customer information available at our fingertips, whether it be through a laptop or a BlackBerry, provides our people with the information they need exactly when they need it.”

Faron G. Thompson, Managing Director,
Income Property Finance Division,
Primary Capital Advisors

Wherever, Whenever, with Maximizer CRM Mobile Options

Today's workforce is more mobile than ever. For these fast-paced workers, Maximizer™ CRM offers several options for mobile devices and smartphones, to access the information that keeps business moving forward while on the road.

Drive greater user adoption of your CRM system by giving your staff mobile CRM through powerful, easy-to-use mobile devices including BlackBerry, Windows Mobile and Palm. With real-time or offline access to customers, leads, schedules, tasks, sales opportunities, and customer service cases, you can truly mobilize a field sales or service force. Reduce downtime for field sales staff, empowering them to be productive wherever they are.

MaxMobileⁱ for BlackBerry® and Windows Mobile®

MaxMobile installs directly on each device and synchronizes information back and forth as employees work to close deals, resolve issues and communicate with customers.

- Off-line availability and two-way synchronization ensures that information on PDAs and the desktop is always current.
- Wireless or wired synchronization of contacts, leads, notes, opportunities, cases, custom fields, appointments and tasks.
- Define a pre-set list of contacts, tasks and appointments or a date range for a specific time period to synchronize exactly what is needed.
- BlackBerry: supports 7000, 8000 and 9000 series devicesⁱⁱ, including Storm, Bold, Curve, Pearl, Pearl Flip; it does not require the BlackBerry Enterprise Server (BES)
- Windows Mobile: supports various devices including MotorolaQ, Samsung BlackJack, and other smartphonesⁱⁱⁱ

MaxLink for Palm^{iv}

- Synchronize Maximizer CRM with your Palm OS device's pre-installed modules: Phone List, Date Book, To Do's, Memo Pad and four custom fields.
- No extra software to install on your device

Wireless Web Access^v

- No software setup on the device
- Instant online access to all contact, leads, tasks, appointments, sales opportunities, documents, and mobile dashboards through your device's browser
- Supports any web-enabled device^{vi}



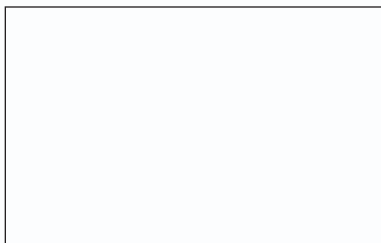
Maximizer CRM 10.5 Features

- Account and contact management
- Time management
- Task management and automation
- Sales force automation
- Sales forecasting
- Marketing automation
- Email marketing
- Customer service management
- Microsoft Office integration
- Outlook & Exchange synchronization
- Accounting integration
- Business Intelligence
- Workflow automation
- Partner relationship management
- eBusiness
- Access options: mobile devices, web, Windows desktop, remote synchronization

Technology Partners



Certified Solution Provider



Maximizer Mobile CRM	MaxMobile	MaxMobile Lite
Supported Mobile Devices (PDAs)		
BlackBerry® 7000 & 8000, 9000 Series, Bold, Storm ^{viii} , Curve, Pearl, Pearl Flip	✓	✓
Windows Mobile® Smartphone	✓	✓
Windows Mobile® Phone Edition (Motorola Q, Samsung BlackJack & others)	✓	✓
Supported Maximizer CRM Editions		
Group, Professional & Enterprise Editions	✓	✓
Entrepreneur Edition		✓
Supported CRM Features		
Two-way data synchronization	✓	✓
Wireless synchronization (MaxMobile Wireless Sync Server add-on required)	✓	
USB synchronization	✓	✓
Companies and Contacts	✓	✓
Leads	✓	
Notes	✓	✓
Documents	✓	✓
User-Defined-Fields	✓	✓
Tasks	✓	✓
Calendar appointments	✓	✓
Sales Opportunities	✓	
Customer service cases	✓	

- i. MaxMobile is an add-on product with additional license fees.
- ii. For a complete and updated list of supported BlackBerry devices, check www.maximizer.com/support/products.html
- iii. For a complete and updated list of supported Windows Mobile devices, check www.maximizer.com/support/products.html
- iv. MaxLink is free with all Maximizer CRM editions for every user.
- v. Maximizer CRM Wireless Web Access is included with a MaxMobile license, Web Access or Dual Access license.
- vi. For a complete and updated list of supported wireless browsers and devices for Wireless Web Access, check www.maximizer.com/support/products.html
- vii. Storm supported with MaxMobile 10.5 Freedom for BlackBerry & MaxMobile Lite for BlackBerry SR1 releases.

Why Maximizer CRM 10.5

1. **Simple** and quick to deploy, learn, use and maintain.
2. **Access** to critical information through mobile devices, the web and Windows desktop options.
3. **Best value** in its class for full-featured CRM.

Maximizer CRM helps small and medium-sized businesses maximize sales, customer satisfaction and profitability through increased business productivity and optimization of limited resources.

Visit www.maximizer.com.au for:

- Information based on your role: sales, marketing, service, executive, IT
- Information on CRM and Contact Management
- An overview of features and technology
- Online demos and free trial software
- White papers and webinars on CRM best practices

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