

$$\text{“ } \frac{12}{3} + \frac{Ab}{C} + \frac{\triangle \circ \square^2}{\text{—}^{\text{R}}} = \frac{\text{Simply Successful}}{\text{CRM}} \text{”}$$

D o Y o u S p e a k C u s t o m e r ?

for sales



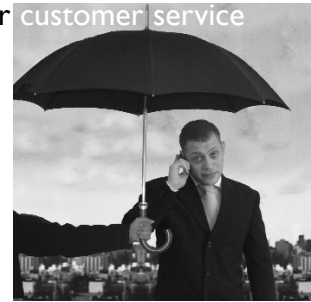
“ You don't close a sale, you open a relationship. ”

for marketing



“ The best time to plant a tree was 20 years ago. The second best time is now. ”

for customer service



“ Being on par in terms of price and quality only gets you into the game. Service wins the game. ”

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D o Y o u S p e a k C u s t o m e r ?

Talking about better Customer

You need Simply Successful CRM

Customers are the storehouse of future profit. The longer you keep them, the more they buy and the easier it becomes to sell to them. In fact, by retaining customers, you can achieve growth at lower cost than by trying to recruit new prospects.

And customers are becoming more demanding - 24/7 service, instant recognition, understanding their needs. They want it, you need to supply it. That's why your organisation needs to learn how to speak customer.

But how do you take your existing ways of doing business and translate them into customer-centred working practice? By adopting Maximizer Enterprise, a proven customer relationship management (CRM) platform which can give you higher sales, reduced costs, increased profits and better control.

Sounds an impossible equation? Maximizer has already made it a reality for thousands of clients. And the better you get at speaking customer, the greater the benefits. For example, the cost of making a sale to a new prospect is between 5 and 7 times as much as the cost of making a sale to an existing customer, according to marketing guru Philip Kotler. And a 5 per cent increase in customer retention can increase customer net present value by between 25 and 100 per cent, as Bain & Co's Frederick Reichheld found.

CRM combines cost savings with genuine revenue growth while also making your business more transparent, easier to manage, and better aligned with customer needs. In learning to speak customer, you are talking the language of better business.

Management?



Marketing campaigns can be targeted to the most appropriate customers and prospects. Sales leads can be tracked and followed through to conversion. Customer service and support becomes more productive and delivers a better customer experience.

All of these outcomes are readily achievable by adopting a proven CRM solution. And with improved reporting and business intelligence, you get greater transparency and better control than ever before.

Maximizer offers you a CRM solution which is:

- A proven leader in the midmarket
- Scalable and cost-effective
- Rapid to implement and easy to integrate
- Quick to reach payback.

The strength of our solution is evident from our customer base. Maximizer has already been adopted by over 1.5 million users. Our success in supporting the CRM goals of so many companies speaks for itself.

“It fills an extremely large gap in

CRM for the many, not just the few

With so many companies talking about better customer management, are you being left behind? CRM has already been widely adopted - especially by large corporations with extensive customer bases - and is now seen as a central tool for creating sustainable growth.

Businesses of all scales are now looking to invest in solutions that improve their performance and deliver a genuine return on investment. Proof of this can be found in a survey by META Group showing 75 per cent of organisations plan to spend the same or more on CRM in the next 12 months.

Midmarket companies have been slower to adopt CRM. As a result, many now find themselves at a competitive disadvantage in both systems and their ability to manage customers. Yet those same customers are becoming more demanding as they enjoy the improved customer experience that CRM can deliver elsewhere.

The perception that CRM is only for large, blue-chip companies has been a deterrent. Many of the solutions on offer are designed for enterprise-wide deployment with hundreds of users. There is a reasonable fear that implementation of these solutions can take months or even years.

the market”



Your decision should be to work with a partner who offers a proven application designed for your size of business. Maximizer provides a CRM solution that specifically addresses the needs of small and medium-sized enterprises, or department-level implementations within larger organisations.

Our application delivers marketing, sales and customer service capabilities combined with e-business and business intelligence tools. With rapid implementation and a scalable development path, it can support your expanding company and grow as your business grows.

The midmarket is now attracting interest from vendors of large-scale CRM applications and point solution providers alike. But these systems are either stripped-down versions of enterprise-scale software or scaled-up versions of small user applications.

If you want fully-featured CRM which is proven, robust and flexible - CRM for the many, not just the few - you need to choose Maximizer Enterprise. As Hewson Group, a leading CRM analyst, says: *"It fills an extremely large gap in the market."*

For sales

Revenue growth is an ongoing challenge for sales managers and representatives. Providing the right leads and customer information can make the difference between closing deals and losing them. Maximizer lets you:

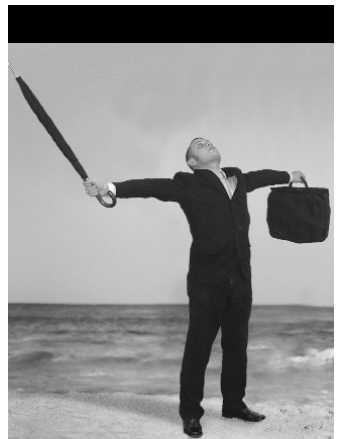
- Automate lead generation and management for more productive sales activity
- Work collaboratively using your own proven sales methodology supported by shared technology
- Manage accounts effectively, building deeper customer relationships that last longer
- Increase productivity through real-time data access, faster report generation and easier record administration
- Drive more sales through channels using Partner Relationship Management
- Understand the internal structure and relationships within your client's own organisation
- Administrate accounts more effectively by defining fields to reflect your sales process
- Improve sales management through a more transparent sales pipeline and better forecasting

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12

3

+



For marketing

Cost-effective marketing is a mission-critical goal in today's business environment. Using our solution, your marketing department can:

- Manage customer and prospect data accurately to create better targeted campaigns
- Communicate quickly and cost-effectively through the most appropriate channel, from e-mail, text or HTML to direct mail
- Automate processes and alerts, ensuring leads are responded to promptly and appropriately
- Plan complex marketing projects efficiently using workflow to empower every member of the team
- Demonstrate return on investment through detailed campaign tracking
- Track response to each campaign with automated campaign reporting, including open rates and click-throughs
- Ensure compliance with data protection regulations using do-not-solicit functions and enhanced data security
- Profile prospects and customers more effectively using multi-level, user-defined data fields

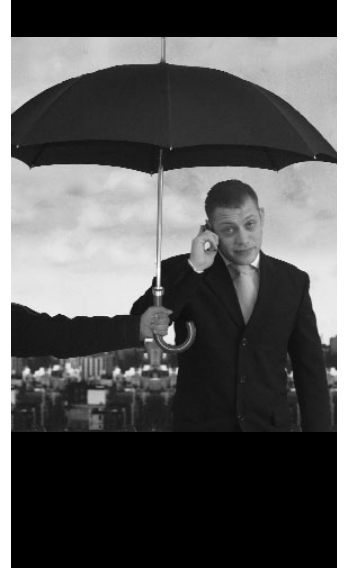


Ab
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For customer service and support

Every customer contact is an opportunity to create customer satisfaction. That results in repeat business, as well as an increased number of opportunities for cross-selling and up-selling. And your customer service department achieves enhanced productivity and customer-satisfying solutions. Maximizer Enterprise enables customer service representatives to:

- Automate processes, such as case assignment and notification, to keep you ahead of customer expectations
- Track customer service issues and assign the appropriate resources
- Manage the delivery of resources more effectively to drive up productivity
- Enable customer self-service via secure Web portals
- Access real-time sales and marketing information to support cross-sell and up-sell initiatives
- Link to a central Knowledge Base to resolve issues faster
- Escalate customer service issues to the appropriate specialist and resolve cases more rapidly
- Control service resources through effective tracking of billable hours and rates according to service level agreements
- Deliver personalised communications to customers throughout the sales cycle



For any channel anywhere

Create multi-channel customer management processes that allow your users to access real-time information through the most appropriate channel, wherever they are. Maximizer Enterprise enables:

- Remote synchronisation – securely exchange and synchronise customer information with remote workers using MaxExchange
- Web access – establish an employee portal allowing real-time access to information and functionality via a Web browser wherever the user happens to be
- PDA solutions – support customer information access, note taking and task management even when in transit or out of range
- Microsoft Outlook integration – interface through the industry-standard e-mail application while Maximizer Enterprise synchronises information and assigns messages to the right records

For management

Greater control of customer-facing functions means improved efficiency, better productivity and higher profitability. As well as providing you with clear insights into the performance of these vital departments, Maximizer Enterprise also supports your decision-making processes. Crystal Reports is included for every user, allowing customised reporting. You can sort and group data, create instant visualisation of your current position and gain heightened business intelligence.

Integration with core back office applications, such as ERP and accounting, is delivered via our powerful workflow automation engine, powered by KnowledgeSync. Using this tool, you can search multiple databases for events, automate alerts to appropriate users, identify leads and prospects, and distribute information and reports internally. With these activities running automatically, you can spend more time running your business.

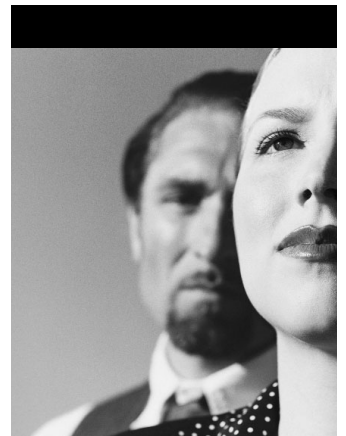
All your customer-facing processes,

Customer lifecycle management

Customer relationships progress through a lifecycle. Starting with marketing contact and sales meetings, an account will grow and develop as needs change. Understanding where key customers are in that cycle can be critical to retaining their business. Delivering the right message, offer or support at the right time can make the difference between the next sale and no sale.

Managing all of these processes consistently and continuously is one of the major challenges your business faces. It is here that choosing a simply successful CRM solution can make such a dramatic difference to your company.

Maximizer Enterprise offers you a fully-featured solution which embraces marketing, sales and customer service while also integrating into key back-office applications. The result is a common interface to your customer information, both on-line and off-line, for all your customer-facing departments.



accessed anywhere

Perfect partnerships, personalised solutions

When adopting new working methods and their enabling technologies, you need to work in partnership with a company that understands your business, its markets and the specific issues you face. With most CRM solutions, you are only offered a "one-size fits all" consultancy service. Yet it is this stage of adopting CRM that defines your future success.

Maximizer is uniquely positioned to fit the right size, scale and skills set to your company's specific situation. You may want to work with a partner who is geographically close to your place of business. Or you may value vertical industry expertise highly. Have your choice by selecting Maximizer, the CRM solution that is delivered through a certified partnership network.

Maximizer maintains partnerships with resellers globally, with representation in every key market. We have a strong and mature partner network that has lengthy domain expertise with our application.

Our partnerships are growing all the time as CRM services companies recognise the strength of Maximizer Enterprise as the right solution for their clients. As a result, you can be sure of working with a professional services company that exactly aligns with your requirements.

Don't just take our word for it. According to a leading European CRM analyst: *"Maximizer has the right software and crucially, the biggest and most experienced CRM channel in EMEA with which to service the market."*

CRM that talks to your existing

Technically speaking

Struggling to cope with competing technology demands? You are not alone. Midmarket companies are often highly constrained in terms of IT resources, both infrastructure and support staff. When deploying new applications, you want to be sure of rapid implementation, ease of customisation, and seamless integration with other core business systems.

When adopting CRM, you need to be certain that your chosen solution meets both existing needs and is scalable for future growth. You also need to be certain that you can maintain a consistent set of working practices and a stable operational IT environment, while also adapting to dynamic markets and taking on additional users as required. And your CRM system needs to be able to talk to your existing IT infrastructure.

Maximizer Enterprise offers a suite of applications which supports and enables expansion as your skills increase, market share rises, or level of adoption within the company grows. It helps you to future-proof your investment into CRM.

Why migrate from your existing business IT environment when you can adopt a CRM solution that integrates fully with your existing architecture?



IT



Maximizer Enterprise offers:

- Rapid data transfers using MaxExchange
- Advanced integration with Microsoft Outlook
- Seamless linking and customisation through industry-standard design, including .NET, XML, COM and ODBC
- Back-office integration to core systems such as ERP and accounting
- Flexible solutions for your business - ask us about how to tailor your ideal Maximizer Enterprise set-up

Not ready for enterprise-level CRM? You can still get the benefits of advanced contact management, sales and marketing scheduling and management tools through Maximizer's entry-level workgroup version. If you are running a mature business that is unlikely to expand beyond its present size, Maximizer can still deliver business-critical functions at this level. Or take on this application as a proof-of-concept ahead of a company-wide adoption.



not just later

Return on investment (ROI) is likely to be derived from a suite of improvements rather than a one-time result. You need to be ready to measure ROI across a range of activities including:

- Gross sales volumes
- Gross profit per customer / channel / product
- Productivity per sales / account manager or customer service representative
- Cost per sale / channel / product
- Marketing cost per response / sale

Some of the biggest returns come from improved marketing performance, with better targeting, lower wastage and higher conversion rates. These may even be new measures within your organisation, providing greater transparency and control over the marketing process than ever before.



Industry-leading total cost of

Controlling costs

"Maximizer Enterprise provides a high degree of functionality for a relatively low licence and delivery price" – Hewson Group

When investing in CRM solutions, you need to calculate the total cost of ownership (TCO). For any software application, TCO is made up of:

- Licence fees
- Implementation costs
- Training
- Ongoing support and service

With Maximizer you can achieve one of the lowest levels of TCO for any CRM solution. Implementation costs are constrained through highly-flexible integration tools and industry standard programming languages which underpin our solution.

Existing tools can be rolled into your CRM system to keep training costs down. And the scalable nature of Maximizer Enterprise means you will not have to retrain users as your adoption grows. Service and support levels are tailored to your needs and resources through our partner network.

With an industry-leading TCO, Maximizer puts you in control of customer relationships without letting costs get out of control.



ownership

Maximizer
The CRM Company

Now we're talking

To start learning how to speak customer, call us or contact an accredited Maximizer partner.

Speak: +44 (0)1628 587777

Write: info@max.co.uk

View: www.max.co.uk



Simply Successful

CRM



"The purpose of a business is to create a mutually beneficial relationship between itself and those that it serves.
When it does that well, it will be around tomorrow to do it some more."

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