Company Profile

The Facts

Established

2002 (Predecessor Company founded 1995)

Private Company

Corporate Headquarters

Vancouver, British Columbia, Canada

Global Operations

Bracknell, United Kingdom
Sydney, Australia
Hong Kong (abc Multiactive Limited)

Executive Team

President:
Vivek Thomas
Vice President, Research & Technology:
Joseph Hui
Managing Director, Europe, Middle East & Africa:
Mike Richardson
General Manager, Australia & New Zealand:
Gavin Green

Software Solutions

Maximizer® CRM: Full-featured CRM software, centralizing customer information across sales, marketing, and customer service and support teams. Inclusive of mobile, online and desktop access.
Maximizer™ CRM Live: cloud-based, full-featured CRM, available through a monthly subscription model.
Maximizer® Contact Management: Contact and sales management software to effectively manage time, customers and sales.

Customers

Over one million licenses sold worldwide to more than 120,000 customers. Including:

HSBC
Sigvaris
Asset Marketing
Siemens
Team Industrial Services Inc.
Investment Planning Council
TD Securities
Thordon Bearings Inc.
W & O Supply Inc.

Technology and Carrier Partners

Research in Motion
Microsoft
Intel
Rogers
SAP Business Objects
Vineyardsoft
Bell

Website

www.maximizer.com

Industry Recognition

"ISM Top 15 CRM" (ISM Strategic Advisors, 2002-2011)
"CRM Market Leader", "Market Winner" (CRM Magazine, 2004-2010)
"Product of the Year" (Customer Inter@ction Solutions, 2007-2010)
"10 Must-Have Apps for your BlackBerry" (PC World, 2009)
"Niche Player" (Gartner Magic Quadrant for SFA, 2007-2008)
"CRM Excellence Award" (Customer Inter@ction Solutions, 2008)
"Strong Performer" (Forrester SFA Wave Report, 2008)
"Strong Performer" (Forrester Customer Service Report, 2008)
"Strong Performer" (Forrester CRM Suites Report, 2008)
"Software 500" (Software Magazine, 2003-2008)
"Branham 300" (Backbone Magazine, 2000-2008)
"Best of Show" (Internet World, 2000)

June 2012	Releases Maximizer CRM 12 Summer 2012 with over 180+ new features and enhancements including Customer Timeline, Built-In Dashboards, Web Lead Capture and Optimization for the iPad/tablet
November 2011	Maximizer CRM 12 Leads industry with full LinkedIn integration and powerful built-in mobile and web access
April 2011	Releases Maximizer CRM Live - powerful new cloud-based CRM solution, expanding users' choice of deployment options
April 2010	With Largest-Ever Customer Access Footprint, Maximizer CRM 11 Delivers Expanded Sales Performance, Business Intelligence and Better Web and Mobile Experience
February 2009	Hits 2,000th Second-Generation Mobile CRM Customer Milestone in 2008
February 2009	Maximizer CRM 10.5 Freedom Gives BlackBerry Fans Greater Business Intelligence and Wireless Deployment Options
October 2008	Drives Mobile CRM 2.0 Market with release of Version 10.5
August 2008	Launches New Brand and Corporate Focus on Mobile CRM
June 2008	Leverages Web 2.0 Technology with announcement of Jigsaw Partnership
February 2008	Announces Record Revenue for Fiscal 2007
	Completes CRM Family of Products with Launch of Maximizer CRM 10 Entrepreneur Edition
January 2008	Maximizer Software EVP of Technology William Anderson Named One of Most Influential Leaders in CRM for 2007
December 2007	Introduces CRM Express Services – Packaged Professional Services Offerings for SMBs
November 2007	Propels SMBs Ahead of the Market with Launch of 10th Version of CRM Software. Launches MaxMobile for BlackBerry
February 2007	Announces Record Revenue Growth and Fourth Consecutive Year of Profitability
August 2006	Ships Maximizer Enterprise 9.5 featuring MaxMobile for Windows Mobile handheld PDAs
February 2006	Announces Strong Revenue Growth and its Third Consecutive Year of Profitability Announces the general availability of Maximizer 9
November 2005	Releases Maximizer Enterprise 9
September 2005	Announces its Employee Portal for Wireless PDAs including BlackBerry
July 2005	Receives Gold Certification status from Microsoft
May 2004	Ships Maximizer 8 for individuals and small businesses
February 2004	Ships Maximizer Enterprise 8 for small to medium-sized businesses
November 2003	Adds Crystal Decisions' reporting tools
December 2002	Takes over Multiactive Software and begins trading under stock symbol "MAX" on the TSX
February 2002	Releases Maximizer Enterprise 7
January 2001	Hong Kong subsidiary, Multiactive Software completes IPO financing for $13.3 million
	Releases Maximizer Enterprise 6.0
March 2000	Closes $10 million private placement
February 2000	Acquires majority shares of Hong Kong-based ABC Data & Telecom Ltd.
August 1999	Begins trading on the TSE under symbol "E"
May 1999	Completes public offering and raises $13 million
November 1998	Releases Maximizer Enterprise 5.0 – targeting the mid-market CRM space
June 1998	Releases Maximizer 5.0 – bringing e-commerce to Contact Management
May 1998	Acquisition of Cognitech's Sharkware software expands Maximizer Software's presence in the US market
June 1997	Acquires Tracker Software (Australia) Pty Ltd.
March 1997	Releases Maximizer 97is – adding Internet integration
November 1996	Releases Maximizer Enterprise 3.0
March 1996	Releases Maximizer 3.0
November 1995	Acquires Maximizer product line from Modatech Systems Inc.