

# MaxAdvantage Maintenance Program

“Thanks to the technical support personnel at Maximizer Software, our installation of Maximizer CRM is running smoothly. [They] took a tough situation here at Daktronics and turned it around to help us move to Maximizer CRM. Very impressive!”

Rich Bechtold, IS Manager,  
Daktronics

## Maximize your Success with MaxAdvantage

We understand that when you invest in a CRM solution, you want the assurance that it will continue to help your company maximize revenue and support your evolving business needs.

We view our customers as partners, so we are committed to helping you succeed and getting you the maximum return on your investment. We work with you to ensure you continue to expand the full potential of your Maximizer CRM solution, keeping you up-to-date and competitive in today’s rapidly-evolving marketplace.

With a team of dedicated professionals and access to the latest technology, MaxAdvantage<sup>1</sup> delivers optimum value in a comprehensive program that protects and extends your software investment by providing your business with the expertise, support and tools that will help drive productivity, improve workplace efficiencies, increase user adoption and reduce costs.

After a successful installation with our Professional Services team or a Certified Maximizer Business Partner, MaxAdvantage makes it easy to get the most out of your Maximizer CRM solution. With MaxAdvantage you can take advantage of:

1. **Training<sup>2</sup>:** Increase user adoption and employee productivity. Exclusive how-to webinars and on-demand online training courses will help you and your team gain skills and insight on more productive and useful ways to leverage Maximizer CRM.
2. **Support<sup>3</sup>:** Lower support costs and boost IT productivity by reducing time spent troubleshooting and resolving issues. A dedicated team of senior support technicians provides you with priority response to customer service support inquiries via a dedicated toll free phone line, email or live chat.
3. **Software Assurance<sup>4</sup>:** Keep your organization current and competitive, while reducing costs. Upgrades to the latest version gives you access to the latest technology, simplifies software licensing and lowers the cost of acquiring new product versions.

With all its value-added benefits, MaxAdvantage will ensure that your CRM continues to boost productivity and profitability across your organization all in one cost-saving program.

## Maximizer CRM Features

- Account and contact management
- LinkedIn integration
- Time management & iCalendar integration
- Task management and automation
- Sales force automation & forecasting
- Marketing campaign automation & management
- Customer service management
- Microsoft® Office® integration
- Outlook® & Exchange synchronization
- Business intelligence
- Workflow automation
- Partner relationship management
- Access options: mobile devices, Web, Windows desktop, remote synchronization

## Discover the value MaxAdvantage provides for your business

Feature	Description	Business Value
<b>Training &amp; Education</b>	<ul style="list-style-type: none"> <li>■ Live, online, informative how-to webinars</li> <li>■ Online, on-demand training courses</li> </ul>	<ul style="list-style-type: none"> <li>■ Increase user- adoption and improve employee productivity</li> <li>■ Gain insight into more productive and useful ways to use your CRM</li> <li>■ Learn at your own pace, in your own time and without travel costs</li> </ul>
<b>Support</b>	<ul style="list-style-type: none"> <li>■ Assistance with technical issues through a dedicated toll free phone line, email, or live chat</li> <li>■ Remote support using secure remote access that allows our technicians to link directly to your system</li> <li>■ Priority response to customer support inquiries by a Senior Customer Support Technician</li> </ul>	<ul style="list-style-type: none"> <li>■ Minimize costs and resources to get your system running smoothly</li> <li>■ Resolve issues quickly so you can get back to business</li> <li>■ Boost productivity and efficiency and reduces downtime</li> </ul>
<b>Software Assurance</b>	<ul style="list-style-type: none"> <li>■ Complimentary upgrades to the latest software versions</li> <li>■ Product enhancements &amp; updates</li> <li>■ Product fixes and service releases</li> </ul>	<ul style="list-style-type: none"> <li>■ Lower the cost of acquiring new product versions</li> <li>■ Improve productivity by using the latest technology</li> <li>■ Keep your organization current and competitive</li> <li>■ Ensure your software is up-to-date and secure</li> </ul>
<b>Member Portal</b>	<ul style="list-style-type: none"> <li>■ Enter &amp; track your own customer service tickets</li> <li>■ Access to knowledgebase and technical articles, and the discussion forum</li> <li>■ Updates on news &amp; events happening with Maximizer Software</li> </ul>	<ul style="list-style-type: none"> <li>■ Improve efficiency with the convenience to report support issues 24/7 and keep up-to-date on the status</li> <li>■ Resolve common issues with self-serve resources</li> <li>■ Access helpful information whenever you need it</li> </ul>

1. MaxAdvantage is included for the first year on all new licenses of Maximizer CRM Team, Group and Enterprise Editions with an option to renew. Cost is 20% of new user MSRP price per license, for the total number of software licenses. Additional charges may apply depending on the program level (Bronze, Silver, Gold). To receive benefits of the MaxAdvantage program, including upgrades, your License and Maintenance Agreement (LMA) must be current.
2. How-To Webinars are available to Gold program members only. On-demand, online training courses are available to Gold & Silver program members only.
3. Unlimited customer support available to Gold members only; 5 customer support incidents (30 min/incident) included for Silver members. Support does not include implementation/installation, database administration, system/network/network security configuration, software customization, or training (other than how-to questions). Designated contacts must be named help-desk individuals. Customer support policies are subject to change.
4. Software assurance does not include upgrades to third-party software.

## Example: (Based on 10 users)

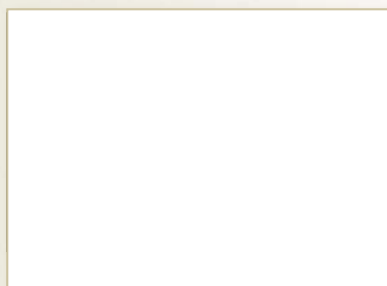
As a Gold-level MaxAdvantage member, you can save over \$8500!

Product/Service	MSRP
10 Enterprise Upgrade Licenses	\$9150 (\$915/license)
10 Support incidents	\$990 (\$99/30min.)
10 Online Training courses	\$750 (\$75/course)
<b>Total</b>	<b>\$10890</b>
Less your cost	\$1998
<b>You Save</b>	<b>\$8892</b>

### Technology Partners



### Certified Solution Provider



## Get to know the benefits of being a MaxAdvantage Member

Benefits	Bronze	Silver	Gold
<b>Training &amp; Education</b>			
On Demand Training Courses	N/A	Address Book 100	Address Book 100 & 200
Quarterly How-To Webinars	N/A	N/A	✓
<b>Support</b>			
Incidents	N/A	5	Unlimited
Phone, Email, Chat	N/A	✓	✓
Remote Troubleshooting	N/A	✓	✓
<b>Software Assurance</b>			
Upgrade to the latest version	✓	✓	✓
Software Updates / Hot fixes	✓	✓	✓
<b>Discounts</b>			
Licenses	N/A	5%	10%
On-demand, Online Training	N/A	5%	included
<b>Communications</b>			
Member Portal Access	✓	✓	✓
Quarterly Newsletter	✓	✓	✓

### Why Maximizer CRM?

1. **Simple & quick** to deploy, learn, use and maintain.
2. **Access options** through the Web, mobile devices, Windows desktop and remote synchronization.
3. **Value.** Best value for a full-featured CRM, low total cost of ownership.
4. **Expertise.** More than 20 years as a pioneer and leader in CRM.

### Visit [www.maximizer.com](http://www.maximizer.com) 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

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

**Maximizer Software**  
Simply Successful CRM

**Call: 1-800-804-6299**

**Email: [sales@maximizer.com](mailto:sales@maximizer.com)**

**Web: [www.maximizer.com](http://www.maximizer.com)**

**Americas**  
604-601-8000 PH  
604-601-8001 FAX

[info@maximizer.com](mailto:info@maximizer.com)  
[www.maximizer.com](http://www.maximizer.com)

**Europe, Middle East**  
+44 (0) 845 555 99 55 PH  
+44 (0) 845 555 99 66 FAX

[info@max.co.uk](mailto:info@max.co.uk)  
[www.max.co.uk](http://www.max.co.uk)

**Australia, New Zealand**  
+61 (0) 2 9957 2011 PH  
+61 (0) 2 9957 2711 FAX

[info@maximizer.com.au](mailto:info@maximizer.com.au)  
[www.maximizer.com.au](http://www.maximizer.com.au)

**Asia**  
+(852) 2598 2888 PH  
+(852) 2598 2000 FAX

[info@maximizer.com.hk](mailto:info@maximizer.com.hk)  
[www.maximizer.com.hk](http://www.maximizer.com.hk)  
[www.maximizer.com.cn](http://www.maximizer.com.cn)