

# Which Deployment Option is Right for you?

## 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

## Maximizer CRM (On-Premise) or Maximizer CRM Live (Cloud-Based)

For over 20 years, Maximizer® CRM, delivered as an on-premise solution, has been the software solution of choice for small to medium-sized businesses and divisions of large enterprises. With more than 120,000 customers and over one million licenses sold across a variety of industries, Maximizer Software fuels business success with simple, accessible, adaptable CRM that provides the best value in the market.

Maximizer CRM has helped companies maximize revenue and deliver the level of customer satisfaction that earns repeat business. It consolidates all contacts, action items, business communications, forecasts, reports and results into one central hub, making information widely accessible throughout your organization, yet precisely controlled to suit your requirements.

Now Maximizer CRM is also available through a web-based monthly subscription; Maximizer CRM Live is a powerful cloud-based business productivity solution that is easy to deploy, use and maintain. Because it is a cloud-based solution, there is little technical expertise required and no need to manage and maintain complex hardware infrastructure. The result is a cost-effective solution that promises to deliver a quick ROI (return on investment), while freeing your company to focus on its core competencies.

*“Maximizer’s program stability, dependability, flexibility, reminders, unlimited categories, organizational tools, ease of use and other rich features are without comparison, bar none! I depended on Maximizer to help me manage my clients and it never let me down. That was the bottom-line,” says Mr. R. Lynch, Sales Executive for over 30 years.*

## Which deployment option is right for you?

Whether Maximizer CRM Live (cloud-based) or Maximizer CRM (on-premise) is a better choice for your business depends upon your requirements, company size, and existing in-house IT expertise, resources and infrastructure. The key is identifying your needs and what will work best for your business, both from a process and a financial standpoint. The following outlines some of the key factors to consider when choosing between Maximizer CRM and Maximizer CRM Live.

“We are a small partnership with limited IT resource. Maximizer CRM Live provides us with a very cost effective solution to the management of our relationships with our clients. It is very affordable and easy to deploy and administer.”

Stephen Phipps, Managing Director  
Corporate LifeCycles Inc.

### Consider Maximizer CRM (on-premise) if you:

- ✓ Require a CRM solution customized to meet the unique needs of your organization
- ✓ Require your CRM to integrate tightly into your company’s existing business processes and applications/ have complex or real-time integration requirements
- ✓ Have already invested in internal IT infrastructure or have available in-house IT resources and support systems
- ✓ Require a certain level of security and control over the data (Ex: Within an industry or company whose laws mandate that your data remain behind your firewall)
- ✓ Require specialized data structures
- ✓ Have budget for up-front capital investment and prefer one-time costs over monthly recurring costs
- ✓ Are concerned about performance, poor internet connection or require heavy offline capability

### Consider Maximizer CRM Live (cloud-based) if you:

- ✓ Want to get up and running as quickly as possible
- ✓ Are adopting your first CRM solution and want to determine what will work best for your business before committing to an on-premise solution
- ✓ Want the flexibility and peace of mind to migrate to an on-premise CRM system in the future with minimal technical requirements and without any data loss
- ✓ Have limited IT support, infrastructure, technical resources/support staff
- ✓ Require little customization
- ✓ Have basic integration requirements
- ✓ Want predictable monthly IT operating expenses
- ✓ Want to reduce capital expenditure on IT systems, while increasing computing capacity and business performance
- ✓ Have a distributed workforce at remote locations

	Maximizer CRM Live (Cloud-Based)	Maximizer CRM Group Edition (On-Premise)	Maximizer CRM Enterprise Edition (On-Premise)
Seats	Users Min. = 1	Users Max. = 10	Users Min. = 5
Dashboard	Yes	Yes	Yes
Sales Management	Yes	Yes	Yes
Quota Management	Yes	X	Yes
Territory Management	Yes	X	Yes
Email Inbox Support	Via Outlook Add-in	Yes	Yes
Email Campaign	Yes*	Yes	Yes
Fax/Print Campaign	X	X	Yes
Customer Service	Yes	Yes	Yes
Advanced Security	Yes	X	Yes
Customization	Only available when subscribed to the Dedicated Application Server service option	Yes	Yes

\*Outgoing email limits apply.

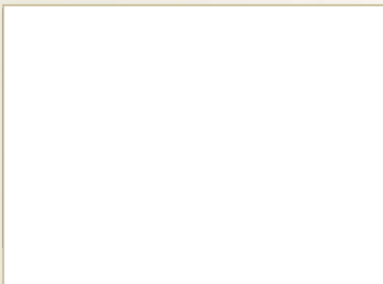
## About Maximizer Software

Maximizer Software delivers Customer Relationship Management (CRM) software and professional services to meet the needs, budgets and access requirements of entrepreneurs, small and medium businesses and divisions of large enterprises. Simple, easy-to-use and affordable, Maximizer® CRM enables companies to mobilize their workforces through all-access Web, Mobile and Desktop delivery methods. Easily configurable for organizations in any industry, Maximizer CRM optimizes sales processes, enhances marketing initiatives, and, improves customer service to ultimately boost productivity and revenue. Headquartered in Canada, with worldwide offices and business partners, Maximizer Software has sold over one million licenses to more than 120,000 customers since 1987.

### Technology Partners



### Certified Solution Provider



## The Best of Both Worlds – CRM That Provides Choice and Peace of Mind

Maximizer Software provides the best of both worlds; Maximizer CRM Live and Maximizer CRM on-premise solution are built on the same data model, giving you the choice and flexibility to migrate from one deployment option to another as your business requirements change, with minimal technical requirements and without any data loss.

So whether you choose to subscribe to Maximizer CRM Live or deploy Maximizer CRM on-premise solution, you will have the business solution to maximize revenue and deliver the level of customer satisfaction that earns repeat business.

**Contact Maximizer Software to get started today: 1-800-804-6249**

#### 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**

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