

MaxMobile™ CRM for BlackBerry®

“Having customer information available at our fingertips on 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



Mobilize Your Workforce with Maximizer® CRM and BlackBerry®.

MaxMobile CRMⁱ for BlackBerry keeps you on top of your deals with complete access to the critical customer and prospect information essential to achieving success. Leverage the power of mobile CRM on the latest BlackBerry® smartphonesⁱⁱ to build loyal customer relationships and win more deals. Staying productive in the field demands a CRM solution that will work seamlessly with your BlackBerry’s already powerful features, to make it the most efficient and intuitive tool for success on the road.

Whether you’re in sales, on a field service team, or a frequent-flyer executive, your BlackBerry mobile smartphone will give you the competitive edge to work at the speed your customers and business demand — anytime, anywhere.

Build profitable relationships

- Respond on-the-fly to engage prospects, build customer loyalty and close more deals.
- Prepare for your next meeting or call with a complete view of the customer’s information — including activity, account status and financial history.
- Track each customer’s history, including conversations, transactions and service cases to deliver value, build loyalty and increase repeat business.
- Maximize customer satisfaction by resolving and updating service cases in the fieldⁱⁱⁱ.
- Elevate the level of communication and information kept on record with video, voice and image capture and storage in the customer or prospect’s record within MaxMobile CRM for BlackBerry.

Increase productivity and optimize sales resources

- Quickly and easily navigate the new tab-based interface for BlackBerry smartphones.
- Improve customer interactions with immediate access to leads, opportunities and cases.
- Conduct timely follow-up and keep deals moving, with access to updated details of sales opportunities.
- Minimize administration work back at the office and stay on top of follow-up activities while on the road.
- Improve productivity in the field by viewing, creating and editing documents on your BlackBerry.
- Instantly turn customer address details into maps and directions on your BlackBerry.
- Log calls, SMS text messages and emails to customer records in Maximizer CRM with one click.
- Integration with your BlackBerry’s built-in address book, email and phone enables you to immediately create new records, opportunities, cases, appointments, tasks and notes within Maximizer CRM and vice-versa.
- Receive and send automatic email notifications for appointments.
- Plan your optimal day of appointments and activities by mapping multiple customers to

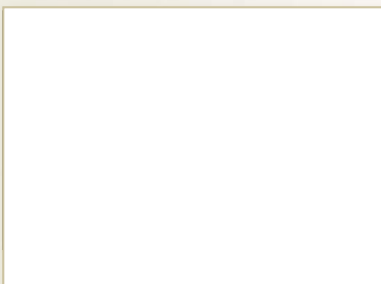
Maximizer CRM Features

- 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

Technology Partners



Certified Solution Provider



your BlackBerry GPS to get turn-by-turn directions^{iv}.

Collaborate and access from anywhere

- Consolidate customer communications into one convenient, action-oriented workspace.
- Get real-time online access to your entire Maximizer CRM database content on your BlackBerry.
- Enable collaboration among team members on the road to set up multi-user appointments, assign tasks, update sales opportunities, and escalate service cases — no matter where they are.
- Tap into valuable corporate resources through the Company Library to send NDAs, brochures, quotes and other documents to customers and prospects.
- Empower IT administrators to get your mobile workforce up and running quickly, with easy deployment of MaxMobile for BlackBerry to field staff through wireless push and single-click installation.

Measure performance and potential

- Make real-time updates from the field on lead status and qualification, forecasted revenue and sales opportunity details.
- Monitor the status of your business and team performance at a glance, with real-time dashboards and reports on your BlackBerry and make timely decisions to drive revenue.

Contact Maximizer Software to learn how you can mobilize your workforce with Maximizer CRM All Access.

- MaxMobile CRM for BlackBerry is included with Enterprise, Group & Team Edition. MaxMobile CRM for BlackBerry is an add-on product for Entrepreneur Edition with additional license fees. MaxMobile CRM for BlackBerry requires wireless server hardware and Microsoft® Internet Information Services (IIS). MaxMobile Wireless Server is included with Maximizer CRM 12 All Access licenses which are available with Group & Enterprise editions.
- MaxMobile CRM for BlackBerry supports BlackBerry 7000, 8000 & 9000 series, including Curve, Pearl, Bold, and Storm and Tour. Check <http://www.maximizer.com/supported-products/maxmobile-bb.html> for system requirements and supported devices.
- Customer Service & Support Management available with Enterprise and Group Editions only.
- For BlackBerry devices running BlackBerry OS 4.7 and later only, options to display multiple addresses, as well as driving directions between two locations is supported. For BlackBerry devices running BlackBerry OS 4.2.1 to 4.6, only BlackBerry Map is supported, driving directions are not available.

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 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

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