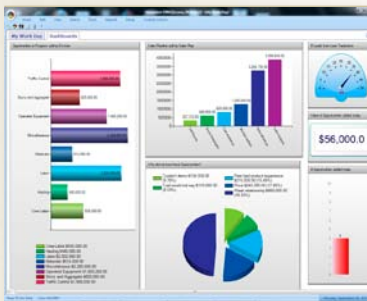


The Value of Maximizer CRM 12

"As a management tool, Maximizer CRM is the lifeblood of our business. If we didn't have Maximizer, we would not have company-wide insights into our projects. That is the key to our business, so to us it is mission critical."

Craig Carter,
Director of Marketing &
Customer Service,
Thordon Bearings



Wizard-driven dashboards: Easy to set up and modify, key performance indicators provide real-time insight into your business.

Top 12 Features in Maximizer CRM 12

(Group and Enterprise editions)

- **New Mobile Access User Interface:** Optimizes the intuitive, easy to use touch screens for faster user adoption and removes the need to manage different applications based on the mobile device
- **Enhanced Mobile Access Appointment Management:** View available time and schedule appointments with multiple colleagues with just a few clicks, anywhere, anytime
- **Enhanced Web Access User Interface:** Home in on only the key information you need in one consolidated view
- **Improved Web Access Speed & Navigation:** Save time & increase productivity with improved navigation and faster response time to commands
- **LinkedIn Integration:** Obtain the most up-to-date key background information, generate leads and enhance the level of customer engagement
- **iCalendar Integration:** Set-up and manage appointments seamlessly with internal colleagues and external customers using the most popular calendar applications
- **Direct Links to SharePoint® Documents & Social Media Profiles:** Save time and access the most up-to-date information with hyperlinks to SharePoint® documents, external websites and social media profiles
- **Expanded Key Field Customization & Display Options:** View and navigate with ease through a customizable layout of all of the key information required based on specific business needs
- **Marketing Campaign Management:** Easily measure the effectiveness of each marketing campaign to make informed decisions re: future marketing initiatives and resource allocation
- **Enhanced Search & View Filter Options:** Increase efficiency with quick access to & categorization of information based on selected criteria
- **Dependent Tasks:** Ensure processes are followed and consistent customer experiences are delivered
- **SQL Server Reporting Service (SSRS):** Utilize built in SQL Server Reporting Capabilities without acquiring additional costs and re-building existing reports