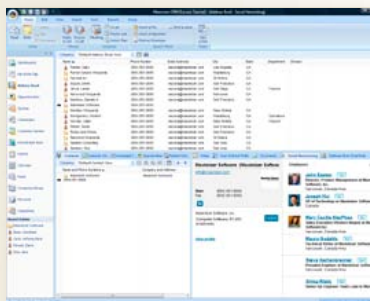


The Value of Maximizer CRM 12

"With the exceptional level of personalized service we can provide using Maximizer CRM, our strong client retention rate and ongoing referrals keep our business growing to the point where we no longer need to actively market or prospect."

Shawn R. Windrem, BA, CFP, CLU
Certified Financial Planner
President & CEO,
Windrem Financial Group Inc



Generate leads and reach more customers with **LinkedIn Integration**

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 Form 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 regarding 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