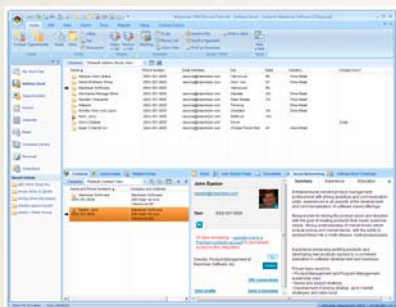


What's New (Entrepreneur Edition)

Entrepreneur Features:

- Account & contact management
- Microsoft Office® and Outlook® Integration
- LinkedIn integration
- Time management and iCalendar integration
- Task management and workflow automation
- Sales force automation and forecasting
- Sales opportunity management
- Reporting
- Email and document management
- Order Management
- Outlook® and Exchange synchronization
- Access Options: Windows desktop, mobile



Social Networking: Build dynamic social profiles of customer and prospects by linking directly to relevant social networks and a contact's LinkedIn profile.

Maximize productivity, work effectively, increase profitability

As an entrepreneur, small business owner, or sales professional, you have to perform many functions simultaneously — from prospecting and closing sales to servicing customers. We've equipped the latest Maximizer CRM 12 Entrepreneur Edition with intelligent new features and enhancements to help you work more productively and efficiently, allowing you to focus on what matters most ... your customers.

A complete contact management solution that includes business contact management, sales opportunity management, Outlook integration, scheduling, reporting, document management, combined with an intuitive interface and access to critical information — in the office or on the road — Maximizer CRM 12 Entrepreneur Edition makes working productively easier than ever.

Social Networking

LinkedIn Integration¹: Obtain the most up-to-date key background information, generate leads and enhance the level of customer engagement

Hyperlink to web profiles or online documents: Save time and access the most up-to-date information with hyperlinks to your contact's relevant social profiles online including Facebook, LinkedIn, Twitter, blogs or documents stored online such as SharePoint®, Google Docs, and DropBox

Sales Mangement

Assign Multiple Account Managers to a territory: Manage territories more effectively and allocate appropriate resources with the ability to assign multiple Account Managers to the same territory

Advanced search filter options: Manage your sales pipeline effectively by searching opportunities based on a set of pre-defined date range filter options (all, week, month, quarter, year, custom)

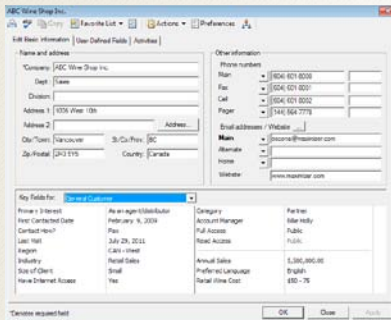
Email merge with Opportunity: Maximize productivity by sending personalized messages to a number of contacts by merging customer information from Opportunities

Productivity Improvements

Improved search options: Conduct faster searches with the ability to choose only your own column set ups, favorite lists or saved searches

Date filter for notes & documents: Increase efficiency by easily searching, printing and exporting only the information you need based on a selected date range

Enhanced sort options: Quickly access and view the most relevant information with a descending sort order or change and save your own defaults sorts by sorted column and/or sort order



Expanded Form Customization: View and navigate with ease through a customizable layout of all key information based on your specific needs.



MaxMobile for BlackBerry®: Get real-time online access to the entire Maximizer CRM database and content.

Technology Partners



Improved duplicate checking: Increase data accuracy with duplicate checks against all address book entries, including entries private to another user or group

Enhanced appointment settings: Manage your appointment or tasks with the ability to snooze an alarm for a given time interval prior to start time

Improved hotlist filter options: Stay on task and on schedule with added 'this month' and 'next month' filter options

Usability Enhancements

Expanded form customization: Navigate with ease and hone in on only the information you need with a customizable layout of key information required based on specific needs

Enhanced sorting options: Quickly view and access the most recent or relevant information based on ascending/descending order or preferred sort order

Color-coded monthly calendar: Stay on schedule by viewing upcoming appointments and prioritized activities at a glance

Improved MS Word Add-on: Easily access a list of common merge fields in the new drop down menu

MaxMobile² for BlackBerry®

Improved task management: Manage tasks more effectively with the ability to re-assign a task from the open task dialog

Improved filter options in Notes: Quickly and easily access only the information you need with new drop down menu based on selected date

Better organization for Catalog Searches: Conduct faster searches with the ability to choose to view all items or only your own

Appointment notifications: Collaborate more effectively by notifying other users of an appointment with a notification pop up when they log into the Address Book

Access Favorite Lists: Easily search and access a group of contacts with the ability to retrieve a favorite list from Address Book, Opportunities and Customer Service modules

1. LinkedIn integration is available to Premium LinkedIn subscribers only; free 30 day trial available to non-Premium LinkedIn accounts.

2. MaxMobile is an add-on product for Entrepreneur Edition with additional license fees. MaxMobile requires wireless server hardware and Microsoft® Internet Information Services (IIS).

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