

Mobile CRM

“Having customer information available at our fingertips, whether it be through a laptop or 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

Wherever, Whenever, with Maximizer CRM Mobile Options

Today's workforce is more mobile than ever. For these fast-paced workers, Maximizer™ CRM offers several options for mobile devices and smartphones, to access the information that keeps business moving forward while on the road.

MaxMobile for BlackBerry® and Windows Mobile®ⁱ

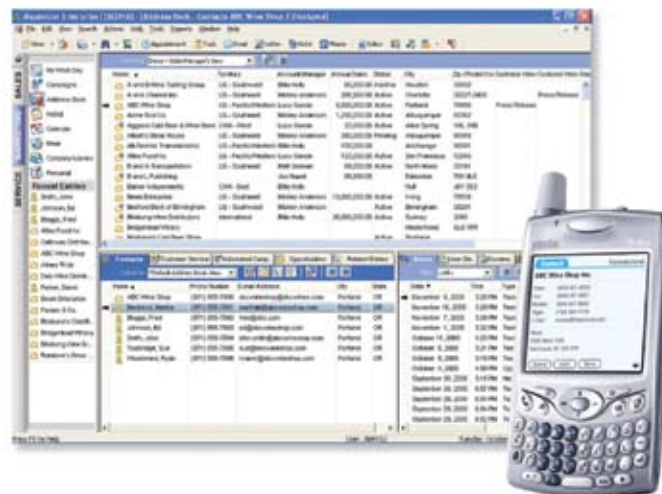


MaxMobile installs directly on each device and synchronises information back and forth as employees work to close deals, resolve issues and communicate with customers.

- Off-line availability and two-way synchronisation ensures that information on PDAs and the desktop is always current.
- Wireless or wired synchronisation of contacts, leads, notes, opportunities, cases, custom fields, appointments and tasks.
- Define a pre-set list of contacts, tasks and appointments or a date range for a specific time period to synchronise exactly what is needed.
- BlackBerry: supports 7000 and 8000 series devices; does not require the BlackBerry Enterprise Server (BES)ⁱⁱ
- Windows Mobile: supports various devices including MotorolaQ, Samsung BlackJack, and other smartphonesⁱⁱⁱ

MaxLink for Palm^{iv}

- Synchronise Maximizer CRM back and forth with your Palm OS device's pre-installed modules: Phone List, Date Book, To Do's, Memo Pad and four custom fields.
- No extra software to install on your device



Maximizer CRM 10 Features

- Account and contact management
- Time management
- Task management and automation
- Sales force automation
- Sales forecasting
- Marketing automation
- Email marketing
- Customer service management
- Microsoft Office integration
- Outlook & Exchange synchronisation
- Accounting integration
- Business Intelligence
- Workflow automation
- Partner relationship management
- eBusiness
- Access options: Windows desktop, web, mobile devices, remote synchronisation

Technology Partners



Certified Solution Provider

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Wireless Web Access^v



- No software setup on the device; instant online access to all contact, leads, tasks, appointments, sales opportunities through a wireless web browser
- Supports any web-enabled device

- i. MaxMobile is an add-on product with additional license fees.
- ii. For a complete and updated list of supported BlackBerry devices, check www.max.co.uk/support/supportedproducts.htm
- iii. For a complete and updated list of supported Windows Mobile devices, check www.max.co.uk/support/supportedproducts.htm
- iv. MaxLink is free with all Maximizer CRM editions for every user.
- v. Wireless Web Access option has additional fees.
- vi. For a complete and updated list of supported wireless browsers and devices for Wireless Web Access, check www.max.co.uk/support/supportedproducts.htm

Why Maximizer CRM 10

1. **Simple** and quick to deploy, learn, use and maintain.
2. **Access** to critical information through the web, Windows desktop, and mobile devices.
3. **Best value** in its class for full-featured CRM.

Visit www.max.co.uk for:

- Information based on your role: sales, marketing, service, executive, IT
- Information on features and technology
- Online demonstrations, trial software
- White papers on CRM best practices
- Webinars

Maximizer CRM helps small and medium-sized businesses maximise revenue, maximise satisfaction, and maximise every single day.

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