



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.

Drive greater user adoption of your CRM system by giving your staff mobile CRM through powerful, easy-to-use mobile devices including BlackBerry, Windows Mobile and Palm. With real-time or offline access to customers, leads, schedules, tasks, sales opportunities, and customer service cases, you can truly mobilize a field sales or service force. Reduce downtime for field sales staff, empowering them to be productive wherever they are.

MaxMobile for BlackBerry® and Windows Mobile®ⁱ

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

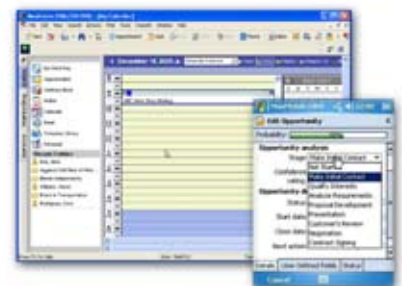
- Off-line availability and two-way synchronization ensures that information on PDAs and the desktop is always current.
- Wireless or wired synchronization of contacts, leads, notes, opportunities, cases, custom fields, appointments and tasks.
- Define a pre-set list of contacts, tasks and appointments or a date range for a specific time period to synchronize 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}

- Synchronize 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

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^{vi}



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 synchronization
- Accounting integration
- Business Intelligence
- Workflow automation
- Partner relationship management
- eBusiness
- Access options: Windows desktop, web, mobile devices, remote synchronization

Technology Partners



Certified Solution Provider

CABC Limited
 11 The Broadway
 Newbury
 Berks RG14 1AS
 01635 570970

Maximizer Mobile CRM	MaxMobile	MaxMobile Lite
Supported Mobile Devices (PDAs)		
BlackBerry® 7000 & 8000 Series	✓	✓
Windows Mobile® Smartphone	✓	✓
Windows Mobile® Phone Edition (Motorola Q, Samsung BlackJack & others)	✓	✓
Supported Maximizer CRM 10 Editions		
Group, Professional & Enterprise Editions	✓	✓
Entrepreneur Edition		✓
Supported CRM Features		
Two-way data synchronization	✓	✓
Wireless synchronization (Add-on Wireless Sync Server req'd)	✓	
USB synchronization	✓	✓
Companies and Contacts	✓	✓
Leads	✓	
Notes	✓	✓
Documents (Windows Mobile Devices only)	✓	✓
User-Defined-Fields	✓	✓
Tasks	✓	✓
Calendar appointments	✓	✓
Opportunities	✓	
Customer service cases	✓	

- i. MaxMobile is an add-on product with additional license fees.
- ii. For a complete and updated list of supported BlackBerry devices, check www.maximizer.com/support/products.html
- iii. For a complete and updated list of supported Windows Mobile devices, check www.maximizer.com/support/products.html
- 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.maximizer.com/support/products.html

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.maximizer.com 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 maximize revenue, maximize satisfaction, and maximize every single day.

Call: 01635 570970

Email: sales@cabc.co.uk

Web: www.cabc.co.uk

Americas

604-601-8000 phone
 604-601-8001 fax
info@maximizer.com
www.maximizer.com

Europe, Middle East, Africa

+44 (0) 1344 766900 phone
 +44 (0) 1344 766901 fax
info@maximizer.co.uk
www.maximizer.co.uk

Australia, New Zealand

+61 (0) 2 9957 2011 phone
 +61 (0) 2 9957 2711 fax
info@maximizer.com.au
www.maximizer.com.au

Asia

+(852) 2598 2888 phone
 +(852) 2598 2000 fax
info@maximizer.com.hk
www.maximizer.com.hk