



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

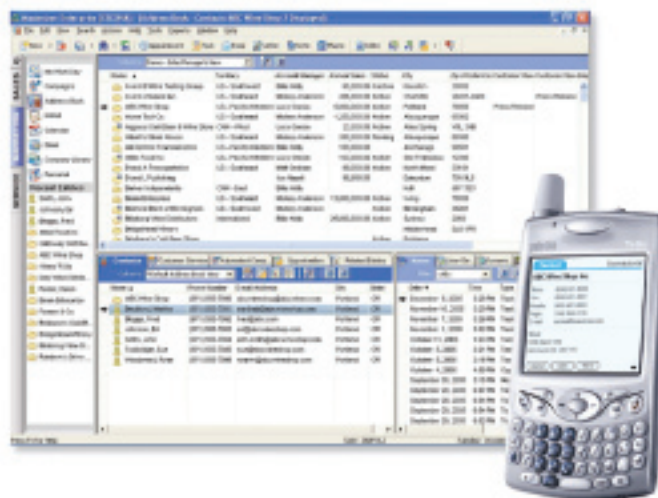


MaxMobile installs directly on each device and synchronizes information back and forth as employees work to close deals, resolve issues and communicate with customers.

- 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



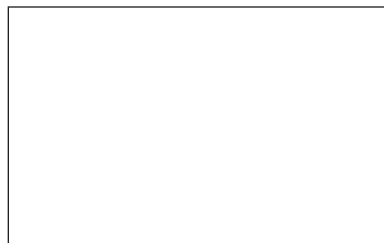
Maximizer CRM 10 Features

- 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



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.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. Secure **access** to critical information that makes business move forward.
3. **Best value** in its class for full-featured CRM.
4. Built on a technology foundation that is **fast-deploying** as well as fast-performing.
5. Access the Maximizer team of deeply experienced **CRM experts** dedicated to creating rapid results.

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: 1-800-804-6299

Email: sales@maximizer.com

Web: www.maximizer.com

Americas

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

Europe, Middle East, Africa

+44 (0) 1628 587777 phone
+44 (0) 1628 587778 fax
info@max.co.uk
www.max.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