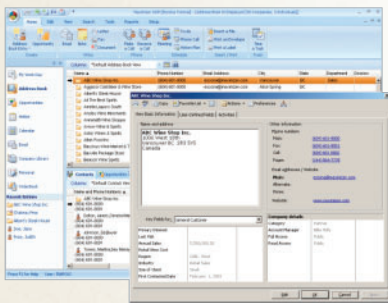


Overview & Highlights (Entrepreneur & Team Editions)

Top 11 Features:

1. Microsoft® Office®-Style User Interface
2. Advanced Sales Opportunity Management¹
3. Column Set-Up and Searches based on Address Book Entry Fields
4. Associated Column Views for Searches & Lists
5. Sales Email Templates
6. Conditional Color Highlighting
7. Custom Actions Tab
8. Mobile CRM Real-Time Data²
9. Mobile CRM Multi-User Support²
10. Mobile CRM Support for Voice, Video & Image²
11. Mobile CRM Multi-Point Mapping & Route Planning³



Microsoft® Office®-Style User Interface:

Easily access critical information to target the right prospects, build customer loyalty and increase sales.

Maximize your time, target the right prospects, increase sales.

Building on a track record of more than 20 years of success, Maximizer™ CRM 11 Entrepreneur & the new Team Edition provide simple, accessible, high-value sales and contact management for individuals and small businesses. They enable companies to access critical information, in the office or on the road, to target the right prospects, build customer loyalty and increase sales. We've equipped the latest Maximizer CRM 11 Entrepreneur & Team Editions with a new, intuitive interface, and intelligent features and enhancements to make working productively easier than ever.

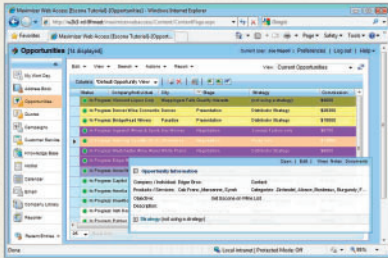
Entrepreneur Edition is designed for individuals or up to five users working together in a networked environment. Team Edition is designed for groups of 5-50 users, also working in a networked environment, in situations where more advanced sales opportunity management and collaboration is required. Team Edition also includes MaxMobile for BlackBerry®, as well as one full year of technical support and upgrade assurance.

Sales Tools and Opportunity Management

Optimize opportunities. Increase sales success. Forecast revenue with ease.

- Increase your chances of success by detailing and tracking every project, deal, or sale.
- Manage Sales Opportunities more effectively by focusing on the deals that have the highest potential, with an accurate view into your pipeline and the performance of individual reps and sales teams.¹
- Build stronger collaboration on sales deals by creating Sales Teams within Maximizer CRM to focus on assigned Sales Opportunities.¹
- Easily forecast revenue from sales and opportunities with graphical sales funnel reports.
- Create your own HTML email templates to use for prospecting, follow-up, welcoming new customers or any other activity.
- Maximize your productivity by merging customer information with sales email templates for efficient and timely follow-up.

¹ Advanced Sales Opportunity Management included in Team, Group and Enterprise Editions only.



Conditional Color Highlighting: Allows you to categorize and prioritize your most important information at a glance.



Mobile CRM: Get real-time online access to entire Maximizer CRM database and content.

Account & Contact Management

Gain key insights into your business to target the right prospects and build customer loyalty.

- Manage an unlimited number of contacts and profile them using a variety of fields that you create, such as industry and size of company.
- Categorize and prioritize your most important information — Leads, Sales Opportunities, Tasks and Appointments — with Conditional Color Highlighting that extends to column reports to visualize the most valuable customers to your business.
- Easily create custom views with key data entry fields to see critical information for your business.
- Access a complete history of communications with your contacts.
- Link with your phone for caller ID pop-up and direct dialing — increase call accuracy and monitor time spent on calls.
- Maintain data integrity through duplicate record checking and mandatory fields.
- Track organizational hierarchy of your customer contacts.
- Search on any field and create one-click access to frequently accessed lists of customers or prospects.
- Gain greater insight from Incoming vs. Outgoing Call reports to effectively manage sales resources.

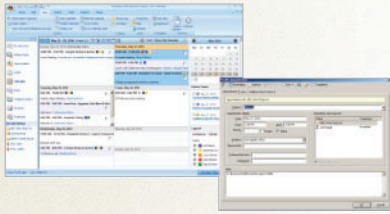
Mobile Access to Customer Information²

Access your customer information anywhere, anytime.

- Get real-time online access to entire Maximizer CRM database content including Sales Opportunities with MaxMobile for BlackBerry®.
- Enable collaboration among team members on the road to set up multi-user appointments, assign Tasks and update Sales Opportunities.
- Elevate the level of communications and information kept on record with video, voice and image capture and storage in Maximizer CRM.
- Plan your optimal day of appointments and activities by mapping multiple customers to your BlackBerry® GPS to get turn-by-turn directions.³
- Create Maximizer Appointments, Hotlist Tasks and Sales Opportunities directly from a BlackBerry® Address Book Entry.
- Improve productivity in the field by viewing, creating and editing new documents on your BlackBerry.
- BlackBerry® 7000, 8000 and 9000 series including Curve™, Pearl™, Bold™, Storm™ and Tour™ are supported by MaxMobile for BlackBerry.
- For a complete list of supported mobile smartphone devices, please visit www.maximizer.com/supported-products/maxmobile-bb.html

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

³ For BlackBerry® devices running BlackBerry OS 4.7 and later only. For BlackBerry® devices running BlackBerry OS 4.2.1 to 4.6, only BlackBerry Map is supported, driving directions are not available.



Color-Coded Multi-User Calendar: View upcoming appointments and prioritized activities at a glance.

Time Management

Manage your time effectively to optimize efficiency and profitability.

- Set up and access shortcuts to your most commonly used series of commands with the Custom Actions Tab on the Quick Access Toolbar.
- View upcoming appointments and prioritized activities at a glance.
- Schedule appointments with multiple contacts — colleagues, customers and prospects using the color-coded multi-user calendar.
- Choose daily, weekly or monthly views, and print your schedule to your daytimer.
- Leave it to Maximizer CRM to remind you of deadlines and appointments.
- Sync your tasks and appointments to Outlook® and your BlackBerry® or other mobile smartphone devices.
- Track and report on time spent by product or service.

Task Management

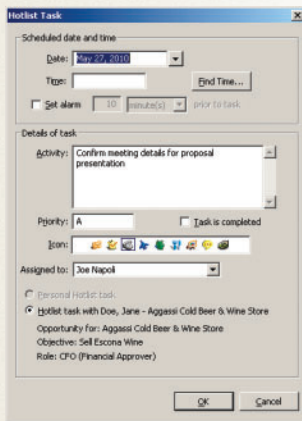
Stay on track and on schedule with Hotlist Tasks and Action Plans.

- Assign tasks to yourself and others, to meet deadlines and collaborate on projects.
- Use Action Plans to manage a series of tasks for projects, sales activities, or lead follow-up processes.
- Prioritize and display task-related information as you like, such as sorting by zip/postal code or state/province to prioritize calling by time zone.

Microsoft® Office® & Outlook® Integration

Communicate easily and work more effectively with seamless Microsoft Office integration.

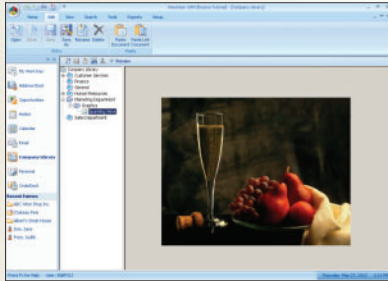
- Create documents, letters, faxes and emails with ease including personalizing with merge fields in Microsoft® Word® or Maximizer Editor. Store customer communications under each contact record for easy reference.
- Access and synchronize email, contacts, calendars, and tasks between Maximizer CRM, Outlook® and your mobile smartphone.
- Preview and read Outlook email within Maximizer CRM and save messages to client records.
- Export Maximizer CRM contacts to Outlook, and vice-versa with ease.
- Instantly export data (customers, opportunity lists and reports) to Excel® with one-click for further analysis in a familiar environment.
- Get maps & directions worldwide using Google™ or Bing™ maps integrated with Maximizer CRM.



Hotlist Tasks: Stay on track and on schedule by assigning Hotlist Tasks to yourself and others, to meet deadlines and collaborate on projects.



Instant Reporting: Quickly create reports and export to Excel® with one click for easy sharing and further analysis.



Convenient Document Management: Email documents & collateral directly from the Company Library to customers.

On-the-Fly Reporting

Instantly run reports to view a current snapshot of the status of your business.

- Create on-the-fly reports with an unlimited number of columns.
- Quickly export reports with one click to Excel®, PDF, HTML or other formats for easy sharing and further analysis in a familiar environment.
- Utilize included Crystal Reports® templates — the world’s industry standard reporting format.
- Choose from over 100 pre-built reports, including task lists, account activities, phone logs, sales pipeline, win/loss analysis, opportunity forecast and analysis.

Document Management

Convenient access to all the documents and collateral you need.

- Store documents in a central location for easy access and/or save to a contact record or Sales Opportunity.
- Search documents based on type and date.
- Create folders to organize and preview documents.
- Email documents & collateral directly from the Company Library to customers.
- Search Company Library for documents by author, creation date, or last modified date.

Integrate with QuickBooks®

View your customers’ accounting information through one simple interface.

- View your customers’ accounting information directly from Maximizer CRM.
- Create new Address Book entries from an existing accounting database.
- Search for transactions by number, including invoices, quotes/estimates and purchase orders.
- Create QuickBooks® invoices and estimates directly from Maximizer CRM, using up-to-date inventory and pricing.
- See the status of unpaid invoices, credit limit and balance details.
- For a complete list of supported versions of QuickBooks®, please visit www.maximizer.com/supported-products/index.html

Administration and Security

- Enable distinct rights for transferring, importing, and exporting data to protect your customer information.
- Convert embedded documents to link outside Maximizer to reduce database size.
- Apply read-only or full access to lists, search catalogs, and views so you can share or keep your information private.

Maximizer CRM 11 Entrepreneur & Team Editions System Requirements

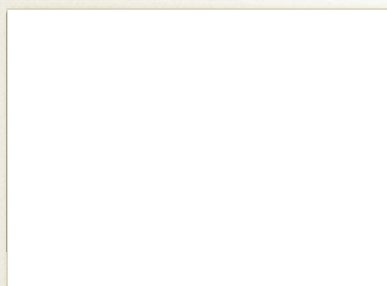
Minimum Processor Speed	1.0 GHz (minimum) 2.0 GHz or faster processor (recommended)
Available RAM	512 MB (minimum); 1 GB (minimum for Windows Vista or Windows 7) 1 GB (recommended); 2 GB (recommended for Windows Vista or Windows 7)
Available hard disk space	1 GB (minimum) 2 GB or more (recommended)
Minimum video resolution	SVGA (800x600) or higher-resolution video adapter and monitor
Operating system	Microsoft Windows XP, Vista, Windows 7, 2003, 2008 ⁱ , or Small Business Server 2008 ⁱⁱ (updated to their latest service packs)
Database Software	Microsoft SQL Server 2005/2008 Standard/Enterprise ⁱⁱⁱ (updated to their latest service packs) OR Microsoft SQL Server 2008 Express
Email system	32-bit MAPI- or VIM-compliant
Internet browser	Microsoft Internet Explorer 7.0, 8.0
Software on the computer where MaxMobile Wireless Server is installed	Microsoft Internet Information Services

- i. Microsoft Windows XP Home, XP Media Center, Vista Home/Home Premium, and Windows 7 Home Premium are not supported in a network environment when logging into a domain is required. Refer to your Microsoft documentation for details on how to set up networking in a workgroup environment.
- ii. Windows Small Business Server 2008 is supported by Team Edition only.
- iii. Supported by Team Edition only.

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