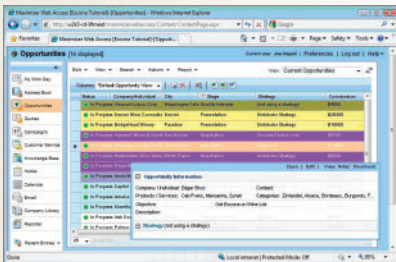


What's New **(Entrepreneur & Team Editions)**

Top 11 Reasons to Upgrade:

1. Improved 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 Planning²



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

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.

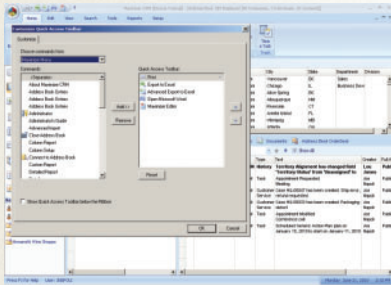
Entrepreneur Edition is designed for individuals or up to five users working together in a networked environment. Team Edition is designed for groups of 5-50 users, also working in a networked environment, where more advanced sales opportunity management and collaboration is required. Team Edition also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

A Team Approach to Sales

Key Insights & Focused Teamwork to Increase Sales

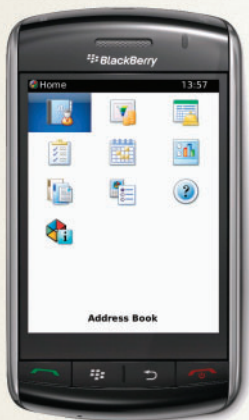
- Enjoy optimized usability through a modern, intuitive interface that's easy to navigate, especially for those familiar with the Microsoft® Office® suite of products.
- Manage Sales Opportunities more effectively by focusing on the deals that have the highest potential, with an accurate view into your 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
- 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.
- Increase efficiency of your customer list management with faster searches and view the information the way you want it, by associating specific Column Views to Catalog Searches and Favorite Lists.
- Find the most relevant information faster in HTML-rich notes for easier viewing, formatting of records and hyper-linking to online information.
- Focus in on critical information by tagging and highlighting the Notes that are most important to your team.
- Collaborate with national or international teams with time zone support in appointments and tasks.
- Leverage the included Microsoft® SQL Server Express 2008 SP1 (4GB limitation). With Team Edition you have the option of using your existing Microsoft® SQL database.

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



Custom Actions Tab / Quick Access Toolbar:

Set up and access shortcuts to your most commonly used series of commands with the Custom Actions Tab on the Quick Access Toolbar.



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

Effective Communication & Time-Management

- Merge customer information with quick sales email templates to enable efficient and timely follow-up.
- Leverage merge fields to maximize your productivity by sending personalized, tailored messages to a number of customer records or to a saved list.
- Create your own email templates to use for prospecting, follow-up, welcoming new customers or any other activity.
- Gain greater insight from Incoming vs. Outgoing Call reports to effectively manage sales resources.
- Save time by including external contacts on meeting and appointment notifications.
- Minimize data entry time with pre-populated information in select fields of a new prospect or customer record.
- Set up and access shortcuts to your most commonly used series of commands with the Custom Actions Tab on the Quick Access Toolbar.

Maximum Mobility²

Accessibility & Collaboration

- Deploy MaxMobile on your field sales and service staff's BlackBerry® smartphones quicker and easier than ever, for a seamless start.
- Get real-time online access to entire Maximizer CRM database content including Sales Opportunities.
- Enable collaboration among team members on the road to set up multi-user appointments, assign Tasks, and update Sales Opportunities.
- Save time by creating Maximizer Appointments, Hotlist Tasks and Sales Opportunities directly from a BlackBerry® Address Book entry.
- Work efficiently, saving BlackBerry® emails to Maximizer CRM. Save Address Book entries with one-click to Maximizer CRM and vice-versa.

Increase Productivity and Optimize Sales Resources

- Navigate quickly and easily with the new tab-based interface for BlackBerry® smartphones.
- 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
- Maximize productivity by focussing on priority tasks and activities with View and Filter menu options showing the status of Activities and deadlines for Hotlist items.
- Retrieve contacts and Sales Opportunities for the current entry directly from the Address Book window.
- Manage tasks more effectively by seeing the contact record associated with the activity.
- Set-up appointments quickly with a view of availability of a selected list of users, locations and resources.
- Receive and send automatic email notifications for appointments and Task assignments.
- Manage documents associated with an Address Book entry or Opportunity with the ability to open and filter by type and age.
- Improve productivity in the field by viewing, creating and editing new documents on your BlackBerry®.

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

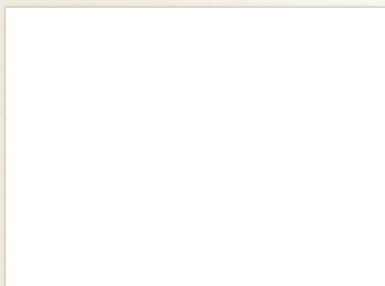
Compare Maximizer CRM 11 Entrepreneur and Team Editions to Earlier Versions

FEATURES	TEAM	ENTREPRENEUR					
	11	11	10	9	8	7	6.0
Mobile Accessⁱ							
MaxMobile for BlackBerry®	✓	✓	✓				
Mobile synchronization through Outlook®	✓	✓	✓				
Real-time online access to entire Maximizer CRM database	New	New					
MaxMobile support for video, voice & image	New	New					
MaxMobile multi-point mapping & route planning ⁱⁱ	New	New					
Account & Contact Management							
Categorized user-defined fields	✓	✓	✓	✓			
Sorting of user-defined fields	✓	✓	✓	✓			
Centralized user-defined fields	✓	✓	✓	✓			
In-place updating of user-defined fields	✓	✓	✓	✓			
Key user-defined fields	Improved	Improved	✓	✓	✓		
Mandatory fields	Improved	Improved	✓	✓	✓	✓	
Import from ACT!	✓	✓	✓	✓			
Import/export in standard formats	✓	✓	✓	✓	✓	✓	✓
Industry Packs for Real Estate, Financial, High-Tech, Legal	✓	✓	✓	✓	✓	✓	✓
Accounting Link for QuickBooks®	Improved	Improved	✓	✓	✓		
Extensive customization of views	Improved	Improved	✓	✓	✓	✓	✓
List management	Improved	Improved	✓	✓	✓	✓	✓
Time & Task Management							
Flexible column views for tasks	Improved	Improved	✓				
View related account information monthly, weekly, daily	Improved	Improved	✓				
Daily, weekly, monthly calendar view	Improved	Improved	✓				
Track time spent by product or service	✓	✓	✓				
Set flexible work hours in calendar	✓	✓	✓				
Calendar integration with Outlook®	✓	✓	✓	✓	✓	✓	
My Work Day	Improved	Improved	✓	✓	✓		
Multi-user calendar	Improved	Improved	✓	✓	✓		
Resource & location management	Improved	Improved	✓	✓	✓		
Task management	Improved	Improved	✓	✓	✓	✓	✓
Microsoft Office® -style interface, ribbon command bar	New	New					
Quick Access Toolbar & Custom Actions Tab	New	New					
Outlook Integration							
Maximizer toolbar located in Outlook®	✓	✓	✓				
Synchronize tasks	✓	✓	✓				
Access contacts from Outlook® and vice versa	✓	✓	✓				
Email integration with Outlook®	✓	✓	✓	✓	✓	✓	
On-the-Fly Reporting							
Unlimited number of columns	✓	✓	✓				
Export column reports to Excel®	✓	✓	✓	✓			
Save reports as PDF	✓	✓	✓	✓			

Technology Partners



Certified Solution Provider



FEATURES	TEAM 11	ENTREPRENEUR					
		11	10	9	8	7	6.0
Communications							
Link Maximizer to your phone	Improved	Improved	✓	✓			
Preview messages within the email window	✓	✓	✓				
Auto-signature	Improved	Improved	✓	✓	✓		
Works with Word	✓	✓	✓	✓	✓	✓	✓
Support for HTML email	Improved	Improved	✓	✓	✓		
Spell check HTML email	Improved	Improved	✓				
Google® and Bing™ Maps for global mapping	✓	✓	✓	✓			
Company Library for document sharing	✓	✓	✓	✓	✓	✓	✓
Email multiple documents from library	Improved	Improved	✓				
Letters, faxes with merge fields	Improved	Improved	✓	✓	✓	✓	✓
Sales							
Sales funnel reports	✓	✓	✓	✓			
Opportunity analysis & pipeline reports	Improved	Improved	✓	✓	✓		
Sales Action Plans	✓	✓	✓	✓			
Opportunity management	Improved	Improved	✓	✓	✓	✓	✓
Assign key decision-makers	✓	✓	✓	✓			
Assign product & category	✓	✓	✓	✓			
Sales forecasting	✓	✓	✓	✓	✓	✓	✓
Sales Team creation & Advanced Sales Opportunities Management ⁱⁱⁱ	✓						
Administration							
Transfer/import/export rights	Improved	Improved	✓				
Convert embedded documents to link outside	✓	✓	✓				
Support for Microsoft® SMS for installation	✓	✓	✓	✓			
Live Update	Improved	Improved	✓	✓			
128-bit cipher public key encryption	✓	✓	✓	✓	✓	✓	
Full & Read-Only access settings	✓	✓	✓	✓	✓		
Role-Based security groups	✓	✓	✓	✓	✓	✓	✓

ⁱ 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).

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

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

Maximizer Software
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