

# Which Deployment Option is Right for you?

## Maximizer CRM 11 Live 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® and Word®
- Business Intelligence
- Access options: web, smartphones & tablets

“We are a small partnership with limited IT resource. Maximizer CRM Live provides us with a very cost effective solution to the management of our relationships with our clients. It is very affordable and easy to deploy and administer.”

Stephen Phipps, Managing Partner  
Corporate LifeCycles Inc.

## Maximizer CRM (On-Premise) or Maximizer CRM Live (Cloud-Based)

For over 20 years, Maximizer™ CRM, delivered as an on-premise solution, has been the software solution of choice for small to medium-sized businesses and divisions of large enterprises. With more than 120,000 customers and over one million licenses sold across a variety of industries, Maximizer Software fuels business success with simple, accessible, adaptable CRM that provides the best value in the market.

Maximizer CRM has helped companies maximise revenue and deliver the level of customer satisfaction that earns repeat business. It consolidates all contacts, action items, business communications, forecasts, reports and results into one central hub, making information widely accessible throughout your organisation, yet precisely controlled to suit your requirements.

Now Maximizer CRM is also available through a web-based monthly subscription; Maximizer CRM Live is a powerful cloud-based business productivity solution that is easy to deploy, use and maintain. Because it is a cloud-based solution, there is little technical expertise required and no need to manage and maintain complex hardware infrastructure. The result is a cost effective solution that promises to deliver a quick ROI (return on investment), while freeing your company to focus on its core competencies.

*“Maximizer’s program stability, dependability, flexibility, reminders, unlimited categories, organisational tools, ease of use and other rich features are without comparison, bar none! I depended on Maximizer to help me manage my clients and it never let me down. That was the bottom-line,” says Mr. R. Lynch, Sales Executive for over 30 years.*

### Which deployment option is right for you?

Whether Maximizer CRM Live (cloud-based) or Maximizer CRM 11 (on-premise) is a better choice for your business depends upon your requirements, company size, and existing in-house IT expertise, resources and infrastructure. The key is identifying your needs and what will work best for your business, both from a process and a financial standpoint. The following outlines some of the key factors to consider when choosing between Maximizer CRM and Maximizer CRM Live;

USER FEATURES	Maximizer CRM Live (cloud based)	Maximizer 11 Group Edition (on premise)	Maximizer 11 Enterprise Edition (on premise)
Seats	Minimum: 1	Maximum: 10	Minimum: 5
Dashboard	✓	✓	✓
Sales Management	✓	✓	✓
Quota Management	✓		✓
Territory Management	✓		✓
Email Inbox Support	via Outlook Add-in	✓	✓
Email Campaign	✓ *	✓	✓
Fax/Print Campaign			✓
Customer Service	✓	✓	✓
Advanced Security	✓		✓
Customisation	✓ **	✓	✓

\* Outgoing email limits apply

\*\* Only available when subscribed to the 'Dedication Application Server' service option

## About Maximizer Software

Maximizer Software delivers Customer Relationship Management (CRM) software and professional services to meet the needs, budgets and access requirements of entrepreneurs, small and medium businesses and divisions of large enterprises.

Simple, easy to use and affordable, Maximizer® CRM enables companies to mobilise their workforces through all-access Web, Mobile and Desktop delivery methods.

Easily configurable for organisations in any industry, Maximizer CRM optimises sales processes, enhances marketing initiatives, and, improves customer service to ultimately boost productivity and revenue.

Headquartered in Canada, with worldwide offices and business partners, Maximizer Software has sold over one million licenses to more than 120,000 customers since 1987.

## Technology Partners



## Certified Solution Provider



Consider Maximizer CRM 11 (on-premise) if you:

- Require a CRM solution customised to meet the unique needs of your organisation
- Require your CRM to integrate tightly into your company's existing business processes and applications/ have complex or real-time integration requirements
- Have already invested in internal IT infrastructure or have available in-house IT resources and support systems
- Require a certain level of security and control over the data (Ex: Within an industry or company whose laws mandate that your data remain behind your firewall)
- Require specialised data structures
- Have budget for up-front capital investment and prefer one-time costs over monthly recurring costs
- Are concerned about performance, poor internet connection or require heavy offline capability

Consider Maximizer CRM Live (cloud-based) if you:

- Want to get up and running as quickly as possible
- Are adopting your first CRM solution and want to determine what will work best for your business before committing to an on-premise solution
- Want the flexibility and peace of mind to migrate to an on-premise CRM system in the future with minimal technical requirements and without any data loss
- Have limited IT support, infrastructure, technical resources/support staff
- Require little customisation
- Have basic integration requirements
- Want predictable monthly IT operating expenses
- Want to reduce capital expenditure on IT systems, while increasing computing capacity and business performance
- Have a distributed workforce at remote locations

Maximizer Software provides the best of both worlds; Maximizer CRM Live and Maximizer CRM on-premise solution are built on the same data model, giving you the choice and flexibility to migrate from one deployment option to another as your business requirements change, with minimal technical requirements and without any data loss. So whether you choose to subscribe to Maximizer CRM Live or deploy Maximizer CRM on-premise solution, you will have the business solution to maximize revenue and deliver the level of customer satisfaction that earns repeat business.

### Why Maximizer CRM 11?

1. **Simple & Quick** to deploy, learn, use and maintain
2. **Access Options** through web, desktop and mobile smartphones & tablets
3. **Value**. Best Value for a full-featured CRM, low total cost of ownership
4. **Expertise**. More than 20 years as a pioneer and leader in CRM.
5. **Choice & Flexibility** to migrate between the cloud and on-premise.

Maximizer CRM helps small and medium-sized businesses maximise sales, customer satisfaction and profitability through increased business productivity and optimisation of limited resources

### Visit [www.max.co.uk](http://www.max.co.uk) for:

- Information based on your role: sales, marketing, service, executive, IT
- Information on CRM and Contact Management
- An overview of features and technology
- Online demos and free trial software
- White papers and webinars on CRM best practices

**Maximizer Software**  
Simply Successful CRM™

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