For Technology Companies

Maximizer Enterprise Customers in Technology

- Accentia Biopharmaceuticals
- Digital Dispatch Systems
- Dolphin Software
- Electronic Environments
- Globalive Communications
- Hygiena USA
- Kontron
- Lanvision
- Maxwell Technologies
- MeridianLink
- Medtronic
- Posera Software
- StockGroup Information Systems
- StemCell Technologies
- Technology Evaluation Centers
- And many more . . .

Challenges of Technology Companies

As a technology company in a competitive market, you're constantly juggling priorities between business innovation, customer retention and new customer acquisition. Your budgets and objectives are optimized for growth and profitability, so you have to maximize the output of every dollar.

Since 1995, Maximizer Software has been helping IT services, software, hardware and bio-tech companies around the world with an easy-to-use solution that fits your business processes.

Challenges of Technology Sales

- Access to complete customer information including technical support cases and marketing programs
- Collaboration amongst inside sales, field sales and reseller partners
- Accurate sales forecasting
- Leads and customers slipping through the cracks

Solutions for Technology Sales

Maximizer Enterprise is designed to improve productivity, collaboration, and forecasting so technology sales teams can win more deals and retain more profitable customers.

Reports: Gain greater visibility into the success of your business with over 175 out-of-the box reports and key performance indicators.

- **Centralize Customer Information:**
  - ✓ Leads, accounts, technical support cases, Knowledge Base articles, marketing collateral and campaigns – all in one central interface.
  - ✓ Track and view account history including emails, quotes, and proposals sent from anyone.
  - ✓ Integrate with back-end information from your ERP or accounting databases, including automatic linking with QuickBooks[1].

- **Get On Demand Access and Collaborate:**
  - ✓ Whether working inside, in the field or on the road, access the information you need from your desktop, the web, Windows Mobile®, Palm® OS, or BlackBerry PDA[2].
  - ✓ Use Maximizer Enterprise with Outlook® and Exchange Server to synchronize emails, tasks, calendars, and then synchronize back and forth with your PDA. If you live in Outlook, get one-click access to Maximizer Enterprise to save contacts and emails to your CRM database.
  - ✓ Build your sales methodology and processes into Maximizer Enterprise, including Miller Heiman™ Strategic Selling®, Solution Selling®, or SPIN® Selling. Or if you just have simple sales steps, use the Action Planner to ensure your staff are following best practices guidelines for lead or opportunity follow-up.
  - ✓ Use the interactive organization chart to visualize your prospect's decision makers and influencers.
  - ✓ Through a web browser, every VAR, Business Partner and Reseller can log in to get the latest marketing materials and announcements, plus access and update their leads and opportunities in real-time.
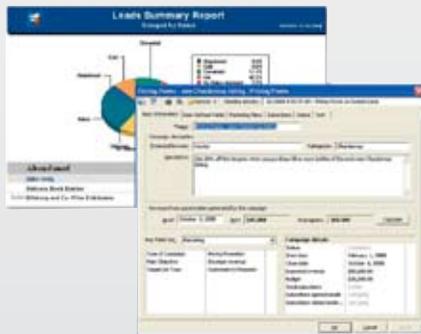
- **Monitor your Business to Ensure Success**
  - ✓ Whether it's a lead that has been forgotten for 3 days, or a big account that has called in to get technical support three times this week, configure the system to send you an email alert – and never let another lead slip through the cracks.
- **Forecast Sales and Get Accurate Performance Insight**
  - ✓ No more copying and pasting for your sales staff. Track sales pipeline, accurate forecasts, and perform win/loss analysis on your deals and teams.
  - ✓ Customize more reports with Crystal Reports® XI Professional – included for every Maximizer Enterprise user.
  - ✓ Visualize in progress, won, and lost deals with the Sales Executive Dashboard, complete with drill-down for deeper analysis[2].

Challenges in Technology Marketing
- Accountable for showing return on investment of marketing programs
- Balancing cross/up-sell marketing and new lead generation
- Target marketing rather than mass marketing to get better results
- Managing and having visibility into leads

Solutions for Technology Marketing
Maximizer Enterprise enables technology marketers to stretch their budget and maximize the response and ROI to marketing programs.

- **Effective Target Marketing:**
  - ✓ Segment your customers for focused marketing by working from one central database shared with sales and tech support. Profile your customers based on product version, serial numbers, maintenance contract expiration dates, industry, beta testers or anything else you need to track.
  - ✓ Create limitless user-defined fields to track information, search, and manage lists.
  - ✓ Use the wizard tool in Campaign Manager to set-up timely, personalized email, print, and fax campaigns. You don't have to outsource your email marketing to get professional results!
- **Comply with Regulations:**
  - ✓ System enforcement in Maximizer Enterprise helps you comply with CANSPAM and do-not-call legislation.
- **Work Tightly with Sales:**
  - ✓ Use automatic routing based on territory, product interest or other criteria to assign leads and notification to the right sales staff. Monitor all leads to ensure follow-up and be alerted when they're not[3].
  - ✓ Close the loop with sales by providing a list of respondents: people who opened an email campaign and those that clicked through.
- **Track Response and ROI:**
  - ✓ Track campaign responses such as emails opened and web landing page hits.
  - ✓ Ensure sales staff are using authorized marketing collateral with the centralized and searchable Company Library.
  - ✓ Plus use Crystal Reports® to measure key performance indicators such leads per campaign, qualification rate, conversion rates and overall ROI of your campaign.

Challenges of Technology Customer Service & Support
- Maximizing staff productivity to minimize phone queue wait times and ensure satisfaction
- Effectively sharing technical information with all staff
- Streamlining contract renewal

Solutions for Technology Customer Service & Support
Maximizer Enterprise is designed to increase the productivity of technical support representatives so you can increase customer satisfaction levels and turn your service & support department into a profit center.

- **Optimize Resources and Watch Productivity Soar**
  - ✓ Staff can locate customer details and resolve issues faster by effectively managing customer service cases or trouble tickets, logging all the details and assigning or escalating it for a fast resolution.
  - ✓ All calls, e-mails and correspondence are tracked by case, so you can easily retrieve information, helping staff be more productive with every call.
  - ✓ Improve productivity with one-click case creation based on incoming email
  - ✓ Automatically identify callers and retrieve account information with computer telephony integration (CTI) – so your staff is armed with the details to take the call.
  - ✓ Improve your handle time and first-call resolution rate by storing useful technical and product information in a central Knowledge Base searchable by all staff.

"We looked at the leading CRM systems and none offered us the potential to closely integrate to our existing systems, support us through our very aggressive growth plans and provide a positive user experience – at a very reasonable cost. When stacked up against Maximizer Enterprise, other systems like Salesforce.com just didn't deliver the value we require."

Glenn Hasen, CEO, Kapow Technologies"

Marketing Metrics: Quickly evaluate campaign ROI and lead status.

Customer Satisfaction: Instantly view key support metrics such as case status and billing.

- ✓ Cut down the number of calls to your support line by publishing information to your website via the Customer and Partner Portals.
- ✓ Maximize recurring revenue opportunities with maintenance contracts by tracking expiry/renewal dates and agreements. Create automated processes to help you ensure renewal notices are sent on a timely basis.
- ✓ Help support staff identify cross-sell and up-sell opportunities – all your sales, service, and account information is centralized and shared by all staff.

- ■ **Gain Insight into Staff Performance to Improve Service Levels**
  - ✓ Quickly see cases by product or rep, and take action on overdue cases to ensure customer satisfaction.
  - ✓ Stay on top of every customer – be alerted of case escalations, overflow of high-priority cases, or excess open trouble tickets for key customers[3].
  - ✓ See a high-level, real-time visual snapshot of your department's performance including outstanding cases, through key indicators in the Service Dashboard.

For More Information

Contact Maximizer Software

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Locate a Certified
Solution Provider

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[1] Automatic integration with QuickBooks requires Accounting Link add-on for each staff person accessing invoices and estimates. For list of supported versions of QuickBooks, see www.maximizer.com/support/products.html.

[2] Web and Wireless web (for BlackBerry devices) and Dashboard available only in eCRM Suite. MaxMobile for Windows Mobile PDAs requires additional licenses.

[3] Some alerts require use of Workflow Automation powered by KnowledgeSync, an add-on product.

Maximizer Enterprise 9.5

Designed for small and medium-sized businesses, Maximizer Enterprise 9 rapidly helps companies gain strategic insights and implement winning strategies that will outperform competitors. This proven, affordable CRM solution gives sales, marketing and service professionals the tools they need to attract prospects, win new customers and increase repeat business.

About Maximizer Software

Maximizer Software has helped over 7,500 Maximizer Enterprise customers and more than one million Maximizer users grow their businesses by building profitable customer relationships with award-winning solutions.

For more on Maximizer Enterprise 9, go to www.maximizer.com for access to:
- ◈ More product details
- ◈ Online demonstrations
- ◈ Live webinars
- ◈ CRM best practices white papers
- ◈ 30-day trial software
- ◈ Pre-recorded webcasts
- ◈ System requirements

Maximizer Enterprise works with technology from the following partners

Microsoft GOLD CERTIFIED Partner   **Business Objects**   **BlackBerry** Alliance Member   designed for **QuickBooks** QB   **PERVASIVE** Unleashing the value of data   **Vineyardsoft**

Awards

2006 SIIA //CODiE// FINALIST   MIDMARKET PRODUCTS OF THE YEAR   THE 2005 CRM LEADER AWARDS   CRM Excellence TMC Award 2005   sm TOP 15 2006 www.ismguide.com

Certified Solution Provider

Maximizer™
The CRM Company   www.maximizer.com

Maximizer Enterprise 9
Simply Successful CRM v 9.5