

# Accounting Link

For use with Microsoft Dynamics™ GP



**Microsoft®**  
**GOLD CERTIFIED**  
Partner

## Key Benefits

- Link directly to Microsoft Dynamics GP
- Generate new quotes and invoices
- Access full financial history

## Get a full 360° view. Maximize customer satisfaction

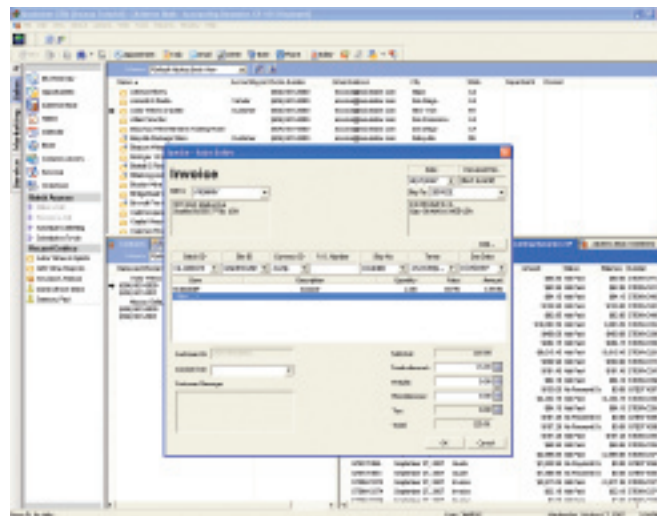
Capitalize on the wealth of information stored in your Microsoft Dynamics™ GP<sup>2</sup> (formerly Great Plains®) accounting system. Maximize the productivity of your sales and service staff with access to customer financial data directly through an interface they are comfortable with—Maximizer™ CRM . Link customer records with Dynamics GP to reduce redundancies, provide a 360° view of customer information, and maximize customer satisfaction.

## Service customers efficiently and effectively

- Give your frontline staff immediate access to customer' financial data to answer questions faster. Look up a customer's credit limit, balance, quotes and past invoices—without having to contact the accounting department or install another application.

## Deliver accurate quotes

- Provide customers with accurate, timely quotes by retrieving up-to-date prices and inventory levels from Microsoft Dynamics GP.
- View the status of a customer's unpaid invoices before quoting on a new order.
- Save time creating quotes and entering invoices by working from one screen in a customer's Maximizer CRM record.
- Automatically save a complete history of transactions to the customer's record
- View and create purchase orders for your suppliers.



**Microsoft Dynamics GP Quotes and Invoices:** Generate accurate, timely quotes and invoices within Maximizer CRM.

## 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



## Monitor critical business activities and respond to opportunities

Respond to critical business activities and follow up on every opportunity. Save time by monitoring business in Microsoft Dynamics GP and Maximizer CRM with Workflow Automation.

### Examples:

- Automatically send a "Thank you" email to a customer when their order ships.
- Send an email to the account manager when a customer with a pending sale is put on credit hold.

## Deploy and link quickly

- Match and link Maximizer CRM customer records to your Microsoft Dynamics GP database with one click.
- Maintain accuracy and quality of your data by setting up security rights for individual users that allow them to view or edit transactions without creating new ones.
- Show information at-a-glance by linking Microsoft Dynamics GP fields with Maximizer CRM custom fields using the Customization Suite.

## Get Maximizer CRM today and get Simply Successful CRM.

*i. Accounting Link is supported for Microsoft Dynamics GP 9.0. Accounting Link is an add-on to Maximizer CRM 10. Additional license fees apply.*

### Why Maximizer CRM 10

1. **Simple** and quick to deploy, learn, use and maintain.
2. **Access** to critical information through the web, Windows desktop, and mobile devices.
3. **Best value** in its class for full-featured CRM.

### Visit [www.maximizer.com](http://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.

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