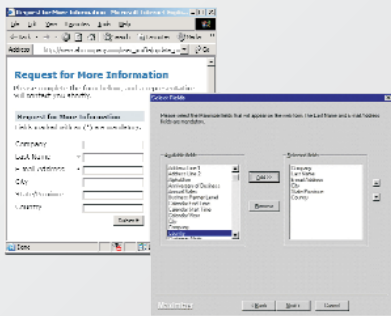




Web & eCommerce

Manage Orders - Online & Offline



Online Lead Generation: Capture leads from your website and distribute to sales people.

Time differences and geographic boundaries no longer limit your ability to succeed. Attract more prospects, sell more products and boost customer service by leveraging the power of the Internet. Rely on a proven web and order management solution to help grow your business—around the clock and around the world.

Exploit the full capabilities of Maximizer Enterprise 9.5 by integrating your website with your customer relationship management processes. Build and host your own eCommerce store: create a website that personalises the online experience for each customer and supports self-service. Capture leads, sell your products and manage orders online. Collaborate with your customers, partners and employees through web-based portals that allow you to expedite customer service cases, assign leads and share knowledge.

Capture, Assign and Track Online Leads

- Create online forms to gather valuable prospect information from your website with wizard-driven tools. Gather contact data and other fields, such as industry, or purchase time frame - and have the information imported into your database.
- Assign leads quickly and email alerts to notify the appropriate sales person or partner, then they can check lead details through the web-based Employee Portal or Partner Portal¹.
- Allow sales people and partners to enter and update leads and opportunities.
- Track the success of your email marketing efforts by linking your campaigns with the opportunities they generate.
- Save time by letting your customers and partners update their own user profiles online. Maximizer Enterprise automatically modifies your database.

Focus on Acquiring New Customers

- Broaden your sales channel with a self-hosted online store, complete with online catalogues and product categories. Provide product information, prices, and tax and shipping calculations in multiple languages and currencies for your diverse customer base.
- Focus the efforts of your sales people on selling more complex products and acquiring new customers.
- Increase your deal size by up-selling online. Use product cross-links to automatically suggest related products and services.



Accelerate Sales and Fulfillment Processes

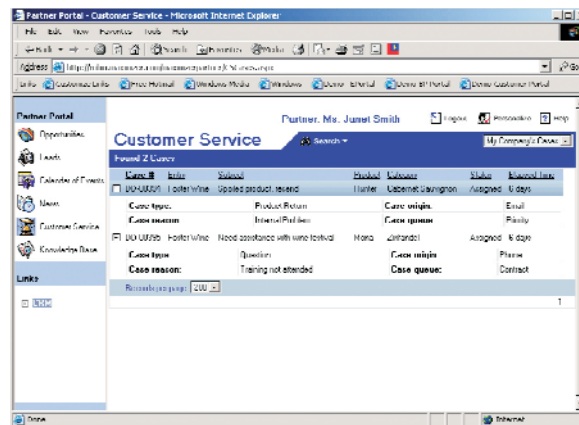
- Manage online orders and follow-up processes through the built-in Order Desk.
- Offer customers the ability to track their orders online through the web-based Customer Portal¹.
- Protect your customer's security with SSL encryption while you protect your company against credit card fraud. Process credit card transactions in real-time through one of several accredited payment gateways.²

Collaborate Efficiently and Effectively

- Give your salespeople on demand access to all the information they need to close deals faster. Access contacts, calendars, and opportunities through the web or through wireless web handheld devices, including Windows Mobile® Palm®, BlackBerry®, and PDAs.
- Keep your partners up-to-date with real-time access to new leads and the latest news through the web-based Partner Portal. Let them create customer service cases, as well as update leads and opportunities so you can get information back from the field. Share price lists, product collateral and solutions to known issues with them in the Knowledge Base.

Convert Website Visitors into Long-term Customers

- Create personalised web experiences with online surveys, request forms or private microsites using the Customisation Suite. Monitor which customers are active on your site then tailor your responses to gain further insights into customer behavior.
- Empower customers to resolve their own product or technical issues with online access to your searchable Knowledge Base, which can include in-depth articles, technical documents and Frequently Asked Questions.
- Let customers view the status of their orders and customer service cases through the web-based Customer Portal, integrated with your website.



Customer Portal: Share real-time information about customers' orders and customer service cases.

1 Employee, Partner, and Customer Portal functionality available only in eCRM Suite.

2 Payment gateway options: Cardservice International Inc., PSiGate, ClickPay, E-xact, Transactions, InternetSecure Inc., Paradata Systems Inc., WorldPay.



9 Reasons that make Maximizer Enterprise Better.

- Award-winning, intuitive, integrated sales, marketing, customer service & support CRM software
- Adaptable to your business demands
- On demand access: Desktop, PDA & Web-Ready
- Rapid deployment & results
- Works with Office, Outlook, and accounting programs
- Bullet-proof security
- Architecture built on industry standards
- Affordable: Lowest total cost of ownership in its class
- Proven with over 7,500 customers and over 10 years focused on customer management software

For More Information

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Maximizer Enterprise 9.5

Designed for small and medium-sized businesses, Maximizer Enterprise 9.5 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.

Maximizer Enterprise works with technology from the following partners



Awards



Authorised Maximizer Partner

Maximizer

The CRM Company www.max.co.uk

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