Maximizer CRM 2015 Overview
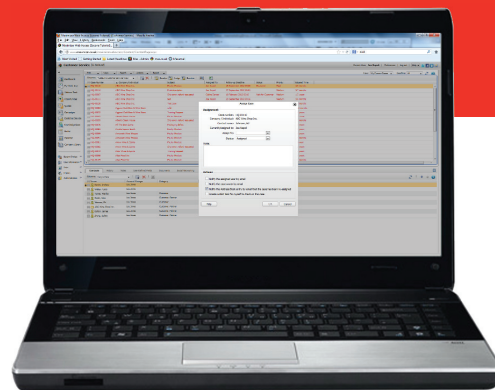
A comprehensive look at Maximizer
Software's latest CRM solutions

Inspire ferocious customer loyalty by effortlessly tracking, escalating, resolving and reassigning support cases to provide a pre-eminent customer experience.

About Maximizer

Good customer relationships are at the heart of business success. As a pioneer in the Customer Relationship Management (CRM) industry for 25 years, Maximizer has been helping businesses increase sales, generate high quality leads and raise productivity and revenues whilst delighting customers.

However, to be successful in today's difficult climate, organisations need to be agile, flexible and having the ability to adapt quickly to changing requirements in a cost-effective, productive and secure way.

The latest generation of Maximizer CRM software has the ability to deliver these benefits right across your organisation.

Maximizer CRM software has been the SAVVY (Simple, Accessible, Value for money, Visionary, Your choice of deployment) CRM choice for more than 120,000 customers of every organisational size and in every industry across the world. With over 1,000,000 licences sold, the value from Maximizers' simple, accessible and affordable systems is tested and proven.

Available in Your Cloud, internally on your cloud server, hosted by a third party data centre or hosted by one of Maximizer's global certified solution providers, alternatively in Our Cloud, via our Maximizer CRMLive solution, accessible on your mobile, provides the flexibility to access your critical corporate and customer information when and where you need it via secure

ISO9001 data centres, so whether it is from your desk, online or on the move, via mobile devices like smartphones and tablets (e.g. iPad®), vital customer data and business intelligence is always accessible. This lets Management, Sales, Marketing and Customer Service staff have rapid, reliable insight and make quick, informed decisions in real time, helping reduce costs, increase sales and improve customer retention.

Quick to deploy, learn and use, Maximizer CRM 12 delivers a complete and robust solution, centralising data whilst streamlining business processes. Harnessing this power allows you to rapidly optimise your level of productivity, performance and profitability.

Key Improvements:

- Simplified interface for easy use and navigation
- Account and contact management
- Improved key field and personalised data view
- Data legislation and anti-spam administrator
- Data Auditing and data security management
- Enhance opportunities tab
- Sales forecasting and automation
- Sales strategy planning
- Priority hotlist task planner
- Task management and automation
- Task alarm and calendar management
- Marketing automation
- New Email marketing text editor
- New Email marketing HTML coding editor
- HubSpot integration
- Social media profiling
- Customer service management
- VOIP and IM for outgoing calls
- Enhance Excel reporting tool and templates
- Dashboard business intelligence
- Microsoft Office and Outlook integration
- Workflow automation
- Accounting integration and eBusiness.
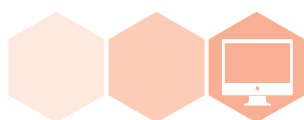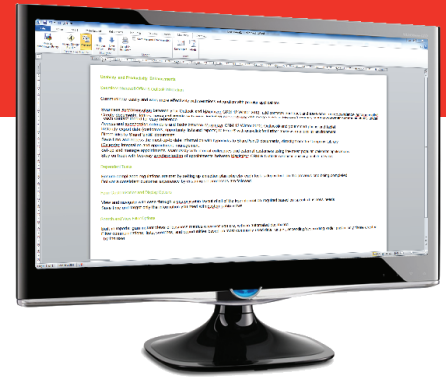
Anytime, anywhere, anyhow

Access Maximizer CRM at your desk - online or on the move

This choice and flexibility of access options delivers the critical customer insight you need, when you need it, how you need it and where you need it - at your desk, at home or in the field.

Maximizer's deployment options provide you with the range of choice you need in order to be treated as a unique business with unique needs. Whether you require an on-premise web access CRM solution that has been the software of choice for savvy small to medium-sized businesses and divisions of large enterprises for over 20 years, or a feature rich and highly flexible cloud-based solution, Maximizer has the choice required to tailor a solution to fit your needs perfectly.

Whether you choose to host Maximizer CRM 2015 in Your Cloud, internally on your cloud server, or employ a third party data centre, or hosted by one of Maximizer's global certified solution provider, or choose Our Cloud and select to use our Maximizer CRMLive solution, with Maximizer CRM you have the flexibility to choose the best solution for your business and your requirements reassured that your customer data can be accessed by smartphone, laptop, tablet and desktop. Your options are:

Maximizer CRMLive

Maximizer CRMLive provides the latest version of Maximizer CRM software, hosted within the UK, so our cloud customers can rest assured that their information is stored in a data centre with world-class reliability and security. Maximizer underdoes comprehensive ISO9001 penetration testing with each major release to ensure our solutions meet stringent security standards. This means you get access to your valuable Maximizer CRM tools and functions through the internet, anywhere, anytime, anyhow, securely.

In addition, we can offer you the ability to have your CRM hosted on a dedicated server, rather than sharing with other companies, giving you peace of mind that your data is secure and allowing you to take advantage of combining other business software on your own private cloud, significantly streamlining costs.

Maximizer partner hosted via the power of the cloud

We can host your Maximizer CRM system via our extensive global network of Certified Solution Providers, so you can have the option of your data being hosted in a location local to you – not in another country.

In addition, we can offer you the ability to have your CRM hosted on a dedicated server, rather than sharing with other companies, giving you peace of mind that your data is secure and allowing you to take advantage of combining other business software on your own private cloud, significantly streamlining costs.

Maximizer on-premise web access

Maximizer CRM 2015 can also be deployed on-premise, via your own internal web access server, ensuring all staff, whether in the office, working from home, or on the road can access on the most innovative and fully functioned CRM systems available, with the data accessible on your own in-house servers.

Maximizer hosted by your selected third party data centre
If you already employ a third party data centre to securely host other cloud services and applications, maximize your investment by installing your Maximizer web-access solution on your existing third party infrastructure.

Collaboration:

Allow teams to work together effectively by sharing information and documents through a Microsoft SharePoint® portal.

Adapting to the way you work, this access versatility means organisations can deliver the quick, relevant and personal response demanded by customers and rapidly adapt to requirements in a productive and cost effective way.

Business intelligence

Interpret crucial metrics, turning data into information, into knowledge.
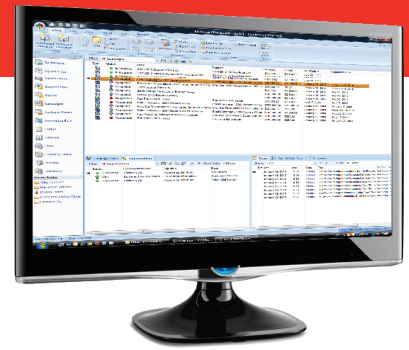
Make better decisions, faster with real

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Maximizer™ CRM
Simply Successful

time key performance metrics and reports delivering better understanding and insight into your customers and your business.

- Simple dashboard wizards in Maximizer CRM 2015 allows you to get a big-picture perspective, or a very detailed view, by easily creating and personalising dashboards to display the metrics most relevant to you, your staff and any other relevant personnel given permission
- Share key metrics, save time and improve visibility across the organisation with the ability to email dashboards
- Over 175 standard Customer reports installed with Maximizer, plus save money and time by utilising built-in SQL Server Reporting Services (SSRS).
- Use the new Excel Reports tool, to access a library of built-in report templates, or create your own reports that will update in real-time, allowing for instant data manipulation via pivot tables and graphs, providing enhanced pipeline intelligence
- Access the power and simplicity of using pivot tables to generate graphs for easy management information
- Benefit from real-time data from Maximizer in Excel, ideal for Marketing Opportunity or Campaign analysis and customer service auditing
- Access the data source tabs for Sales forecasting, pipeline analysis, revenue management, stock availability and delivery or dispatch status of an order
- Create your own reports based on

basic, key and user defined fields, by simply selecting the data fields to be included in the report, populating Excel tabs review.

Customer service & support

Resolve issues faster to maximize your customer satisfaction.

Shape your customers' experience by providing your service and support teams with the information and tools to interact and resolve issues quickly and efficiently. Satisfy customers by delivering exactly what they need, when they need it, helping them to become self-sufficient. Leverage new-found customer confidence to cross-sell, up-sell and promote repeat business.

- Automate processes, such as case assignment and notification, to keep you ahead of customer expectations
- Add group titles, hide blank fields and modify key fields dialogues to help organise the information important to the customer services team, at a glance
- Track customer service issues and assign appropriate resources
- Access Case Resolution statistics with new Excel reporting
- Communicate with customers according to their preferences with the new anti-spam tool
- Manage the delivery of resources more effectively to drive productivity.
- Enable customer self-service via secure Web portals
- Use the new Auditing tool to track system usage and identify security

issues for the self-service portal

- Access real-time sales and marketing information to support cross-sell and up-sell initiatives
- Use the new alarm panel to ensure all case actions are completed in a timely fashion
- Link to a central Knowledge Base to resolve issues faster
- Escalate customer service issues to the appropriate specialist and resolve cases more rapidly
- Control service resources through effective tracking of billable hours and rates according to service level agreements
- Deliver personalised communications to customers throughout the sales cycle
- Respond faster and improve call productivity with computer telephony integration (CTI and new VOIP and IM for outgoing calls).

Marketing

Create, attract, retain and delight customers, profitably.

Maximizer's built-in marketing tools mean you can simply and effectively plan, budget, execute, analyse and optimise all aspects of marketing, ensuring you spend your marketing budget wisely and directing resources to initiatives that generate proven returns.

Plus, apply the Maximizer CRM: HubSpot Connector[1] and amplify your online marketing efforts with improved lead intelligence, bridging the gap between marketing and the sales

1. Maximizer CRM: HubSpot Connector is an add-on product at extra cost
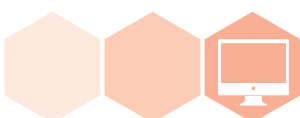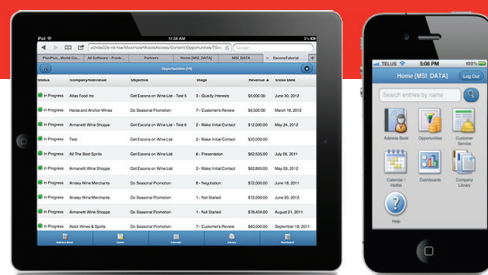
pipeline for a shorter sales cycle and greater conversion.

- Meet new data protection legislation by managing your contacts email preferences with various unsubscribe options including; marketing and promotional emails, customer service notifications, newsletters and help and tips emails
- View a contacts preferences within the address book, with specific views detailing if consent to send email communications is present, expired or withdrawn, therefore allowing the seamless tracking an individual's opt-on and opt-out requests
- Manage unsubscribe requests, with the automatic unsubscribe signature that will appear at the bottom of each email template allowing recipients to automatically unsubscribe from the various email types, modifying their email preference's within their contact record
- Ensure emails are never sent to individuals who have opted-out by selecting the email type within the email editor and Maximizer will ensure the email is only sent to individuals with consent
- Create dynamic email templates in the new text editor, copying content from Microsoft Word and Outlook while maintaining formats such as bullet points, text font and size, including the insertion of tables
- Import HTML code or completed HTML templates directly in the emails campaign dialogues, including images, which can be embedded into the code to ensure images display every time

- Use the new responsive email templates, including merging fields from landing pages. Ensuring emails will present correctly, with accurate personalisation, no matter the device used to view them, including; mobile phones, tablets, laptops and desktops
- Measure clicks, responses, leads, deals, return on investment (ROI) and revenue
- Send targeted, personalised email campaigns using secure templates, from multiple email addresses
- Real time data for quick and informed decisions
- Import leads directly from your website
- Seamless integration of the marketing and sales functions in Maximizer delivers higher conversion rates and greater customer satisfaction
- Simple to use, easy to customise and access - anywhere, anytime and anyhow, to work the way you do.

Track and engage online traffic with seamless HubSpot integration[1]

The Maximizer CRM: HubSpot Connector is a powerful tool that bridges the gap between Maximizer CRM and sales pipeline management and HubSpot, the all-in-one inbound marketing software. With HubSpot, you can amplify your online marketing efforts, including measuring the effectiveness of your website, develop responsive landing pages, create informative blogs and schedule your social media activities across Twitter®, LinkedIn®, Facebook®, Google+®,

Pinterest®, Youtube® and Xing®.

All leads generated will seamlessly flow into your Maximizer CRM, putting HubSpot's lead intelligence and prospect profile information into the hands of the Sales team, thus improving the quality of marketing leads generated, shortening the sales cycle for improved sales conversion and closing the loop between marketing effort and sales revenue.

- Lead Integration: new leads and enquiries captured in HubSpot flow seamlessly to your account managers in Maximizer
- Prospect Intelligence: put HubSpot's rich marketing intelligence into Maximizer, to learn more about every prospect and customer
- Bi-directional Sync: new records that originate in one system (Maximizer or HubSpot) can be instantly passed to the other system
- Closed Loop Reporting: see the connection between your marketing efforts and won opportunities in Maximizer to enhance decision making
- Custom Lead Scoring: control which leads are sent to Maximizer and when, based on any HubSpot activity or criteria, using custom lead scoring
- Customise Contact Profiles: Maximizer basic or customised fields can be mapped to HubSpot to keep contact profiles current and ensure effective segmentation
- Sales Team Notifications: send customer notification emails to sales representatives when leads take key actions on your website for specific

1. Maximizer CRM: HubSpot Connector is an add-on product at extra cost

follow-up

- Track Lead Sources: see which sources are producing customers, down to the keywords they search and individual pages they came from
- Lead Nurturing: use online behaviour tracking to get the ideal email message or sales offer to the right prospect at the right time.

Improve marketing productivity and identify what works

Automatically calculate campaign ROI – instantly see conversion rates, evaluate the cost of customer acquisition and interpret response rates to focus on what's working.

- Set-up automated processes for lead management, such as automatically responding to web enquiries with a series of emails and alerting the appropriate sales representative to follow up. Collect data from web forms directly into Maximizer CRM, including any custom fields
- View campaign response rates at-a-glance to identify which tactics are most successful
- Comply with privacy, do-not-call and anti-spam legislation with out-of-the box, system enforced safeguards
- Keep track of important campaign details and deadlines by assigning step-by-step action plans to team members
- Capitalise on the new Excel Reports tool, to access a library of report templates, or create your own reports in Excel that will update in real-time, allowing for instant data manipulation via pivot tables and graphs, providing enhanced campaign intelligence.

Sales

### Attract. Engage. Succeed ...anywhere, anytime

Maximize the new Opportunities

Module, to gain sales insight quickly and simply with a complete history of customers, prospects and leads from just one place, which will allow you to edit and work with your prospects in the same way as you can work with your existing customers in the Address Book. Create or view an opportunity while adding your own basic and user-defined fields, to measure Competitor and Partner activity. Plus, to aid prospect recruitment for maximum conversion rate, use the new Strategy tab to identify success factors, steps and activities taken and what actions are outstanding. Harnessing the full strength of lead intelligence imported into Maximizer via the HubSpot connector[1].

- Use the new Opportunities module to view contacts in same format at the Address Book, to harness lead intelligence and maximize the new Strategy tab to manage the lead through the sales cycle, including organising actions required from other departments where applicable
- Create your own opportunity view using improved key fields grouping, including managing competitor and partner statuses
- Increase your win ratio by implementing proven, repeatable best practice sales processes for step-by-step success
- Document and review the entire history of customer activity, account status and financial history to help deliver greater value over time
- Follow-up all leads in a timely fashion using the improved Hotlist feature, in which you can specific a start, end or create a rolling date range to manage each stage of your sales process, throughout the sales cycle. Allowing you to complete actions, and carry forward unfinished appointments and tasks
- Capitalise on opportunities with timely automated messages and activities using the new alarm panel. Replacing the pop-up dialogue, a new notification panel will appear

detailing meetings or actions to be taken against a specific opportunity assigned, including the contact's address book details to prep from the initial sales call and generate a higher conversion

- Use the improved Hotlist manage each stage of your sales process, from lead allocation to closed sale, reallocating tasks to colleagues when required
- Gain actionable insight and adjust strategy accordingly by checking your personalised dashboards for a visual health check of sales leads, opportunities, sales pipeline funnels, sales quotas and account status
- Use the new Excel Reports tool, to access a library of report templates, or create your own reports in Excel that will update in real-time, allowing for instant data manipulation via pivot tables and graphs, providing enhanced pipeline intelligence
- Manage products, quotes and orders. Link sales opportunities to accurately track the entire sales and purchase cycle
- Keep tabs on your biggest deals by staying alerted to important changes in their status
- Enable sales teams to easily work together more effectively, manage accounts and collaborate on opportunities
- Work seamlessly with Microsoft Outlook, Word and Excel, now with links to SharePoint Documents. Integrate with accounting packages and other internal systems such as Asset tracking or Enterprise Resource Planning (ERP) software
- Drive more sales through channel partners with Partner Relationship Management lead assignment and forecasting
- Automatically assign leads and accounts based on territory rules ensuring that high potential opportunities flow to the appropriate teams and representatives
- Sales quota management: view of
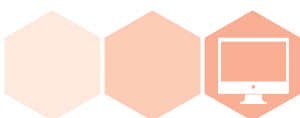
sales targets and individual and team performance

■ Use the Maximizer CRM: HubSpot Connector to receive greater prospect intelligence, including online behaviour tracking to aid the delivery of convertible sales offers.[1]

Social networking

Build dynamic social profiles of customers and prospects by linking directly to relevant social networks and contacts' LinkedIn profiles.

URL led User Defined Fields

■ Prospect and generate new leads with the ability to search, view and link directly to a contact's or company's social profiles from Maximizer

■ Enhance the level of customer engagement with access to a contact's social profiles and shared connections within a company

■ Determine key contacts within a company to focus in on those with the greatest influence in the purchasing decision

■ Improve customer service and build customer loyalty with an additional

channel of communication.

Social profile building

■ Build complete customer and prospect profiles by capturing links to all relevant social networks in one place

■ Obtain up-to-date information on your contacts with direct links to external websites and social media profiles (e.g. blogs, Twitter, Facebook, LinkedIn)

■ Use new user defined fields to capture web links to social media profiles.

Compare Maximizer CRM 2015

Mobile access

User features	Maximizer CRM 2015	Maximizer CRM 12	Maximizer CRM 11	Maximizer CRM 10/10.5
Mobile access for tablets (iPad®, Android Tablets®, Blackberry® and many more)	✔	✔		
Mobile access for smartphones (iPhone®, Android®, Blackberry and many more)	✔	✔		
Automatic login option for quicker access	✔	✔		
Quick search	✔	✔		
Additional search options (by cases, by city, by county/state and by postcode/zip)	✔	✔		
Customisable column views (for tablets)	✔	✔		
Open and share documents	✔	✔		
Create shortcut on device homescreen	✔	✔		
Shortcut to email/call-in list view (for smartphones)	✔	✔		
Multi-user appointments	✔	✔		
Manage key fields	✔	✔		
Send emails	✔	✔		
Manage appointments	✔	✔		
Mobile dashboards	✔	✔	✔	

1. Maximizer CRM: HubSpot Connector is an add-on product at extra cost

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Sales

User features	Maximizer CRM 2015	Maximizer CRM 12	Maximizer CRM 11	Maximizer CRM 10/10.5
Opportunities details tab	✔			
Define mandatory fields in opportunities using logic and rules	✔			
Rolling date range in hotlist	✔			
Unfinished appointments carry forward in hotlist	✔			
Voice over Internet Protocol (VoIP) integration	✔ Call via Skype directly			
Social media web search	✔			
Opportunities following tab in address book and hotlist modules	✔	✔		
Better linkage between contacts and associated account manager	✔	✔		
Web lead capture	✔	✔		
Set relationships between accounts (related entries)	✔	✔		
Capture campaign sources for leads and opportunities	✔	✔		
Sales quota management[2]	✔	✔	✔	
Email merge fields	✔	✔	✔	
Email merge templates	✔	✔	✔	
Sales opportunity monitoring	✔	✔	✔	

Marketing

User features	Maximizer CRM 2015	Maximizer CRM 12	Maximizer CRM 11	Maximizer CRM 10/10.5
Anti-spam functionality	✔			
HTML text editor	✔ Enhanced (tables, HTML code, bullets, indentations)			
Enhanced email unsubscribe functionality	✔			
Web form from email preference management	✔			
Notes and emails text editor	✔			
Pre-built email and campaign templates	✔			
Social media web search	✔			
Integration with HubSpot[3]	✔	✔		

2. Only available in Enterprise Edition and Maximizer CRM Live.
3. HubSpot integration requires Maximizer CRM HubSpot Connector at extra cost.
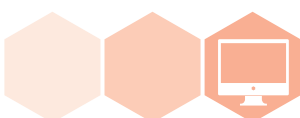
Marketing (continued)

User features	Maximizer CRM 2015	Maximizer CRM 12	Maximizer CRM 11	Maximizer CRM 10/10.5
Web lead capture	✔	✔		
Campaigns Return On Investment (ROI) management	✔	✔		
Automated campaign templates	✔	✔		
Campaign response metrics	✔	✔	✔	✔
Built-In marketing reports	✔	✔	✔	
Campaign manager web access	✔	✔	✔	

Service

User features	Maximizer CRM 2015	Maximizer CRM 12	Maximizer CRM 11	Maximizer CRM 10/10.5
Pre-defined subjects included in Search Dialog	✔	✔		
Customer service following tab in address book and hotlist modules	✔	✔		
Web links to knowledge base articles	✔	✔		
Notifications	✔	✔	✔	✔
Email merge fields	✔	✔	✔	✔

Business productivity

User features	Maximizer CRM 2015	Maximizer CRM 12	Maximizer CRM 11	Maximizer CRM 10/10.5
Anti-spam functionality	✔			
HTML editor for creating campaign messaging	✔			
Enhanced email unsubscribe functionality	✔			
Web form from email preference management	✔			
Notes and emails text editor	✔			
Pre-built email and campaign templates	✔			
Rolling date range in hotlist	✔			
Unfinished appointments carry forward in hotlist	✔			
Email documents from within the documents tab	✔			
All contacts retrieval	✔			

Business Productivity (continued)

User features	Maximizer CRM 2015	Maximizer CRM 12	Maximizer CRM 11	Maximizer CRM 10/10.5
All companies/individuals retrieval	✔			
Voice over Internet Protocol (VoIP) integration	✔ Call via Skype directly			
In-product "help" videos (Hotlists, email, notes, and documents, global editing user management)	✔			
Social media web search	✔			
Address book interface for improved performance and usability	✔	✔		
Ability to define mandatory fields in address book entries using logic and rules	✔	✔		
User-defined fields support clickable hyperlinks	✔	✔		
One click to map from contact address	✔	✔		
Quick access for frequently used saved searches and favorite lists	✔	✔		
Saved searches can be configured with variables for greater flexibility	✔	✔		
Details tab for contact info for hotlist module	✔	✔		
Activities following tab for address book module	✔	✔		
Retrieve address book entries from selected opportunity or customer service cases	✔	✔		
Context video help	✔	✔		
Quick search	✔	✔		
Customer timeline	✔	✔		
New administrator, new users introductory videos	✔	✔		
Contacts following window	✔	✔		
Two-level security support for email templates	✔	✔		
Email templates support merge fields in subject line	✔	✔		
Email handling	✔	✔	✔	✔
Automated sending of outgoing emails to different email inboxes	✔	✔		
Retrieve opportunities and cases	✔	✔		
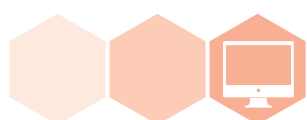
Business Productivity (continued)

User features	Maximizer CRM 2015	Maximizer CRM 12	Maximizer CRM 11	Maximizer CRM 10/10.5
Appointment reminder email messages	✔	✔	✔	✔
Printing of individual appointments and improved print appointment details report	✔	✔		
Quick updates to documents in the company library	✔	✔		
Improved display of task originator	✔	✔		
Task dependencies and sequencing in action plan	✔	✔		
Appointment management with accounts (non Maximizer users)	✔	✔		
Web links to external documents and social media profiles	✔	✔		
Social media profiling	✔	✔		

Customisation

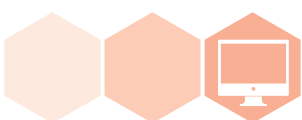| User features	Maximizer CRM 2015	Maximizer CRM 12	Maximizer CRM 11	Maximizer CRM 10/10.5
Following tab grid: Column width resizing Column sorting Tool tip display for drop-down lists	✔ ✔ ✔			
Key field lists - group titles	✔			
Data access web service Application Programming Interface (API)	✔	✔		
Web following grid integration framework	✔	✔		
Label customisation per user	✔	✔		
Customisable user profile such as email, address and photo	✔	✔		
Customise which following windows to display	✔	✔		
Startup preferences	✔	✔		
Key field customisation within web access	✔	✔		
Upload photos for accounts	✔	✔		
Easily switch views between Individual or teams' customisation settings (saved searches, column views, favorite lists)	✔	✔		

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Customisation (continued)

User features	Maximizer CRM 2015	Maximizer CRM 12	Maximizer CRM 11	Maximizer CRM 10/10.5
Colouring rules	✔	✔	✔	
Duplicate record checking	✔	✔	✔	✔
Expanded key fields customisations and display options	✔	✔	✔	✔

Business intelligence

User features	Maximizer CRM 2015	Maximizer CRM 12	Maximizer CRM 11	Maximizer CRM 10/10.5
Web reports – (sales funnel, users' activity, incoming vs. outgoing phone calls, email campaign response metrics, customer service workload reports)	✔	✔		
Drill down to specific slices of pie and bar graphs in dashboards	✔	✔		
Web reports – sales funnel, users' activity, incoming vs. outgoing phone calls, email campaign response metrics, customer service workload reports	✔	✔		
Drill down to specific slices of pie and bar graphs in dashboards	✔	✔		
Single and multi value grouping on dashboards	✔	✔		
Increased number of columns in dashboards list control	✔	✔		
Share dashboards via email	✔	✔		
Dashboards	✔	✔	✔	✔
SQL Server Reporting Services (SSRS)	✔	✔		
Simple dashboards creation	✔	✔	✔	

Usability enhancements

User features	Maximizer CRM 2015	Maximizer CRM 12	Maximizer CRM 11	Maximizer CRM 10/10.5
Hide blank fields in key fields	✔			
Key fields list tooltip descriptions	✔			
Hide complete activities in hotlist	✔			
New notification panel for alarms and meeting invitations	✔			

Usability enhancements (continued)

User features	Maximizer CRM 2015	Maximizer CRM 12	Maximizer CRM 11	Maximizer CRM 10/10.5
Recent column set-up views	✔			
Hidden "following" tab for users without viewing rights	✔			
Type ahead in list view	✔	✔		
Right click contextual menu in all modules	✔	✔		
Keyboard navigation in main list view	✔	✔		
Easier retrieval of mobile access URL	✔	✔		
Shortcut for key fields setup	✔	✔		
Ability to combine, convert and duplicate entries	✔	✔		
Filters in activity tab stored between sessions	✔	✔		
Associate column views to saved searches and favorite lists	✔	✔	✔	
Support for international time zones	✔	✔	✔	

Integrations

User features	Maximizer CRM 2015	Maximizer CRM 12	Maximizer CRM 11	Maximizer CRM 10/10.5
Tasks synchronization between Outlook and Maximizer	✔			
Ability to create task in Maximizer based on email in Outlook	✔	✔		
Microsoft Word add-on merge personlisation fields	✔	✔		
Envelope and label formatting (by system administrators)	✔	✔		
Word® Add-In	✔	✔	✔	✔
64-bit Word Add-in	✔	✔		
Instant label & envelope merge in Word	✔	✔		
Word merge	✔	✔		
Save documents to Maximizer entries during Word merge	✔	✔		
Save any Word document to Maximizer entries	✔	✔		

Integrations (continued)

User features	Maximizer CRM 2015	Maximizer CRM 12	Maximizer CRM 11	Maximizer CRM 10/10.5
Outlook® Add-In	✔	✔	✔	✔
64-bit Outlook Add-In	✔	✔		
Auto-save emails	✔	✔		
Contacts synchronization between Outlook and Maximizer	✔	✔		
Saving emails to Maximizer without creating duplicates	✔	✔		
Saving emails to Maximizer contacts	✔	✔		
Saving emails to Maximizer opportunities	✔	✔		
Saving emails to Maximizer customer service cases	✔	✔		
Maximizer and Outlook calendar synching	✔	✔		

OS Support and Additional Features

User features	Maximizer CRM 2015	Maximizer CRM 12	Maximizer CRM 11	Maximizer CRM 10/10.5
Windows 8® and Windows 8 RT support	✔	✔		
Windows 8.1	✔	✔		
Internet Explorer 10® support	✔	✔		
Internet Explorer 11®	✔			
365 (Desktop Version Support)	✔	✔		
Android 4.0® support for mobile access	✔	✔		
iOS 6® support for mobile access	✔	✔		
All access licensing (Windows Desktop, Web and Mobile)	✔	✔	✔	
Optimised ribbon style interface	✔	✔	✔	
Support for Internet Explorer® & Firefox®	✔	✔	✔	
Improvements to SQL Express® & Firefox®	✔	✔	4 GB	
Windows Server 2012 Rw	✔			
Windows SQL Server 2014	✔			
Microsoft Internet Information Server 8.5	✔			
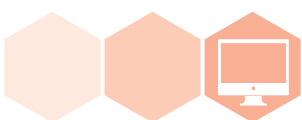
About Maximizer Software

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, smart phone, tablet and desktop delivery methods.
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