



# Annual Maintenance

*“Thanks to the technical support personnel at Maximizer Software, our installation of Maximizer CRM is running smoothly. You took a tough situation here at Daktronics and turned it around to help us move to Maximizer CRM. Very impressive!”*

Rich Bechtold, IS Manager,  
Daktronics

## ***Invest in the Success of your CRM Software***

When you invest in a CRM solution, you want to ensure continued success to drive business forward — with your staff users and your customers. Maximizer Software’s Annual Maintenance program ensures that your system and users are running at the speed of your business. With maintenance, you’ll receive priority response to your inquiries and ongoing updates to your software.

With complimentary upgrades to the next version of Maximizer CRM, you’ll stay current with the latest updates and best technology. On top of that, Annual Maintenance customers gain insight into more productive and useful ways to use Maximizer CRM through our Senior Customer Support Technicians who have experience with thousands of installations worldwide. Purchased at the same time as your software licenses at 20% of the software cost<sup>i</sup>, Annual Maintenance provides you with:

- Complimentary major upgrades to the next version of Maximizer CRM to stay current with the best technology.<sup>ii</sup>
- Unlimited support calls through a dedicated Annual Maintenance toll-free phone line for designated contacts to ensure your users are always up and running.<sup>iii</sup>
- Email support for designated contacts.
- Direct notification of free software updates including hot fixes, service releases, and documentation updates.
- Discounts on online training and certification programs to increase productivity for staff and administrators.
- Remote support using secure remote access tools that enable the technician to see what you see, so we can assist you with a resolution faster.
- Priority response to error reports.
- Priority response to customer support inquiries by a Senior Customer Support Technician.
- Option to participate in beta programs for future versions of so you have a voice in product development.
- Access to technical white papers and product roadmap.
- Opportunity to be showcased as a Maximizer CRM success site.

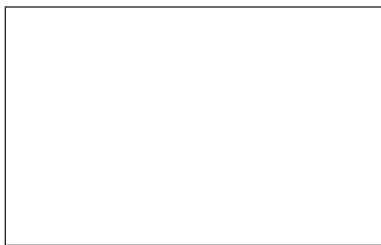
# Maximizer CRM 10<sup>5</sup> Features

- 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: Mobile devices, web, Windows desktop, remote synchronization

## Technology Partners



## Certified Solution Provider



Your CRM software is a strategic component of your business and we are committed to providing you with the day-to-day support and services you need to succeed with your customers.

## Get Maximizer CRM today and get Simply Successful CRM

- Annual Maintenance Contracts are available to Maximizer CRM 10 Group Edition customers; and is mandatory for Maximizer CRM 10 Professional Edition and Enterprise Edition customers. Cost is 20% of new user MSRP for the total number of software licenses with a minimum of \$1000; must be paid annually. To receive benefits of Annual Maintenance, including complimentary upgrades, your contract must be current.
- Complimentary upgrade does not include upgrades to third-party software such as databases, report designer software (Crystal Reports, Radius90), and Workflow Automation powered by KnowledgeSync.
- Priority technical support for Annual Maintenance customers is offered 7:00 am to 4:00 pm Pacific Time; does not include implementation/installation, database administration, system/network/network security configuration, software customization, or training (other than how-to questions). Designated contacts must be named help-desk individuals. Customer support policies are subject to change.

### Why Maximizer CRM 10.5

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

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

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

**Call: 1-800-804-6299**

**Email: [sales@maximizer.com](mailto:sales@maximizer.com)**

**Web: [www.maximizer.com](http://www.maximizer.com)**

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