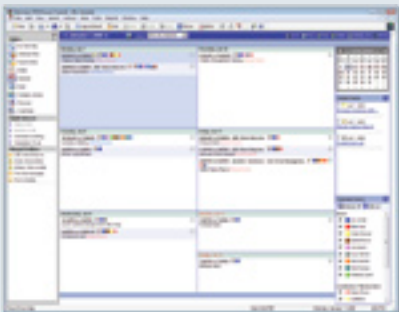




# What's New

## Top 10 Reasons to Upgrade:

1. NEW Mobile Access with BlackBerry®
2. Improved task management
3. Improved time management
4. Improved Outlook® Integration
5. Improved Email
6. Improved on-the-fly reporting
7. NEW On-Demand Business Coaching with CanDoGo™
8. NEW Microsoft Vista® Gadgets — one-click desktop access
9. Improved searching in company library
10. Improved administration and security to manage small groups



## What's New in Maximizer CRM 10 Entrepreneur Edition

With more than 20 years of development, Maximizer CRM 10 Entrepreneur Edition is the leading, simple, accessible, contact management solution, providing the best value for individuals and small businesses. Building on the success of Maximizer 9, Maximizer CRM 10 Entrepreneur Edition provides powerful new features and improvements in productivity, usability and mobility. Enjoy a choice of access to customer information—whether in the office or on the road.

### NEW Mobile Access with BlackBerry®<sup>i</sup>

- With MaxMobile Lite for BlackBerry®, access and update contacts, tasks and business appointments on your BlackBerry
- Installed directly on your device for offline availability, with synchronization back-and-forth with Maximizer
- Define a pre-set list to synchronize critical information while on the road
- Supports BlackBerry 7000 and 8000 series including Pearl and Curve
- Also supports various Windows Mobile®, Windows Mobile® SmartPhone, and Windows Mobile® Phone Edition devices (including Motorola Q, Samsung BlackJack and others)

### Improved Task Management with Hotlist Tasks

- More flexibility to display tasks as you like with new column views
- See account information related to the task, to sort and prioritize them as you like (i.e. sort by zip, phone or state to prioritize calling by time zone)

### Improved Time Management

- Schedule appointments with multiple contacts - colleagues, customers and prospects
- Change or add contacts to an appointment after it's created
- Track time spent by product or service, to report on billable hours and measure sales time effectiveness
- New weekly calendar view for full 7-day view of your meetings
- Set flexible work hours in your calendar to suit your daily schedule



## Improved Outlook Integration

- Synchronize tasks between Maximizer and Outlook (in addition to your email, calendar and contacts)
- New Maximizer toolbar located in Outlook—view related records, save emails and save new contacts into Maximizer
- Access Maximizer contacts from Outlook and vice versa

## Improved Email

- Preview email messages within the email window
- Spell check HTML email
- Email multiple documents from your Company Library at once
- Increased auto-signature character limit

## Improved on-the-Fly Reporting

- Create on-the-fly reports with an unlimited number of columns
- Improved daily calendar report
- One-click access to Organizational Chart to see who's who with your customers and prospects

## NEW On-Demand Business Coaching with CanDoGo™ii

- Search, click, and learn. Instant access to professional sales & business know-how to get the information you need to succeed in areas including:
  - Selling
  - Time management
  - Communication
  - Leadership and motivation
- In-context knowledge provided in text, audio and video formats
- Over 150 authors and experts include Zig Ziglar, Tom Hopkins, Denis Waitley and many more—access the information in their best-selling books, audio and videos

## NEW Microsoft Vista Gadgets

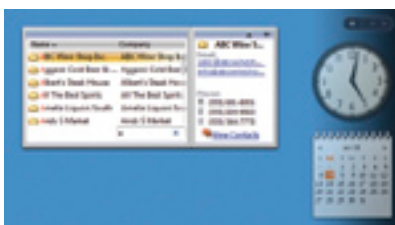
- Personalize your Windows Vista sidebar with one-click access to contacts in Maximizer from the desktop

## Improved Searching in Company Library

- Search Company Library for documents by author, creation date, or last modified date

## Improved Administration and Security to Manage Small Groups

- For groups, enable distinct rights for transferring, importing, and exporting data to protect your customer information
- Convert embedded documents to link outside Maximizer to reduce database size
- Apply read-only or full access to favorite lists, search catalogs, and column setups so you can share or keep your views private



## Compare Maximizer CRM 10 Entrepreneur Edition to Earlier Versions

FEATURES	10	9	8	7	6.0	5.0
<b>Mobile Access</b>						
MaxMobile Lite <sup>1</sup> for BlackBerry®	NEW					
MaxMobile Lite <sup>1</sup> for Windows Mobile	✓	✓				
Mobile synchronization through Outlook®	✓					
Palm Synchronization	✓	✓	✓	✓	✓	✓
<b>Account &amp; Contact Management</b>						
Microsoft Vista Gadgets	NEW					
Categorized user-defined fields	✓	✓				
Sorting of user-defined fields	✓	✓				
Centralized user-defined fields	✓	✓				
In-place updating of user-defined fields	✓	✓				
Key user-defined fields	✓	✓	✓			
Mandatory fields	✓	✓	✓	✓		
Import from ACT!, GoldMine	✓	✓				
Import/export in standard formats	✓	✓	✓	✓	✓	✓
Industry Packs for Real Estate, Financial, High-Tech, Legal	✓	✓	✓	✓	✓	✓
Accounting Link for QuickBooks®	✓	✓	✓			
Extensive customization of views	✓	✓	✓	✓	✓	✓
List management	✓	✓	✓	✓	✓	
<b>Time &amp; Task Management</b>						
Flexible column views for tasks	NEW					
View related account information monthly, weekly, daily	IMPROVED					
Daily, weekly, monthly calendar view	IMPROVED					
Track time spent by product or service	✓					
Set flexible work hours in calendar	✓					
Calendar integration with Outlook®	✓	✓	✓	✓		
My Work Day	✓	✓	✓			
Multi-user calendar	IMPROVED	✓	✓			
Resource & location management	✓	✓	✓			
Task management	✓	✓	✓	✓	✓	✓
<b>Outlook Integration</b>						
Maximizer toolbar located in Outlook	✓					
Synchronize tasks	✓					
Access contacts from Outlook and vice versa	✓					
Email integration with Outlook	✓	✓	✓	✓		
<b>On-the-Fly Reporting</b>						
Unlimited number of columns	✓					
Export column reports to Excel	✓	✓				
Save reports as PDF	✓	✓				

FEATURES	10	9	8	7	6.0	5.0
<b>Communications</b>						
Link Maximizer to your phone	✓	✓				
Preview messages within the email window	✓					
Auto-signature	IMPROVED	✓	✓			
Works with Word	✓	✓	✓	✓	✓	✓
Support for HTML email	✓	✓	✓			
Spell check HTML email	✓					
Microsoft Virtual Earth™ for global mapping	✓	✓				
Company Library for document sharing	IMPROVED	✓	✓	✓	✓	✓
Email multiple documents from library	✓					
Letters, faxes with merge fields	✓	✓	✓	✓	✓	✓
<b>Sales</b>						
CanDoGo™ <sup>#</sup> on-demand coaching	NEW					
Sales funnel reports	✓	✓				
Opportunity analysis & pipeline reports	✓	✓	✓			
Sales Action Plans	✓	✓				
Opportunity management	✓	✓	✓	✓	✓	✓
Assign key decision-makers	✓	✓				
Assign product & category	✓	✓				
Sales forecasting	✓	✓	✓	✓	✓	✓
<b>eCommerce, Order Management</b>						
Order management	✓	✓	✓			
Customer online order tracking	✓	✓	✓	✓		
eCommerce site creation	✓	✓	✓	✓	✓	
Credit card processing	✓	✓	✓	✓	✓	
Product catalog	✓	✓	✓	✓	✓	
<b>Administration</b>						
Transfer/import/export rights	IMPROVED					
Convert embedded documents to link outside	✓					
Support for Microsoft SMS for installation	✓	✓				
Live Update	✓	✓				
128-bit cipher public key encryption	✓	✓	✓	✓		
Full & Read-Only access settings	IMPROVED	✓	✓			
Role-Based security groups	✓	✓	✓	✓	✓	✓

\* All items in version comparison chart marked with \* require Workflow Automation, which is an add-on product with additional fees.

## Maximizer CRM 10 Entrepreneur Edition System Requirements

Minimum Processor Speed	600 MHz (minimum); 800 MHz (minimum for Windows Vista) 1.6 GHz or faster processor (recommended)
Available RAM	512 MB (minimum); 1 GB (minimum for Windows Vista) 1 GB (recommended); 2 GB (recommended for Windows Vista)
Available hard disk space	1 GB (minimum) 2 GB or more (recommended)
Minimum video resolution	SVGA (800x600) or higher-resolution video adapter and monitor
Operating system	Microsoft Windows 2000, XP <sup>1</sup> , Vista <sup>2</sup> or 2003 (updated to their latest service packs)
Email system	32-bit MAPI- or VIM-compliant
Internet browser	Microsoft Internet Explorer 6.0 or 7.0

1. Windows XP Home is not supported in a networked environment.

2. Windows Vista Home Basic/Premium are not supported in a networked environment.

Maximizer works with technology from the following partners



### Awards



### Where to Buy Maximizer CRM 10 Entrepreneur Edition

- Buy Online at [www.maximizer.com/webstore](http://www.maximizer.com/webstore)
- Call 1-800-804-6299

i. MaxMobile Lite is an add-on product with additional fees.

ii. CanDoGo is an add-on service with additional fees.

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

**Maximizer Software**  
Simply Successful CRM