

Annual Maintenance Program

"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 that it continues to help your company maximize revenue and deliver the level of customer satisfaction that earns repeat business. Maximizer Software's Annual Maintenance Program provides you and your staff users the assurance that your system is optimized to run at the speed of your business.

As an Annual Maintenance customer, you'll receive priority response to your inquiries and stay current with the latest updates and best technology with complimentary upgrades to the next version of Maximizer™ CRM. In addition, you'll gain insight into more productive and useful ways to leverage Maximizer CRM in your business through the help of our Senior Customer Support Technicians who have experience with thousands of installations worldwide.

Purchased at the same time as your software licenses¹, Annual Maintenance provides you with:

- Complimentary major upgrades to the next version of Maximizer CRM to stay current with the best technology².
- Priority support calls through a dedicated Annual Maintenance toll-free phone line and email support for designated contacts³.
- 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 Maximizer CRM so you have a voice in product development.

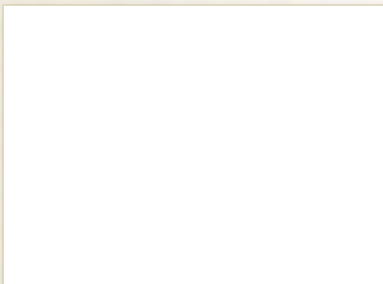
Maximizer CRM 11 Features

- 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
- Access options: mobile devices, web, Windows desktop, remote synchronization

Technology Partners



Certified Solution Provider



- Access to technical white papers and product roadmap.
- Opportunity to be showcased as a Maximizer CRM success site.

Your CRM software is a strategic component of your business and Maximizer Software is committed to providing you with the day-to-day support and services you need to ensure that your customer relationship management is successful.

- 1 Annual Maintenance is mandatory for Maximizer CRM Team, Group and Enterprise Edition customers. Cost is 20% of new user MSRP price per license, for the total number of software licenses. To receive the benefits of Annual Maintenance, including complimentary upgrades, your License and Maintenance Agreement (LMA) must be current.
- 2 Complimentary upgrade assurance does not include upgrades to third-party software such as databases, report designer software (Crystal Reports), and Workflow Automation powered by KnowledgeSync.
- 3 Priority technical support for Annual Maintenance customers (Gold & Silver Levels only) is offered 6:00 am to 4:00 pm Pacific Time, Monday to Friday. 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 11?

1. **Simple & quick** to deploy, learn, use and maintain
2. **Access options** through the Web, desktop and mobile smartphones
3. **Value.** Best value for a full-featured CRM, low total cost of ownership.
4. **Expertise.** More than 20 years as a pioneer and leader in CRM.

Visit 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.

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

Maximizer Software
Simply Successful CRM

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