

# Maximizer Mobile CRM for BlackBerry®

“Having customer information available at our fingertips on a BlackBerry provides our people with the information they need exactly when they need it.”

Faron G. Thompson,  
Managing Director,  
Income Property Finance Division,  
Primary Capital Advisors



## Mobilize Your Workforce with Maximizer CRM 11 and BlackBerry®

Maximizer Mobile CRM<sup>®</sup> keeps you on top of your deals with complete access to the critical customer and prospect information essential to achieving success. Leverage the power of mobile CRM on the latest BlackBerry® smartphones to build loyal customer relationships and win more deals. Staying productive in the field demands a CRM solution that will work seamlessly with your BlackBerry's already powerful features, to make it the most efficient and intuitive tool for success on the road.

Whether you're in sales, on a field service team, or a frequent-flyer executive, your BlackBerry mobile smartphone will give you the competitive edge to work at the speed your customers and business demand — anytime, anywhere.

### Build profitable relationships

- Respond on-the-fly to engage prospects, build customer loyalty and close more deals.
- Prepare for your next meeting or call with a complete view of the customer's information — including activity, account status and financial history.
- Track each customer's history, including conversations, transactions and service cases to deliver value, build loyalty and increase repeat business.
- Maximize customer satisfaction by resolving and updating service cases in the field.
- Elevate the level of communication and information kept on record with video, voice and image capture and storage in the customer or prospect's record within Maximizer CRM.

### Increase productivity and optimize sales resources

- Quickly and easily navigate the new tab-based interface for BlackBerry smartphones.
- Improve customer interactions with immediate access to leads, opportunities and cases.
- Conduct timely follow-up and keep deals moving, with access to updated details of sales opportunities.
- Minimize administration work back at the office and stay on top of follow-up activities while on the road.
- Improve productivity in the field by viewing, creating and editing documents on your BlackBerry.
- Instantly turn customer address details into maps and directions on your BlackBerry.
- Log calls, SMS text messages and emails to customer records in Maximizer CRM with one click.
- Integration with your BlackBerry's built-in address book, email and phone enables you to immediately create new records, opportunities, cases, appointments, tasks and notes within Maximizer CRM.
- Receive and send automatic email notifications for appointments and task assignments.
- Plan your optimal day of appointments and activities by mapping multiple customers to your BlackBerry GPS to get turn-by-turn directions<sup>ii</sup>.

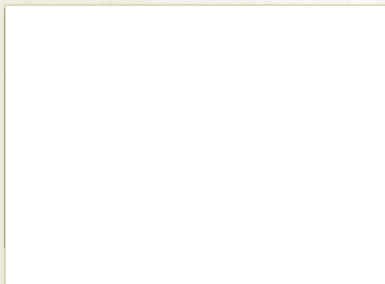
# Maximizer CRM 11 Features

- 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



## Collaborate and access from anywhere

- Consolidate customer communications into one convenient, action-oriented workspace.
- Get real-time online access to your entire Maximizer CRM database content on your BlackBerry.
- Enable collaboration among team members on the road to set up multi-user appointments, assign tasks, update sales opportunities, and escalate service cases — no matter where they are.
- Tap into valuable corporate resources through the Company Library to send NDAs, brochures, quotes and other documents to customers and prospects.
- Empower IT administrators to get your mobile workforce up and running quickly, with easy deployment of MaxMobile for BlackBerry to field staff through wireless push and single-click installation.

## Measure performance and potential

- Make real-time updates from the field on lead status and qualification, forecasted revenue and sales opportunity details.
- Monitor the status of your business and team performance at a glance, with real-time dashboards and reports on your BlackBerry and make timely decisions to drive revenue.

Contact Maximizer Software to learn how you can mobilize your workforce with Maximizer CRM 11 All Access.

- MaxMobile for BlackBerry and MaxMobile Wireless Server is included with Maximizer CRM 11 All Access licenses. MaxMobile for BlackBerry supports BlackBerry 7000, 8000 & 9000 series, including Curve, Pearl, Bold, and Storm and Tour. Check <http://www.maximizer.com/supported-products/maxmobile-bb.html> for system requirements and supported devices.
- For BlackBerry devices running BlackBerry OS 4.2.1 to 4.6, only BlackBerry Map is supported. Driving directions are not available. For BlackBerry devices running BlackBerry OS 4.7 and later only, options to displaying multiple addresses, as well as driving direction "Get Directions" between two locations is supported.

### 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](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.

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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