

Accounting Link

Designed for use with Sage Line 50 Accounts



Key Benefits

- Link address book entries to Sage Line 50 customers/suppliers
- Generate new quotes and invoices
- Access full financial history through Maximizer CRM
- Automatic logging of notes in Maximizer when a function is performed in Sage Line 50 Accounts

Enhance customer service, satisfaction and reporting through Sage Line 50 integration

Improve reporting through Maximizer CRM and Sage Line 50 Accounts. Maximizer can offer a comprehensive package to improve the productivity of your sales and service staff with access to customer financial data directly through a user-friendly interface they are comfortable with—Maximizer CRM. Link customer records with Sage Line 50 Accounts to provide 360° visibility of customer information, build cohesion between business functions and maximize customer satisfaction.

Maximize rewards and minimise risk through financial integration to build better relationships with customers and suppliers. Instant insight into your customer activities helps you make better informed decisions, faster. Maximizer provides a two-way, real time CRM and Financial Back-Office integration with Sage Line 50 improving information flow and productivity, without the need to learn or perform additional processes.

Enhance customer and supplier response times

Give your finance department immediate access to customer's financial data through Maximizer CRM. Maximizer enables you to view accounting details through Sage Line 50 Accounting from within Maximizer CRM, such as:

- Customer Balance
- Aged Analysis
- Credit Limit
- Remaining available credit

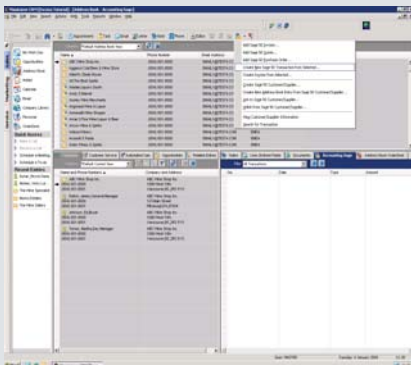
Streamline accounting through integration

Link Sage Line 50 Account customers and suppliers to your Maximizer address book, merging the two databases together to supply easy access to all business information. Through the Maximizer address book you can;

- Create and modify invoices, appearing in both applications
- Create and modify quotes, and follow on by creating new transactions based on these quotes or existing transactions
- Easy access allows you to search and view all invoices, quotes and transactions from within Maximizer
- View the status of a customer's unpaid invoices before quoting on a new order
- Save time creating quotes and entering invoices by working from one screen in a customer's Maximizer CRM record
- Automatically save a complete history of transactions to the customer's record
- View and create purchase orders for your suppliers

“Thanks to Maximizer CRM, we are now able to effectively manage communications, contract details and transactions with our customers”

Jakob de Vries, Auping



Maximizer CRM 10.5 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 synchronisation
- Accounting integration
- Business Intelligence
- Workflow automation
- Partner relationship management
- eBusiness
- Access options: Mobile devices, web, Windows desktop, remote synchronisation

Technology Partners



Certified Solution Provider



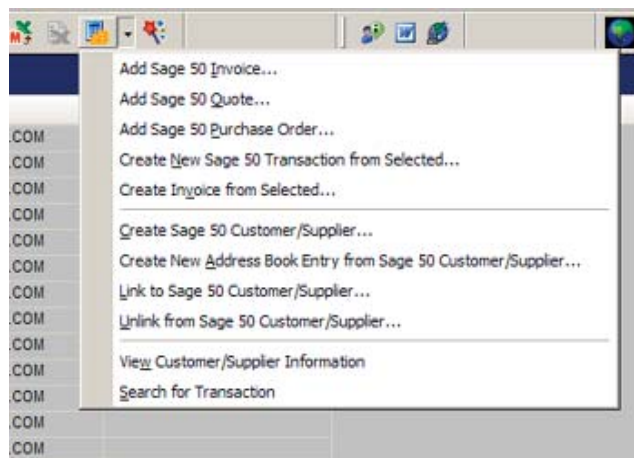
Be at ease with critical business activities and financial reporting

Respond to critical business activities by utilising Sage Line 50 with Maximizer to provide better control over financial reporting, up-to-date and quicker information and 360° visibility. The synergy between the two provides the end user the tools and capabilities to maintain business processes and improve customer relations, building on Maximizer CRM resources.

Deploy and link quickly

- Match and link Maximizer CRM customer records to your Sage Line 50 database
- Maintain accuracy and quality of your data by setting up security rights for individual users that allow them to view or edit transactions without creating new ones
- Install Sage Line 50 Accounts onto any computer that has Maximizer CRM 10.5 server or workstation installed

Get Maximizer CRM today and get Simply Successful CRM.



i. Accounting Link is an add-on to Maximizer CRM 10.5. Additional license fees apply. Maximizer CRM 10.5 is compatible with Sage 50 Accounts 2008 and 2009

Why Maximizer CRM 10.5

1. **Simple** and quick to deploy, learn, use and maintain
2. **Access** to critical information through mobile devices, the web and Windows desktop options.
3. **Best value** in its class for full-featured CRM
4. **Expertise** of 120,000 customers over 20 years, and over 1 million licenses sold

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

Visit www.max.co.uk 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

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