



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



BlackBerry™
Alliance Member

Reduce Downtime. Increase Customer Face Time. Win More Deals.

In today's business environment, gain a competitive edge by working at the speed your customers and business demand. Whether you're in field sales, on a service team, or a frequent-flyer executive, your BlackBerry® mobile device now lets you do more than check email from the cottage. Leverage the mobility of your device and the power of CRM to win more deals and hit your revenue goals.

Maximizer Mobile CRMⁱ enables you to stay on top of your game with complete access to the critical customer and prospect information you need — anytime, anywhere.

Build profitable relationships

- Respond on-the-fly to maximize wins and engage existing customers.
- Prepare for your next interaction with a complete view of customer 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 casesⁱⁱ in the field.

Increase productivity and optimise sales resources

- Increase selling and service time with immediate access to customer information, leads, opportunities and cases.
- Conduct timely follow-up and keep deals moving, with access to updated details of sales opportunities.
- Instantly turn customer address details into maps and directions on your BlackBerry.
- Log calls, SMS text messages and emails to customer records with one-click.
- Increase capacity for customer data with Secure Digital (SD) card storage.
- Integration with BlackBerry built-in address book ensures seamless creation of opportunities and cases to link to Maximizer CRM records.

Collaborate and access from anywhere

- Consolidate customer communications into one convenient, action-oriented workspace.
- Focus on your territory by loading the customer records you wish to synchronise, directly onto the device.
- Access local data on your BlackBerry device offline for faster performance.
- Tap into valuable corporate resources through online Company Libraryⁱⁱⁱ access to send brochures, quotes and other documents to customers and prospects.
- Share information — including calendars, sales opportunities, and customer emails — with other team members, wherever you are.
- Synchronise wirelessly^{iv} from anywhere, or through a USB cable to maintain updated information on your BlackBerry and with Maximizer CRM in the office.
- Get online wireless web browser access to the entire corporate CRM database, to look up records that aren't synchronised.

Measure performance and potential

- Make real-time updates from the field on lead status and qualification, forecasted revenue and sales opportunity details.
- Monitor productivity to effectively allocate resources and identify areas of improvement.

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



Maximizer Mobile CRM	MaxMobile	MaxMobileLite
Supported Mobile Devices		
BlackBerry® 7000 & 8000 Series, Curve, Pearl and Bold	✓	✓
Supported Maximizer CRM Editions		
Group, Professional & Enterprise Editions	✓	
Entrepreneur Edition		✓
Synchronisation & Access		
Two-way data synchronisation	✓	✓
Wireless synchronisation (Add-on Wireless Sync Server req'd)	✓	
USB synchronisation	✓	✓
Wireless Web Access	✓	
Supported CRM Features		
Companies and Contacts	✓	✓
Leads	✓	
Notes	✓	✓
User-Defined-Fields	✓	✓
Tasks	✓	✓
Calendar appointments	✓	✓
Sales Opportunities	✓	
Customer Service Cases	✓	

- i. Using Maximizer Mobile CRM with BlackBerry® smartphones requires Maximizer CRM licenses, server, and MaxMobile for BlackBerry® licenses. Supports BlackBerry 7000 and 8000 series devices, Curve, Pearl and Bold. Check <http://www.max.co.uk/crm-support/supported-products.html> for system requirements and supported devices.
- ii. Customer service case management available through Wireless Web Access.
- iii. Company Library available through Wireless Web Access.
- iv. Wireless synchronisation requires Wireless Synchronisation Server, which is an additional product with add-on fees. USB synchronisation included with MaxMobile and MaxMobile Lite.

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

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

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

Call: +44 (0)1344 766900

Email: info@max.co.uk

Web: www.max.co.uk

Americas

604-601-8000 phone

604-601-8001 fax

info@maximizer.com

www.maximizer.com

Europe, Middle East, Africa

+44 (0) 1344 766900 phone

+44 (0) 1344 766901 fax

info@max.co.uk

www.max.co.uk

Australia, New Zealand

+61 (0) 2 9957 2011 phone

+61 (0) 2 9957 2711 fax

info@maximizer.com.au

www.maximizer.com.au

Asia

+(852) 2598 2888 phone

+(852) 2598 2000 fax

info@maximizer.com.hk

www.maximizer.com.hk