



DATA SHEET

Maximizer CRM in Our Cloud

| MAXIMIZER CRM

Published By |



Compare the two editions of Maximizer CRM Live in detail below...

	Lite	Professional
	Powerful CRM for managing customers & prospects	Full feature CRM for small and medium sized companies
Basic Package Options		
Base cost	30 € /User/Month	40 € /User/Month
Contact Management		
Unlimited companies & contacts	●	●
Add account notes, phone logs, task history	●	●
Appointment management with external contacts & multi user appointments	●	●
Task management & assignment	●	●
Company-wide document management & sharing	●	●
Set call plans & reminders	●	●
Save and attach documents	●	●
Send emails (html)	●	●
Send quick personalized email campaigns	●	●
Merge to Word® templates	●	●
Manage tasks, appointments	●	●
Route planning (draw a map/Google Maps®)	●	●
Link to Wikipedia®	●	●
Create favourite lists	●	●
Manage company brochures and documents in a library	●	●

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Integration with Word®, Outlook® & Excel®		
Microsoft Word plugin for templates	●	●
Outlook email plugin for saving sent/inbound emails	●	●
One-click export to Excel feature & advanced export to Excel	●	●
Sales Management		
Capture campaign sources from leads and opportunities		●
Email merge fields		●
Sales Quota Management		●
Account management		●
Sales opportunity monitoring – real time alerts		●
Merge email templates		●
Direct access to LinkedIn®, Facebook® and other web properties search		●
Sales opportunity management		●
Territory management		●
Save documents to opportunity – quotes and orders		●
Partner relationship management		●
Competitor analysis		●
Sales process methodology – lead management & forecasting		●
Sales and performance forecasting		●
Sales executive dashboard		●
Sales strategies and action plans		●
Add account notes, phone logs, task history		●
Set call plans & reminders		●
Save and attach documents		●
Send emails (html)		●
One-click export to Excel feature & advanced export to Excel		●

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Marketing Automation		
Advanced campaigns ROI management	●	●
Automated campaign templates	●	●
Campaign management – response metrics	●	●
Dashboard reports	●	●
Multiple land-page tracking	●	●
Email test feature	●	●
Email campaign respondent lists	●	●
Campaign ROI calculator	●	●
Email & traditional style campaigns	●	●
Marketing action plans	●	●
Add account notes, phone logs, task history	●	●
Set call plans & reminders	●	●
Save and attach documents	●	●
Automatic opt-out by subscriber	●	●
Auto block-sending to 'do not solicit' marked contacts	●	●
View linked leads/opportunities per campaign	●	●
Campaign failure alerts	●	●
Customer segmentation & custom fields	●	●
Customer email list management	●	●
Customer Service & Support		
Case ticket management		●
Knowledgebase article management		●
Automatic notifications to customers		●
Case management (assigning, routing, queuing and escalation)		●
Case resolution management		●
Case monitoring and alerts		●
Customer service executive dashboards		●

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Customer Service & Support cont'd		
Real time alerts for case overload, overdue, status changes etc.		●
Link cases to products/services		●
Customize fields in cases		●
Customize layouts and views		●
Add account notes, phone logs, task history		●
Set call plans & reminders		●
Save and attach documents		●
Send emails (html)		●
One-click export to Excel feature & advanced export to Excel		●
Mobile Access & Touchscreen Tablets		
Support for iPhone®, iPad®, Android® Smartphones, & tablets, Blackberry®	●	●
Access and manage all accounts and contacts (contact management)	●	●
Compose email dialogue	●	●
Mobile dashboards	●	●
Manage sales opportunities		●
Manage customer service cases		●
View and share documents	●	●
One-click access to online maps	●	●
Email notifications for appointments	●	●
Business Intelligence, Reporting & Dashboards		
Customizable dashboards centre, wizard driven for simple creation	●	●
Dynamic drag and drop for dashboard layouts and graphs	●	●
Dashboard sharing via email	●	●
Support for Crystal Reports and SSRS (SQL Services Reporting)	●	●
Search across all fields for data segmenting with one-click export, and advanced export to Excel	●	●

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Customisation & Administration		
Administration module access	●	●
Manage full & read only settings	●	●
Manage field level security	●	●
Manage role based security groups	●	●
Manage users and access rights	●	●
Add users/delete users	●	●
Manage preferences/rights	●	●
Manage global database settings	●	●
Manage time zones	●	●
Manage system fields and settings	●	●
Manage report and export rights	●	●
Manage data groups	●	●
Data Files & Document Storage		
Data storage per user	200Mb included	500Mb included
Double your files and document storage	Increase to 500Mb per user 3,50 €/user/month to a maximum 10Gb total per site.	Increase to 1Gb per user 3,50 €/user/month.
Mass Emailing Service / SMTP Server		
You can use your own SMTP mail server for sending emails and mass email campaigns from Maximizer. Alternatively buy a dedicated, safe and secure SMTP service from us	Per site price	Per site price
MaxMail-100 send up to 100 emails per day	3,50 €/Site/Month	
MaxMail-200 send up to 200 emails per day	7 €/Site/Month	
MaxMail-300 send up to 300 emails per day	10 €/Site/Month	
MaxMail-500 send up to 500 emails per day	15 €/Site/Month	
MaxMail-1000 send up to 1000 emails per day	22,50 €/Site/Month	
MaxMail-2000 send up to 2000 emails per day	32,50 €/Site/Month	
MaxMail-Unlimited	Call for details	

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Data Backup Service		
Full backup of data files & documents	●	●
Backup of data based on a 24 hour retention cycle	●	●
Full backup of data files & documents based on a 7 day retention cycle (with optional wind-back retrieval service)	+ 22,50 € /Site/Month	
Full backup of data files & documents based on a 14 day retention cycle (with optional wind-back retrieval service)	+ 32,50 € /Site/Month	
Tailored & Bespoke Solutions		
Dedicated private cloud hosted CRM server(s) with full administration access private cloud hosted server(s) for your other business applications	Call for details	
Training Services		
Full range of training services available		

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We are pleased with Maximizer CRM, everything is easy to archive and easy to find. This system will save a lot of time... and we know that time is money!

CHAYMAE HAMDOUNI

Marketing Dept, Edam Soluzioni Ambientali Srl

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It is difficult to imagine how we would function without this invaluable tool to our business.

PETER HUNT

Director, Multipix Imaging

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About Maximizer

Maximizer CRM is fueling the growth of businesses around the world.

Our CRM solutions come fully loaded with the core Sales, Marketing and Service functionality companies need to optimize sales productivity, accelerate marketing and improve customer service. With flexible on-premise, our cloud and your cloud deployment options, tailored-to-fit flexibility, state-of-the art security infrastructure, industry-specific editions and anywhere/anytime mobile access, Maximizer is the affordable CRM solution of choice.

From offices in North America, Europe, Middle East, Africa and AsiaPac, and a worldwide network of certified business partners, Maximizer has shipped over one million licenses to more than 120,000 customers worldwide.

Certified Consulting Partner



Adafi helps customers reach their business potential with Maximizer CRM in various business sectors, such as dredging, consulting, entertainment, sales & marketing, ICT, instrumentation, manufacturing.

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