



CRM Software Review



About this Review

Thank you for requesting this executive summary of ISM's comprehensive CRM Software Review for Maximizer CRM. Since 1989, ISM staff has tested dozens of software packages annually from CRM vendors around the world. Each review is currently based on 179 criteria, drawn from input we've received from senior executives and sales, marketing and customer service personnel. ISM receives no money from any vendor it reviews, to ensure 100% objectivity. Vendors must fully demonstrate their functionality for each criterion.

About ISM

Since 1985, ISM has created & implemented strategies to delight the customers of best-in-class organizations worldwide. ISM provides solutions that maximize user-adoption, ensure seamless collaboration between customer-facing functions and enhance customer engagement. We combine strategic vision with powerful technologies and tools to deliver actionable strategies that lead to an optimized customer experience, improved customer service, better-calibrated marketing programs and ultimately, to increased customer acquisition, retention & growth. Let us review your current customer-facing technology programs and activities, and ready your organization for 2030 and beyond.

Contact us for the full, detailed 20-page CRM Software Review for Maximizer CRM or any of 30 other major CRM applications.

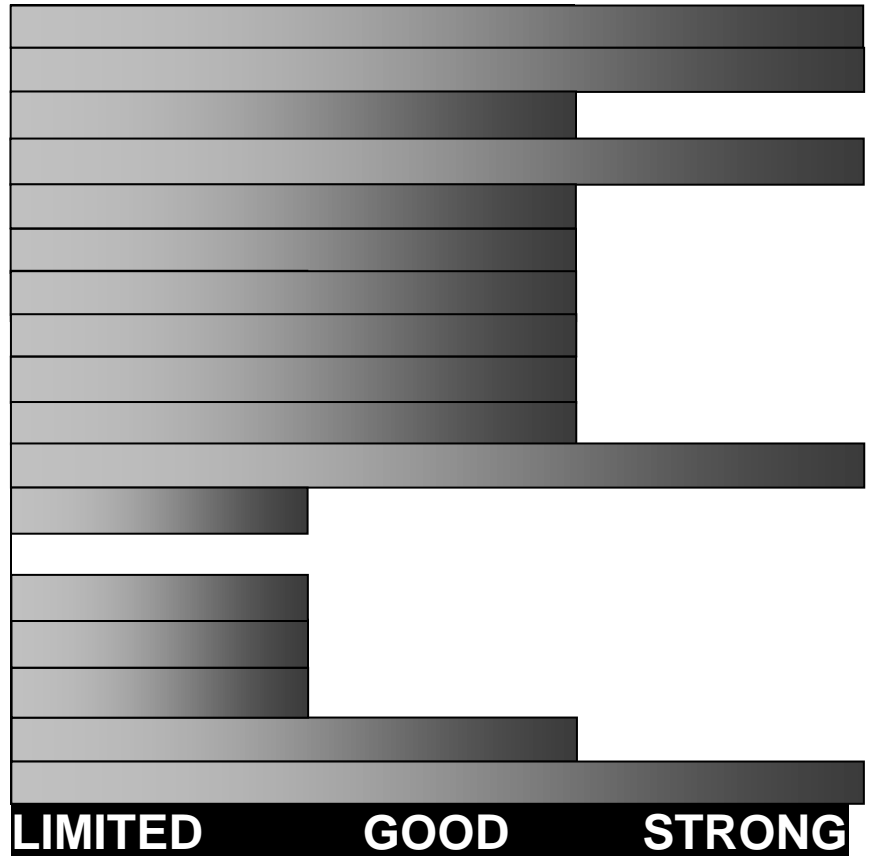
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Maximizer CRM at a Glance:

Business Functions

Contact Management	✓
Account Management	✓
Sales Management	✓
Time Management	✓
Customer Contact Center	✓
Customer Service	✓
Telemarketing/Telesales	✓
Marketing	✓
Lead Management	✓
Business Analytics	✓
e-Business	✓
Project Management	✓
ERM	
Field Service	✓
Mobile CRM	✓
Social CRM Functionality	✓
Real Time Features	✓
User Friendliness/Support	✓

Evaluation of Business Functions



Strengths:

- Contact management
- Account management
- e-Business
- Time management
- Sales cycle analysis
- Automated Email response
- Campaign management
- Lead optimization

Weaknesses:

- Lack of ERM
- Limited field service
- Limited mobile CRM
- Limited Social CRM
- Limited project management

Executive Summary

Maximizer CRM is a Web-enabled software package (a hybrid of client/server systems and Web-based systems) which offers strong features in contact management, account management, time management and e-Business along with good features in sales management, telemarketing, customer service, customer contact center, marketing, lead management, business analytics and real time features.

The Action Planner module contains a drag and drop interface and flowchart diagram to be used by the System Administrator to customize the CRM solution. The Administrator module can be used by the System Administrator to control access privileges and group security. The Integrator's Toolkit can be used to integrate the Maximizer package with third party accounting, inventory management, ERP system or any ODBC-compliant database.

Contact management, Account management

Contact management is enhanced with the ability to browse for accounts and contacts through the Address Book, which has windows for contact labels, tabs for contacts related to a selected account, and searchable tabs for notes, user-defined fields, and documents. The program also provides the ability to attach scanned photos or documents to a contact and offers a full screen for user-definable fields. The account management features are strengthened by the ability to attach orders to an opportunity, contacts or an account profile via the Order Desk screen (which appears below the profile). The time management tools are a strength of Maximizer. The software has extensive calendar features that give the user flexibility to schedule and view activities, and to print calendars in many formats.

Sales management, Marketing management

Maximizer provides good sales management and marketing features. Sales force personnel have the ability to enter basic expense information within a built-in expense window. The program offers an interesting feature - the ability to access the List Warehouse, a Dun & Bradstreet on-line database containing more than 100 million North American businesses and customers, and the ability to download any listing directly into Maximizer for lead generation via the Customer Prospector module. Users can specify objectives, assign a sales team, strategy, competitors and status for an opportunity. Within the Strategy Library Editor, users can select and create sales processes and specify the probability to close an opportunity. The Marketing Library also provides an adequate marketing encyclopedia function for cataloging, segmenting (i.e., competitor information, sales materials, etc.), and disseminating documents and files related to business functions. Maximizer can be integrated with Quickbooks for accounting functionality and viewing invoices.

Business analytics

Business analytics features include the ability to create a forecast based on the criteria set up for forecasting in an Opportunity Management profile. The user can choose a weight for each factor to be used in determining the probability of closing the opportunity. The key indicators function provides a dashboard interface of key indicators of mini-meters with a numerical listing of sales metrics. Sales channel partners can access partnership-related records via inputting a User ID and password access over the Internet using the Partner Portal. The package contains a built-in reporting package, Maximizer Reports, which contains 125 pre-defined report templates. The package also includes 25 pre-defined report templates in Crystal Reports format. Maximizer CRM additionally offers an alphanumeric search feature.

Limitations

Maximizer provides only limited field service, mobile CRM, Social CRM and project management functionality. The program's strength is its flexibility. The user or System Administrator can customize an unlimited number of

fields via the Action Planner module. The user can additionally set the desired color and font to personalize the screen format.

Contact

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Company Profile

YEARS IN BUSINESS	28	PRICE – MULTI-USER	See Pricing Section
NUMBER OF EMPLOYEES	86	SERVER	No Cost
LICENSED SEAT/USERS SOLD – LAST 12 MONTHS	6,500		
TOTAL NUMBER OF CUSTOMERS	120,000 customers		
LANGUAGES AVAILABLE	English (US), French, German, Spanish, Chinese		
LIST OF RESELLERS	Maximizer Software has a worldwide network of over 400 Business Partners (VARs). List of resellers is available by request		

Pricing

Less than 25 users (per seat): \$55 /month

Multi-User (per seat): 25+: \$55 /month 50+: \$55 /month 100+: \$55 /month 1000+: \$55 /month

Server: No cost