Which deployment option?

Maximizer's deployment options provide you with the range of choice you need in order to be treated as a unique business with unique needs.

Maximizer's deployment options provide you with the range of choice you need in order to be treated as a unique business with unique needs. Whether you require and on-premise CRM solution that has been the software of choice for savvy small to medium-sized businesses and divisions of large enterprises for over 20 years or a feature rich and highly flexible cloud-based solution, Maximizer has the choice required to tailor a solution to fit your needs perfectly.

Which deployment option is right for you?

Whether one of Maximizer's cloud based CRM options or the latest Maximizer CRM 12 Summer 2013 on-premise solution is a better choice for your business depends upon your requirements,

existing in-house IT expertise, resources and infrastructure. The key is identifying your needs and what will work best for your business, both from a process and a financial standpoint.

What are your options?

Maximizer cloud based CRM

Maximizer works with its global network of business partners to provide a vast array of different cloud based CRM offerings which can be loosely categorised as Maximizer CRM in the cloud. *(Continued over)...*

Key Benefits

Cloud based CRM

- Low intitial investment
- No maintenance
- No in-house IT expertise
- Quick to implement
- Constant use of latest software

On-premise CRM

- Low total cost of ownership
- Highly customisable
- Ability to integrate with other software
- Offline access

Quick facts – comparison

Features	Maximizer CRM in the cloud	Maximizer CRM 12 Winter 2012 On-Premise CRM
Minimum number of users	1	1
Functionality flexibility	Excellent, with a vast range of function packages based on price	Confined to functionality within Maximizer CRM 12 Summer 2013 Group and Enterprise Editions
Cost	Based on a per user, per month fee	Up front purchase
Mobile access	✔	✔ [i]
Marketing	✔	✔ [i]
Sales	✔	✔ [ii]
Customer Service	✔	✔ [i]
Where's your data?	On a shared or dedicated partner hosted server	On premise

i. Maximizer CRM Enterprise and Group editions only.
ii. Limited functionality on Maximizer CRM Entrepreneur edition

Maximizer™
Simply Successful **CRM**

Monitor opportunities and sales metrics to effectively manage and trigger next steps seamlessly.
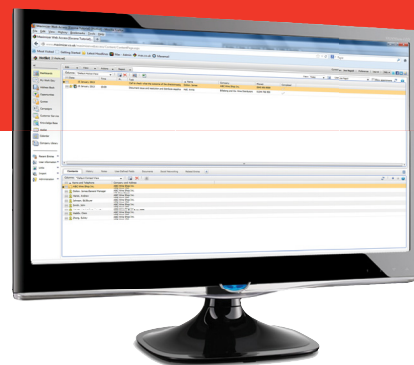
To have your own dedicated server or to share?

If you go for the dedicated server option this allows the possibility for you to host other applications in the cloud. It also allows a higher degree of security and integration.

Maximizer cloud based CRM may be right for your business if you:

- Want a no hassle way to get up and running as quickly as possible
- Want a low intial investment
- Have limited IT support, infrastructure, technical resources/ support staff
- Want to cut overheads on our existing IT infrastructure
- Are implementing your first CRM solution and want to determine what will work best for your business before committing to an on-premise solution
- Want to remain up-to-date with the latest CRM software without the headache of upgrading
- Want the flexibility and peace of mind to migrate to an on-premise CRM system in the future with minimal technical requirements and without any data loss
- Require little customisation
- Have basic integration requirements
- Want predictable monthly IT operating expenses
- Have a distributed workforce at remote locations.

On-premise

Maximizer's latest on-premise solution: Maximizer CRM 12 Summer 2013 brings one of the most innovative and fully functioned CRM systems available.

Maximizer on-premise CRM may be right for your organisation if you:

- Need to customise your CRM solution heavily to fit your business processes
- Require your CRM to integrate tightly into your company's existing applications/ have complex or real-time integration requirements
- Have already invested in internal IT infrastructure or have available in-house IT resources and support systems
- Require a certain level of security and control over the data (e.g. Within an industry or company whose laws mandate that your data remain behind your firewall or be housed within your country)
- Require specialised data structures
- Have budget for up-front capital investment and prefer one-time costs over monthly recurring costs
- Are concerned about performance, poor internet connection or require heavy offline capability.

Request a copy of our *Cloud v On-premise* interactive ebook to identify which option is best for you and your business.

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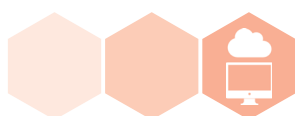
About Maximizer Software

Maximizer Software delivers Customer Relationship Management (CRM) software and professional services to meet the needs, budgets and access requirements of entrepreneurs, small and medium businesses and divisions of large enterprises.

Simple, easy to use and affordable, Maximizer CRM enables companies to mobilise their workforces through all-access web, smart phone, tablet and desktop delivery methods.

Easily configurable for organisations in any industry, Maximizer CRM optimises sales processes, enhances marketing initiatives and improves customer service to ultimately boost productivity and revenue.

With headquarters in Canada and offices and business partners worldwide, Maximizer Software has sold over one million licences to more than 120,000 customers since 1987.

Technology Partners

Powered by Windows Azure™ | Microsoft GOLD CERTIFIED Partner | SAP BusinessObjects | BlackBerry Alliance Member | Bell | Vineyardsoft

Maximizer CRM

Maximizer CRM helps small and medium-sized businesses maximize their marketing, sales, customer satisfaction capabilities and enhance their productivity and efficiency through the optimisation of what resources they have.

Why Maximizer CRM?

- Simple & quick to deploy, use and maintain
- Flexible access options through web, desktop and mobile devices
- Value for money with low total cost of ownership and monthly subscription models
- Expertise as a leader in pioneering CRM development, with more than 20 years experience.

Visit www.max.co.uk for:

- A test drive of the latest release
- Information on how CRM can support your role
- Tools and eBooks
- Resources and information on Cloud based CRM
- An overview of technology and features
- Online demos and features
- White papers and webinars on CRM best practices.

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