

Maximizer Enterprise™ 7

Total Customer Relationship Management

CRM



From Prospects

to Leads

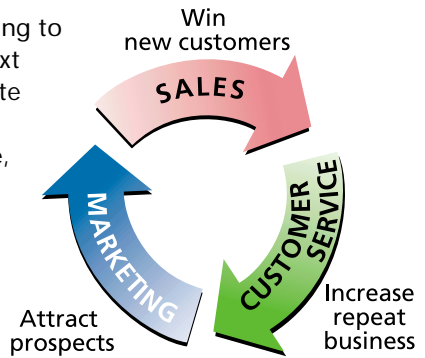
to Repeat Customers

multiactive.™

You are a growing company, looking to take your organization to the next level. To reach this goal and create long-term, profitable customer relationships, you need a cost-effective, flexible Customer Relationship Management solution to keep all your departments equally informed and working together effectively.

Maximizer Enterprise 7 was specifically designed for small and medium-sized businesses and departments of large companies by integrating sales, marketing, and customer service tools, to enable all customer touch points in your organization to face customers and prospects professionally through one voice. To increase your revenue by generating more leads, closing more sales, and retaining more loyal customers.

Throughout the customer life cycle, as prospects move from the marketing to the sales department, and as customers are passed onto service departments, Maximizer Enterprise makes it easy for your entire staff to share information, communicate with customers, and organize their individual and team efforts. This will make your customers feel important, giving you an edge over your competitors. After all, gaining new customers and retaining satisfied ones is what growing your business is all about.



Maximizer Enterprise enables you to:

- Qualify more leads
- Close more sales
- Cultivate long-lasting and profitable customer relationships
- Access critical customer information from anywhere
- Leverage the Internet to capture leads and generate revenue
- Customize to fit your current and future business needs

... while generating a rapid Return on your Investment and making your entire staff more productive immediately!

Maximizer Enterprise CRM solutions

solve your business challenges...

Business Challenge 1

We want to market directly to our existing customer and prospect base to generate more key leads for the sales team.

Maximizer Enterprise solution:

It's much less expensive to market to your existing base than it is to find new customers! Use the new Marketing Campaign Manager in Maximizer Enterprise 7 to create, manage, and execute targeted email and direct mail campaigns to customers and prospects already in your database - identifying hot prospects and producing leads for your sales team. Increase your share of the customer's expenditures through personalized promotions, or simply keep your company top-of-mind with regular e-newsletters.

Business Challenge 2

How can we ensure that sales people are making the best use of their time and acting on the best leads?

Maximizer Enterprise solution:

Sales people are more efficient and sales teams work more effectively with Maximizer Enterprise. Calendars and unlimited customer-level notes simplify keeping on top of meetings and follow-up tasks. Sales teams are made stronger by enabling sales people to share proven sales strategies, share opportunities and to-do lists right from lead through to close. Further, it allows managers to monitor every sales opportunity through pre-formatted pipeline and revenue forecast reports.

Business Challenge 3

Our business is growing and more departments need ever increasing access to the same customer information. How do we keep on top of it all to deliver exceptional and seamless customer service?

Maximizer Enterprise solution:

Satisfied customers are a result of consistent customer service - no matter whom they're talking to in your organization. Maximizer Enterprise enables your entire staff to face customers and prospects through one professional voice by keeping all customer interaction information in one place. That includes marketing campaign participation, sales communications, general notes, and specific technical or customer service issues. With Maximizer Enterprise 7's new Customer Service module, your staff will track and

resolve more service issues, and they will discover and capitalize on more cross-selling opportunities.

Business Challenge 4

We need to share customer information in real-time with our other national and international offices, our sales representatives that are on the road, and our distribution partners and resellers.

Maximizer Enterprise solution:

Maximizer Enterprise gives your entire staff access to critical data from anywhere, on any device - at a remote office, through the web, or through a wireless connection on a Palm OS device - so your entire staff can effectively serve customers with up-to-date information. Through the new web-based Portals, sales people and partners can easily access client records and company literature, retrieve new sales leads, and keep your head office staff informed - automatically. MaxExchange and Maximizer Link securely and easily synchronize your central database with your remote office desktops and Palm OS devices so that your entire staff never suffers from information down time.

Business Challenge 5

We want our website to be more than a brochure. We need to have it collect and assign leads to sales people to ensure that all leads are followed up on. We also need our customers and partners to be able to help themselves to information and manage their own sales orders.

Maximizer Enterprise solution:

Maximizer Enterprise provides complete support for enabling your employees, customers, and partners to manage their transactions in several ways. The web acts as a Portal for sales and other staff to access your corporate customer database and general company information through the new Employee Portal. The new Partner Portal streamlines lead distribution by automatically distributing sales leads to your business partners and extended sales force. Secondly, these leads generated from your website are automatically entered into your database, categorized, and flagged for immediate follow-up by your specified sales person or sales team. The leads can also optionally be entered into future automated promotions. Maximizer Enterprise also enables you to set up an integrated, professional ecommerce enabled store that processes secure credit card transactions and tracks orders.

Business Challenge 6

Our business operates in a niche market, so we need very specific things from a CRM solution. But customized solutions are too expensive and take too long to implement.

Maximizer Enterprise solution:

Maximizer Enterprise 7 was developed with a rapid implementation strategy in mind. Deploy Maximizer Enterprise out-of-the-box, and then let Maximizer Enterprise adapt as your business needs grow. Maximizer Enterprise includes powerful customization tools so you can quickly and cost-effectively create a CRM solution as unique as your business. You can also integrate Maximizer Enterprise with other software packages in your organization such as accounting, ERP, or inventory management systems, or even link it to your call center's computer telephony system.

Business Challenge 7

We recognize the benefits of CRM, but we can't afford to wait the 12 to 18 months that we've heard most CRM solutions take to implement.

Maximizer Enterprise solution:

Multiactive designed Maximizer Enterprise to be an affordable solution for small and medium-sized businesses that can be quickly deployed and that requires low ongoing maintenance. Multiactive's Professional Services consultants or one of our Business Partners can help you see a rapid return on your investment with an immediate increase in staff productivity, customer retention, and revenue.

Customer Testimonials

"In terms of alternatives for a sales and marketing automation solution that could be implemented globally, there really are no comparable packages... We chose Maximizer Enterprise because of its practical features and cost efficiency. We felt the software's performance met our business objectives, and the cost was significantly more attractive than the other alternatives."

Joerg Steinhäuser,
Commercial Senior Manager Sales
Siemens Marine Engineering Division
Employs 700-seat Maximizer Enterprise
solution

"We needed to greatly improve our cross-department and employee-to-employee communications, so that everyone could keep up to date with a customer, supplier, or project... Maximizer Enterprise provided all of the solutions to our fundamental problems... We are extremely pleased with both the overall performance and utility of Maximizer Enterprise. It has become a seamless part of our business."

Francisca Ling
Sales and Marketing Department
Unisoft Systems Inc.
Employs 20-seat Maximizer Enterprise
solution

Maximizer Enterprise 7

	SQL eCRM Suite	SQL CRM Suite	Pervasive CRM Suite *
Type of Business	Small and Medium-sized Businesses with multiple sales channels	Small and Medium-sized Businesses	Small Businesses
Number of Users	20 - 500+	20 - 500+	3 - 50
Sales & Contact Management			
Contact and schedule management	✓	✓	✓
Opportunity and sales lead management for individuals and teams	✓	✓	✓
Email, fax, letter correspondence with merge fields (including templates)	✓	✓	✓
Outlook email and calendar integration	✓	✓	✓
Reports for revenue forecasts, opportunity pipeline, account activities, and more	Pre-formatted, advanced custom reports (Crystal Reports)	Pre-formatted, custom reports (Crystal Reports)	Pre-formatted, custom reports (ReportSmith)
Marketing			
Create, schedule, execute targeted email campaigns with the Marketing Campaign Manager	✓	✓	✓
Create personalized web experiences and track campaigns responses	✓	✓	
Automated web lead capture and assignment to appropriate sales person or sales team	✓		
Company Library for documents, and sales & marketing literature	✓	✓	✓
Customer Service			
Capture and recall all communication and interaction in one place to share consistent information throughout the company	✓	✓	✓
Track, manage, search and report on customer service issues such as RMAs, and technical problems	✓	✓	✓
Access			
Remote office employee access through MaxExchange	✓	✓	Additional Cost
Maximizer Link Palm synchronization	✓	✓	✓
Employee Portal web and wireless access to client records, Intranet, and Company Library	✓		
Partner Portal for distribution and management of partner sales leads	✓		
Customer Portal web access to order tracking, and appointments	✓		
eBusiness			
Build a complete and customized online store connected with your database	eStore	eStore	ecBuilder Pro Lite
Enable customers to check on order status	✓		
Discounts for partners, eCoupons for customers	✓	✓	
Administrator Features			
Database	MS SQL	MS SQL	Pervasive SQL
Network configuration	Client/Server	Client/Server	Client/Server, Peer-to-Peer Workgroup
Integration with accounting, inventory management, other ODBC applications	Integrator's Toolkit included	Integrator's Toolkit included	Additional Cost for Integrator's Toolkit
Create custom screens, program behaviors	Integrator's Toolkit included	Integrator's Toolkit included	Additional Cost for Integrator's Toolkit
Security groups and controls	✓	✓	✓

***Note:** The Maximizer Enterprise 7 trial CD included in this package is the Pervasive CRM Suite. Some of the features mentioned in the Solutions are available only in the MS SQL database Suites. Please refer to the chart above to find out which Product Suite is right for you.

About Multiactive Software Inc.

Established in 1987, Multiactive Software (TSE:E) is a leading provider of innovative customer relationship management (CRM) and contact management solutions that help companies streamline marketing, improve sales and customer satisfaction. Multiactive has helped over one million users grow their businesses by building profitable customer relationships with the award-winning solutions Maximizer Enterprise™ and Maximizer®. Multiactive is a global organization with over 250 value-added resellers and alliance members and offices in North America, Latin America, Europe, and Asia Pacific. Customers include leading companies such as Siemens, Travelers Insurance, Virgin Records, and Pennzoil. For more information, please visit us at www.multiactive.com.



Maximizer Enterprise Pervasive CRM Suite System Requirements

Maximizer Enterprise Server System Requirements

- Pentium processor, 450 Mhz or better
- 128 MB RAM or better (256 MB recommended)
- Microsoft Windows (95, 98, ME, NT 4.0, 2000, or XP)
- Microsoft Internet Explorer 5.0 or higher (included on Maximizer Enterprise CD)
- Pervasive 2000i Workgroup Engine (provided during Maximizer Enterprise installation)
- 200 MB of free hard disk space for program files, plus an additional 200 MB for the Maximizer Enterprise Workstation setup files if requested

Maximizer Enterprise Workstation System Requirements

- Pentium processor, 133 Mhz or better
- 64 MB RAM or better
- Microsoft Windows (95, 98, ME, NT 4.0, 2000, or XP)
- Microsoft Internet Explorer 5.0 or higher (included on Maximizer Enterprise CD)
- Pervasive 2000i Workgroup Engine (provided during Maximizer Enterprise installation)
- 32-bit MAPI- or VIM-compliant email client such as Microsoft Outlook™ or Novell GroupWise
- 200 MB of free hard disk space

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