



Altimum IMS

Customer relationship management (CRM)
Business Intelligence



Altimum IMS - Documentation Center

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ALTIMUM IMS

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ATTRACT PROSPECTS
WIN NEW CUSTOMERS
INCREASE REPEAT BUSINESS

PRODUCT OVERVIEW

For over 10 years, Maximizer Enterprise™ has remained the chosen CRM solution for small to mid-sized businesses. Proven, award-winning and flexible enough to meet the needs of companies in any industry, Maximizer Enterprise helps attract prospects, win new customers and increase repeat business – at an affordable price.

Consolidate customer information in one easy-to-use software solution to help your executives make better business decisions and sales, marketing and customer service professionals work smarter.

SALES **MARKETING** **CUSTOMER SERVICE & SUPPORT**



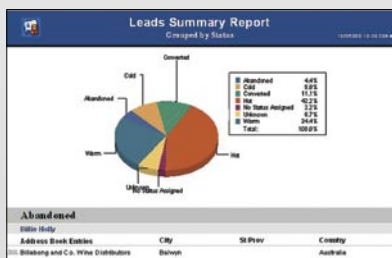


Market Effectively

Attract More. Spend Less.

“Maximizer Enterprise enables us to cost-effectively build, execute and track targeted direct mail and email marketing campaigns with different messages for different groups of clients and prospects. As a B2B company, we rely on this tool to help us reach audiences quickly with market relevant communications - ultimately cultivating strong relationships to grow our business.”

- Elen Alexov, Direct Marketing Manager, Ipsos-Reid North America



Marketing Metrics:

Quickly evaluate campaign ROI and lead status.

Empower marketing with the unprecedented ability to manage teams and execute cost-effective campaigns. Armed with return on investment information, marketing can spend more wisely, redirecting resources from unsuccessful tactics to those that generate real returns. Maximizer Enterprise 9 gives marketers power to identify trends and generate demand and leads to drive successful customer relationships.

Market

- Reach target markets quickly with internal list management and cost-effective text or HTML email, fax, and print campaigns.
- Comply with privacy, do-not-call and anti-spam legislation with system-enforced functionality out-of-the-box.
- Set-up automated processes to aid marketing and lead management efforts. For example, set Maximizer Enterprise to automatically send an email response to web requests and to alert the appropriate sales representative to follow up.

Measure

- Automatically calculate the ROI on each campaign.
- Calculate conversion rates and discover the cost of customer acquisition.
- Identify response rates and pinpoint successful tactics.

Manage

- Plan and direct marketing projects by assigning tasks to team members using Action Plans.
- Share marketing collateral and documents across your organization to ensure consistent branding and communications.
- Increase efficiency and time-to-market with marketing project management to manage your team and resources.

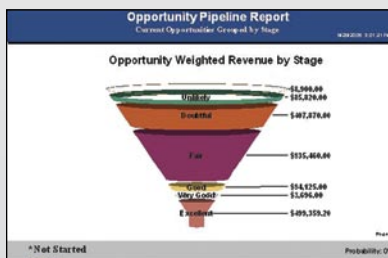


Sell More

Accelerate Sales. Win More Deals.

"We have seen a 500% return on our investment with Maximizer Enterprise. We wouldn't have been able to develop our global sales force without it."

*- Cam Buschel, Sales Analyst,
StemCell Technologies*



Sales Management: Gain greater visibility into the success of your business with sales forecast and pipeline reports, account activity reports, phone logs, and more.

Motivate your sales team with on demand access to complete information and a powerful opportunity management system. Maximizer Enterprise 9 enables managers to track and measure individual and aggregate team performance. Generate more accurate forecasts based on the status of deals in the pipeline. Understand the real returns on sales investments so you can model more successful best practices.

Motivate

- Empower your sales representatives to respond quickly to prospects and build more intimate relationships with customers, by managing their time, tasks and accounts more effectively.
- Easily access Microsoft® Outlook® email and calendar directly in Maximizer Enterprise. Also access contacts, leads, schedules, and sales opportunities from anywhere: directly on your desktop in the office, remotely on your laptop, through a web browser, or on your handheld device (Palm®, BlackBerry®, or Pocket PC).
- Let sales people use Maximizer Enterprise with other Microsoft® Office applications: Word for creating letters, and Excel for importing data and exporting reports.
- Have a complete view of customers, including the financial history, through out-of-the-box integration with Intuit® QuickBooks®.

Measure

- Monitor each representative's performance using a variety of real-time metrics or alerts, including call statistics, lead follow-up status, win/loss analysis and more.
- Regularly review key indicators through the Executive Dashboard and accurately analyze your opportunities by generating real-time Crystal Reports® including Sales Pipeline Funnel, Lead Summary, and Forecast Analysis – or have the reports automatically emailed to you on a weekly schedule.

Manage

- Increase close ratios by modeling best sales practices that guide your salespeople through a proven process. Implement sophisticated sales methodologies using the powerful Opportunity Manager or simple processes using Action Plans that come with built-in templates.
- Drive more sales through resellers with Partner Relationship Management lead assignment and forecasting capabilities.



Service & Support Efficiently

Foster Customer Loyalty. Drive Repeat Business.

"We have been using Maximizer Enterprise since v1.0 – we couldn't have grown our business without it. Most recently, with improved customer service and support functionality, it has improved service response times by 50%."

*- Warren Mathusek, President,
Mathusek Inc.*

Shape your customers' experience. Provide your service and support teams with the information and tools to process customer requests quickly and efficiently. Satisfy customers by rapidly delivering exactly what they need for the products or services they have purchased. Increase their confidence in your ability to deliver. Then leverage existing customer information to cross-sell, up-sell and promote repeat business.

Maximize

- Track, escalate and resolve customer service issues to keep customers satisfied.
- Resolve issues faster with a central repository of critical customer case details and a Knowledge Base of successful incident resolutions.
- Make the best use of specialized knowledge by assigning and escalating cases based on expertise.
- Reduce workload and increase customer satisfaction by giving customers and partners self-service access to case status and FAQs through secure web portals.

Monitor

- Ensure service agreements are renewed on a timely basis by tracking contract expiration dates and service level agreements.
- Improve customer service representative productivity: receive alerts on overdue cases and analyze case queues to ensure customer satisfaction remains high.
- Determine areas where more staff may be needed based on the volume of requests.

Manage

- Create automated processes such as automatic case assignment and notification of overdue cases to ensure every customer receives prompt service.
- Proactively service customers by having real-time access to critical customer service metrics through the Crystal Reports integrated Dashboard.
- Contribute to overall business effectiveness by identifying areas for improvement with customer service, product enhancements, and other critical customer feedback points.



Customer Service & Support Insight:
Instantly view rep productivity levels, case status, and case billing with out-of-the-box reports.



Outperform

Gain Insight. Manage to Win.

"I train hundreds of business owners every year to be massively successful and accelerate the profitability of their business and personal incomes 10 – 100 times what they currently earn. I recommend Maximizer Enterprise to all businesses that I work with because I know it works reliably day in, day out. Maximizer Enterprise has been one of the best business investments I have made in the last 10 years."

- Garry Kewish, VP Marketing & Sales, Brian Tracy International



Executive Dashboards: Visualize crucial performance metrics at a glance.

Pay attention to the things that really matter to your business. Empower your managers with an accurate view of all aspects of your company's performance. Use the proven capabilities in Maximizer Enterprise to consolidate and present critical business information. Give senior executives the metrics they need to steer your business to success.

Monitor

- Use Executive Dashboards integrated with Crystal Reports to visualize crucial performance metrics at a glance.
- Configure real-time alerts and automatic reports to monitor performance, processes and policies.

Measure

- Generate reports that show the effectiveness of any element of your sales, marketing and customer service operations.
- Create benchmarks from existing data to guide and improve performance.

Manage

- Make informed personnel decisions based on measurable performance data.
- Alter products and services to meet with customer expectations and demand.
- Increase profitability by trimming costs and increasing sales.



For More Information

Contact Maximizer Software
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Locate a Certified Solution Provider
1-800-624-4153

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What Makes Maximizer Enterprise Better?

- One fully integrated product that's easy to use
- Superior flexibility, easy to configure & customize
- Rapid implementation, simple to administer
- On demand access: Desktop, PDA & Web-Ready
- Integrates with Microsoft® Office and Outlook®, plus leading accounting programs
- Bullet-proof security
- Architecture built on industry standards
- Low total cost of ownership

About Maximizer Software

Maximizer Software has helped over 7,000 Maximizer Enterprise customers and more than one million Maximizer users grow their businesses by building profitable customer relationships with award-winning solutions.

For more on Maximizer Enterprise 9, go to www.maximizer.com for access to:

- More product details
- Online demonstrations
- Live webinars
- CRM best practices white papers
- Pre-recorded webcasts
- 30-day trial software
- System requirements

Maximizer Enterprise works with technology from the following partners



Awards



Certified Solution Provider



Maximizer™

The CRM Company

www.maximizer.com

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Altimum IMS

Customer relationship management (CRM)
Business Intelligence



Specialists at Altimum IMS work closely with your key personnel to build customer loyalty and optimize your company's business processes and growth.

Consultation

Evaluation of your needs and identification of your goals. Analysis of your unique service offer and business processes.

- Sales
- Marketing
- Customer Service
- Business Intelligence

Integration

Selection and customization of a CRM solution to meet your corporate goals.

Training/Coaching

Customized training of your personnel to link technology and processes.

- CRM application functions
- Business processes
- Corporate culture

Altimum IMS provides solutions which strengthen the relationship between your company and your customers.

For further information about Altimum IMS services,
Please call (514) 593-0085 or visit our Website:

www.altimumims.com