



# Customization Suite

## Customize CRM to Support & Accelerate Your Business

### Key Benefits

- Customize Maximizer Enterprise to model proven best practices for your company
- Adapt screens and actions in Maximizer Enterprise to make it more relevant and useful to individual users
- Leverage information from other front-end and back-end systems easily by integrating with them

*“We wanted a system that was intuitive and as easy to use as possible. Maximizer Enterprise appealed to us because we could easily customize an array of screens. We like Maximizer Enterprise because we can modify it down the road as our team becomes more confident with the system. This bottom up design is essential to the success of our CRM roll out because it gets the users involved in future customizations.”*

*Jack Guidry,  
VP & National Sales Manager,  
W&O Supply*

Unlike Web-only, hosted applications, Maximizer Enterprise™ facilitates business agility by supporting customization at every level. Alter the software and interface on an ongoing basis to mirror your evolving business processes as they evolve.

IT professionals, Maximizer Professional Services Consultants and Certified Solution Providers can easily tailor Maximizer Enterprise to suit your requirements with the powerful Customization Suites. Using familiar programming languages and industry standards to integrate with your front- and back-office applications, you'll get up and running quickly.

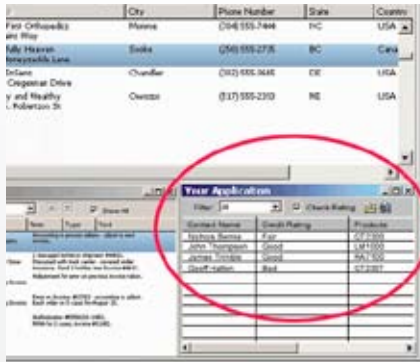
### Take Advantage of Industry Standards

- Visual Studio.NET
- Visual Basic® and Visual Basic .NET
- ASP.NET, Java, Java Script, C#
- Access, Delphi and Visual C++®
- XML for seamless data transfer
- Use direct, native SQL updates for industry-standard coding and faster customization
- COM library with over 35 objects, 900 functions, and data streams that open up the full power of Maximizer Enterprise to other applications
- .NET Assembly
- OLE and ActiveX®
- DDE to transfer data to applications such as Microsoft® Word, Excel® or WinFax

### Draw on the Extensive Customization Suite

With the Customization Suites, IT professionals have everything they need to integrate, customize and extend the power of Maximizer Enterprise.

- Detailed documentation, including Maximizer Enterprise data and table structures
- Easy-to-use interface with a full customization drop-down menu
- Code examples in VB.NET and C# for creating custom program behaviors, windows and alerts, and integrating Maximizer Enterprise with other applications
- Create custom windows and tabs once and implement them for both the desktop client and web-based Employee Portal
- Automatic third-party data synchronization enables your integration and customized windows to work for both desktop and disconnected remote users
- Hooks to the Address Book, Calendar, Customer Service, Notes, Opportunities, Phone and User-Defined Fields
- Triggers for alarms (Appointment, Hotlist & Opportunity status) to let you define your own program behaviors



**See more in Maximizer Enterprise:** Create an additional window to see information from other applications, like your accounting software.

## Extend Functionality with Third-Party Products

Extend the functionality of Maximizer Enterprise with third-party products already available from Technology Alliance Partners (TAP), including:

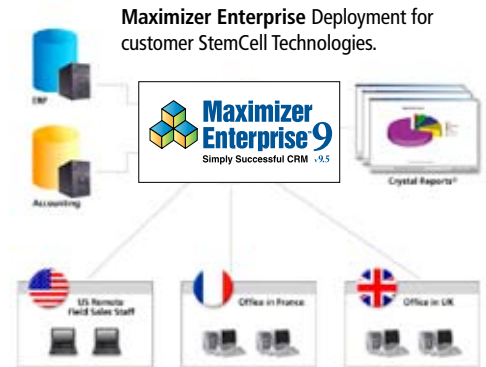
- Add-on applications for specific industries
- Quote software
- Shipping software
- Address verification software
- And more...

## Model Business Best Practices

- Increase productivity by giving staff a centralized view of key information that is stored in multiple applications. Create additional windows to display the information they need from accounting or other applications, to answer customer inquiries, issues and concerns immediately—without having to switch applications or check with other departments.
- Add custom tabs and action menu items to existing dialog boxes in your Address Book, Opportunities, Customer Service Cases and Marketing Campaigns.
- Customize the Partner and Customer Portal to fit your business.
- Customize your menu items, toolbar and window captions to personalize the interface to your business processes.
- Use wizards to create unique data entry forms with custom fields to give each department the flexibility they need to gather critical data.
- Set up customized actions and notifications to staff and partners for email updates on case status.
- Modify the appearance and type of Opportunities and Customer Service Cases visible in the web portals.

## Integrate With Other Front and Back-Office Applications

- Connect Maximizer Enterprise with your other systems, like your inventory management or ERP programs.
- Take advantage of the Accounting API programming interface to integrate with accounting programs like Great Plains® and Macola and create an additional window for customer-facing staff to see the financial details of customer accounts, including past estimates & invoices, credit balance and limit.
- Transfer data seamlessly between applications using XML.
- Synchronize data from other applications into Maximizer Enterprise in real-time or at regularly scheduled intervals, such as nightly or weekly.
- Schedule triggered data transfers when you use Maximizer Enterprise Workflow Automation to monitor your applications for critical activities such as processed orders or late shipments.



FEATURES - Customization Suites	CRM	eCRM	Advanced
<b>ODBC Tools</b>			
Ability to work with most popular IDEs, including Visual Studio .NET, Access and Delphi	✓	✓	✓
Complete documentation of data structures, Maximizer Enterprise tables and links	✓	✓	✓
Data verification/validation features	✓	✓	✓
Maximizer ODBC Drivers, plus helpful tips on using Maximizer Enterprise 9.5 with ODBC	✓	✓	✓
Documentation and examples for utilizing Maximizer Enterprise 3rd Party Data Synchronization tools	✓	✓	✓
<b>Hooks &amp; Triggers</b>			
Wizards for Visual Basic to help create hooks, custom forms and additional windows and tabs	✓	✓	✓
Code examples in VB, VB.NET, and C#	✓	✓	✓
eCommerce Payment Gateway Architecture to enable real-time online credit card transaction processing		✓	✓
Instructions and code examples for Customization Suite APIs, including OLE Automation, ActiveX, .NET	✓	✓	✓
Specifications on available integration hooks including hooks into Opportunities, Customer Service, Notes, Phone, Calendar, Address Book, User Defined Fields and more	✓	✓	✓
Structured storage objects and data streams for customized document storage	✓	✓	✓
Customization of Employee Portal and Partner Portal		✓	✓
Accounting API: Tools for direct integration with accounting applications (including creation of an additional window to see real-time financial data)			✓
MaxExchange DCOM			✓
MaxExchange Web Services API			✓



## For More Information

Contact Maximizer Software  
**1-800-804-6299**  
sales@maximizer.com

Locate a Certified Solution Provider  
**1-800-624-4153**

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## 9 Reasons that Make Maximizer Enterprise Better

- Award-winning, intuitive, integrated sales, marketing, customer service & support CRM software
- Adaptable to your business demands
- On demand access: Desktop, PDA & Web-Ready
- Rapid deployment & results
- Works with Office, Outlook®, and accounting programs
- Bullet-proof security
- Architecture built on industry standards
- Affordable: Lowest total cost of ownership in its class
- Proven with over 7,500 customers and over 10 years focused on customer management software

### Maximizer Enterprise 9.5

Designed for small and medium-sized businesses, Maximizer Enterprise 9.5 rapidly helps companies gain strategic insights and implement winning strategies that will outperform competitors. This proven, affordable CRM solution gives sales, marketing and service professionals the tools they need to attract prospects, win new customers and increase repeat business.

### About Maximizer Software

Maximizer Software has helped over 7,500 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 9.5, go to [www.maximizer.com](http://www.maximizer.com) for access to:

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

Maximizer Enterprise works with technology from the following partners



### Awards



Certified Solution Provider



**Maximizer™**

The CRM Company [www.maximizer.com](http://www.maximizer.com)

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