

# Maximizer Software Launches New Brand and Corporate Focus on Mobile CRM

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## 1,600 Companies Worldwide Adopt Mobile CRM Solution

Bracknell, UK - August 18, 2008 – Driving the mobile CRM wave, Maximizer Software (TSX:MAX), a leading provider of simple, accessible customer relationship management (CRM) solutions, has announced its new mobile CRM brand – Maximizer Mobile CRM. To date, more than 1,600 companies worldwide have adopted Maximizer's mobile CRM solutions, proving the demand in the market for mobile sales and service solutions for small and medium-sized businesses.

"The new Maximizer Mobile CRM brand underlines our corporate focus in the growing mobile marketplace. We helped pioneer mobile CRM, so we are aligning our resources and further focusing on our strengths in this dynamic market," said John Caputo, president, Maximizer Software. "With rapid technology advancements in devices, applications, and network speed, our customers are rapidly embracing new smartphone solutions to give field sales and other mobile professionals immediate access to the customer information they need to strengthen relationships with their customers. We will continue to develop our mobile CRM solutions and lead this market, to help customers close deals faster, increase customer satisfaction and provide more flexibility for their employees."

Encompassing all of Maximizer's mobile CRM products, the new Maximizer Mobile CRM brand offers several options for today's mobile devices and smartphones:

- MaxMobile for BlackBerry® or Windows Mobile® devices: data is stored on the device and synchronised with Maximizer CRM in the office.
- MaxLink for Palm® devices: data is synchronised between Palm OS device modules and data in Maximizer CRM modules.
- Wireless Web Access: online, real-time access to Maximizer CRM data through the mobile device's wireless web browser.

Maximizer Mobile CRM provides access to customers, leads, notes, documents, schedules, sales deals, and service cases, directly on mobile devices, while enabling synchronisation with information at the office.

"With 2.25 billion mobile devices expected to be sold by 2015, Maximizer's Mobile CRM offerings are right in line with the growing demand in the mobile marketplace," said Barton Goldenberg, president, ISM Inc., strategic CRM advisors. "Maximizer is delivering a key mobile solution to sales teams who are always on the go and need their customer information at their fingertips."

A leading medical device sales team speaks to the technology's advantage: "Without a doubt, Maximizer Mobile CRM for Windows Mobile devices has been a highly successful productivity tool for our mobile field team, as well as our service staff and R&D department", said Byron MacPhee, U.S. vice president of sales, Sigvaris. "Mobile CRM gives the executive team a tremendous strategic advantage in having near real-time

customer information flowing in from the field which ultimately allows Sigvaris to remain a proactive customer service organisation."

For more information on Maximizer Mobile CRM solutions, please visit <http://www.max.co.uk/mobile-crm/mobile-crm-options.html>.

#### About Maximizer Software

Maximizer Software is a leading provider of simple, accessible, customer relationship management (CRM) solutions, providing the best value for small and medium-sized businesses. Built on a web-based architecture, Maximizer CRM offers sales, marketing, and customer service users and managers their choice of access to customer information – through the desktop, web, or mobile device. Maximizer Software has sold more than 1 million licences for over 120,000 customers ranging in size from entrepreneurs to multi-national organisations, including: Siemens, Société Générale, HSBC, TD Securities, Lockheed Martin, Brian Tracy International, Fisher & Paykel Healthcare, Oxford University Press, and Cathay Pacific. Maximizer Software is a global business with offices and over 400 business partners in the Americas, Europe/Middle East/Africa and Asia Pacific.

For more information, please visit: [www.max.co.uk](http://www.max.co.uk).

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