

Maximizer Software Underlines Focus on Mobile CRM in Partnership with Research In Motion at Wireless and Mobile 09

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Stand 806 – Olympia Two, London – 21st and 22nd May

Bracknell, UK – 13 May, 2009 – Maximizer Software, a leading provider of simple, accessible customer relationship management (CRM) solutions, will underline its continuing focus on mobile CRM at Wireless and Mobile 09, in partnership with Research In Motion (RIM), creators of BlackBerry.

MaxMobile for BlackBerry® is at the forefront of mobile CRM, providing instant access to customers, leads, notes, online document repositories, calendar, sales opportunities and service cases, directly on the smartphone. This helps to increase sales, close deals faster, and free up customer ‘face-time’ while improving customer satisfaction, reducing downtime and boosting productivity.

Data is stored on the BlackBerry and synchronised with Maximizer CRM in the office, giving on the go field sales and other mobile professionals immediate access to the information they need to strengthen relationships with their customers. The system supports wireless synchronisation, releasing the user from the challenges of ensuring that information is always accurate and up-to-date.

“Bringing CRM data direct to the mobile phone allows all levels of mobile professionals to increase their productivity by recording customer interactions in real time. It also increases an executive’s visibility of business critical information anywhere, anytime.” said Mark Carter, marketing manager EMEA, Maximizer Software. “Importantly, mobile-enabled CRM provides small and medium-sized organisations with a valuable return on investment, helping maintain the very highest levels of service to customers, grow revenue from their current customer base – and win new-name business.”

Maximizer will be demonstrating its mobile CRM solution for BlackBerry on stand Number 806 at Wireless and Mobile 09 in Olympia, London on the 20 – 21 May.

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. As a pioneer in the CRM industry for more than 20 years, Maximizer offers sales, marketing, and customer service staff and managers access to customer information through mobile devices, online, or the desktop. Maximizer’s solutions enable organisations to accelerate business growth by streamlining sales, marketing and customer service processes, while exceeding client expectations. Maximizer Software has sold over one million licences to more than 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 throughout the Americas, Europe/Middle East/Africa and Asia Pacific. For more information, please visit: www.max.co.uk

Media Contact:

Mark Carter
Marketing Manager EMEA
Maximizer Software Ltd.
Direct: +44 (0) 1344 766909
mcarter@max.co.uk

Jonathan Bawden or Emily Young
Portfolio Communications Ltd.
Tel: +44 (0)20 7240 6959
jonathan.bawden@portfoliocomms.com
emily.young@portfoliocomms.com

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