

What is cloud computing?



Cloud computing is the latest way to work with and store your business data and is being hailed as the next big trend. This is highly understandable when you learn exactly what cloud computing is and how it can benefit your business.

An individual or company can entrust their data and software to an external provider who will host their data and software for them. The individual or company can then use their software and data as before but they do so via the internet; this is known as cloud computing.

Maximizer Software uses cloud computing to provide its customers with a recession defying CRM solution, which allows a vast choice of flexible payment methods, functionality and deployment options, to provide a cloud CRM solution which is unique to your needs.

The terminology

One of the most daunting aspects of any computer innovation, like cloud computing, is the new terminology it comes with. Before going into further detail it is worth familiarising yourself with the following terms and phrases:

- **Cloud consumer:** any person or organisation that arranges for the delivery of a cloud service, either for themselves or for their individual users. If you were to subscribe to one of Maximizer's cloud based CRM solutions, you would be a cloud consumer
- **Cloud provider:** a cloud provider delivers cloud services to cloud

consumers. Maximizer Software, together with its business partners form a global network of cloud providers

- **Hosted or located in the cloud:** a way of describing a cloud system. Maximizer cloud based CRM is hosted by one of Maximizer Software's trusted partners who hold the consumer's data on a secure server, allowing them to access their data in the cloud, via the internet
- **On-premise:** the main alternative to cloud computing, in terms of software deployment. Having software on-premise means it's installed and run by your company, on your own server. Therefore you require the hardware and IT infrastructure to maintain the software
- **Operating in the cloud:** when a cloud consumer uses the cloud to access their data via the internet
- **Moving into the cloud:** the activity of converting on-premise IT resources into cloud computing is known as moving into the cloud. CRM software can often utilise a large amount of your available IT resources, so if you were to move your solution into the cloud with Maximizer CRM you will free up a surprising amount of time and money
- **Client:** the point by which a user accesses a computer system. When the

Key Benefits

- Low initial investment
- Reduced IT overheads
- Highly flexible working
- Smoother service
- No hassle IT maintenance

cloud is involved the client is known as a cloud client and would be your PC, laptop or mobile device by which you access your hosted system

- **Datacentre:** the facility that houses server computers for an organisation. Similarly, datacentres which host cloud systems are known as cloud datacentres
- **Cloudware:** software which operates in the cloud.

"It is difficult to imagine how we would function without this invaluable tool to our business."

Peter Hunt, Director, Multipix Imaging

Achieve more on the web than ever before with comprehensive upgrades to Maximizer's web access in Winter 2012.



How does cloud computing deliver my CRM needs?

Cloud computing means you can bypass the expense and complication of implementing and maintaining your own CRM solution. You simply log on to your hosted CRM system with your web browser, much like social media sites or internet based email accounts.

This means fast and functional software, without the spiralling cost of actually buying and maintaining servers in-house. Be warned that some CRM solution providers will charge you separately for storage and/or software, with a fairly feeble amount of data capacity being given at the cost they initially quote.

At Maximizer Software, we pride ourselves on being straight forward, offering customers a variety of simple but very functional cloud based CRM systems, with masses of storage for one low monthly fee. This allows you to effectively cut costs in terms of your IT overheads and increase revenue by being able to use a CRM solution that will empower you to boost sales, increase marketing return on investment and provide your customers with pre-eminent service.

What are the benefits of using a cloud based CRM Solution?

Low initial investment

Maximizer CRM offers cloud computing with a low initial investment, in contrast to traditional CRM software which needs to be bought with the additional hardware and employee resource required to run it.

Cost efficient

Using a cloud provider for your CRM means you don't need to pay for a large amount of software features that you don't need. Maximizer CRM has various payment plans, allowing you to start with a basic package and roll out more services as your business grows and needs a more functionality in its CRM solution.

Reduce your spend on IT

Maximizer Software's cloud computing services are hosted by them or one of their trusted partners, so there's less need for you to have your own servers, software and dedicated IT support staff, which can reduce your overheads.

Flexible working

Maximizer's cloud based CRM solutions are accessed securely through a web browser giving you and your staff access to vital business information anywhere, anytime, from any computer (MAC, PC or mobile device). This makes implementing a flexible, mobile working system much more simple.

End back up data concerns

All the data you enter into your Maximizer CRM cloud based system will be looked after by one of its highly respected partners, so you don't need to worry about having to back-up the data on your computer in case it is lost, damaged or stolen as your data will be stored in specialist datacentres.

Save time

By operating in the cloud you free up your IT resources to concentrate on more important tasks than running your CRM system. You also unburden your system

with weighty data storage, lengthening its life and saving on overheads by avoiding idle system costs.

Experience a smoother service

Using cloud computing to access your Maximizer CRM system means hassle free upgrades as Maximizer Software installs them for you without interruption to your service.

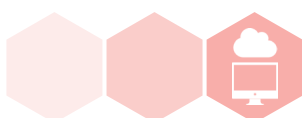
Are there any disadvantages to using a cloud based CRM solution?

Security

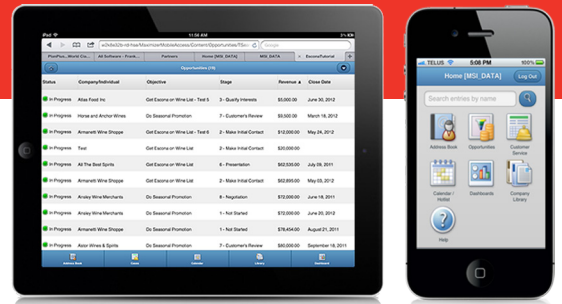
Security of data is the number one concern of potential hosted CRM solution consumers. Not being able to physically possess the storage of their own data means they must rely on the provider to keep their data safe. Maximizer Software hosts highly confidential and vital data for some of the top financial, medical and industrial organisations in the world because reliability and security form the basis for all the CRM software we develop.

What happens if your provider goes bust?

Another concern with cloud based CRM solutions is the possible loss of data which can occur if a cloud provider goes out of business. If your CRM system is being hosted by a provider which goes bust then your data can be at risk. This depends on a number of factors, the most important of which is whether your cloud provider offers you an escrow agreement or an arrangement to that effect. This means that your data can be accessed directly by you in the event of your provider going out of business. It would be highly unlikely that Maximizer Software would fall on



Save more time than ever before and get comprehensive access to your CRM system - anywhere, anytime with Maximizer CRM 12 Winter 2012.



hard times, with over 25 years experience, but to put your mind at ease we offer a comprehensive escrow agreement which will fully protect your data should the worst happen.

Data migration

The migration of data to the cloud, from the cloud or between cloud services can be problematic in some instances. This is due to compatibility issues between differing operating systems and applications. Maximizercloud based CRM solutions are compatible with Microsoft Excel® and have various advanced import and export features making the problem of having your data stuck in one place a thing of the past.

What is SaaS?

Software as a Service (SaaS) is the largest category of cloud services, providing a very wide range of software which is managed by the host. Maximizer CRM and its business partners can provide this kind of service, giving you a pioneering CRM solution that is specific to its end-user requirements but is entirely hosted for them.

Maximizer's cloud based CRM allows the user to customise various aspects of their system. This gives users various possibilities to adapt and mould their CRM system to uniquely fit them and their needs. For example, differing security levels can be put in place, so private and confidential information entered by the users can be made only viewable by certain parties. In addition portals can be made available for external parties to the organisation to view, edit and download certain information on your CRM system.

Would the cloud be right for your CRM system needs?

The cloud could be a great solution for your CRM solution if:

You are a small-medium sized company

When the number of CRM system users reaches over 100, it could make more financial sense to have an on-premise CRM solution, such as Maximizer CRM 12 Winter 2012. However if you have a smaller number of users you could cut costs substantially by choosing Maximizer's cloud CRM solutions, as you won't be running servers and paying in house IT staff.

You want the flexibility in how you access your CRM

By moving your CRM solution to the cloud you have the ability to access it from anywhere at any time via the internet. Maximizer CRM's cloud based solutions are highly versatile, having been especially designed to operate in a reliable and user friendly way on smart phones, computer tablets and other mobile devices, making your CRM truly accessible.

You want to ensure the return on investment of your CRM

Maximizer's cloud based CRM offers a low monthly subscription which you can increase to include more functionality, as and when you need it. This means you aren't paying for any features you don't use and you can expand the features and number of users at any time.

You want the solution but not the hassle
Maximizer CRM's cloud options offer you the functionality of an expensive on-

premise solution without the headaches and price. Maximizer Software and it's software partners handle any technical issues, leaving you to simply use your CRM solution to grow your business.



Maximizer CRM 12 Winter 2012 has been updated to utilise the latest mobile technology and browsers.



About Maximizer Software

Maximizer Software delivers Customer Relationship Management (CRM) software and professional services to meet the needs, budgets and access requirements of entrepreneurs, small and medium businesses and divisions of large enterprises.

Simple, easy to use and affordable, Maximizer CRM enables companies to mobilise their workforces through all-access web, smart phone, tablet and desktop delivery methods.

Easily configurable for organisations in any industry, Maximizer CRM optimises sales processes, enhances marketing initiatives and improves customer service to ultimately boost productivity and revenue.

With headquarters in Canada and offices and business partners worldwide, Maximizer Software has sold over one million licenses to more than 120,000 customers since 1987.

Technology Partners



Maximizer CRM

Maximizer CRM helps small and medium-sized businesses maximize their marketing, sales, customer satisfaction capabilities and enhance their productivity and efficiency through the optimisation of what resources they have.

Why Maximizer CRM?

- Simple & quick to deploy, use and maintain
- Flexible access options through web, desktop and mobile devices
- Value for money with low total cost of ownership and monthly subscription models
- Expertise as a leader in pioneering CRM development, with more than 20 years experience.

Visit www.max.co.uk for:

- A test drive of the latest release
- Information on how CRM can support your role
- Tools and eBooks
- Resources and information on Cloud based CRM
- An overview of technology and features
- Online demos and features
- White papers and webinars on CRM best practices.

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