

Maximizer CRM10 holds sway at Westbury Control Systems

Maximizer CRM10 to be deployed at UK based control systems manufacturer

“We anticipate it will also help sales teams raise productivity levels, increase revenues -- and ultimately, the company's profitability.”

*- Paul Knott,
Operations director,
Westbury Control Systems*

Bracknell, UK – October 24, 2008 – Maximizer Software, the leading provider of simple, accessible customer relationship management (CRM) solutions, today announced it has been chosen by Westbury Control Systems to deploy Maximizer CRM10, through certified business partner JI Software.

Westbury Control Systems designs and manufactures equipment and systems for industrial control and automation projects. The company will use Maximizer CRM10 throughout its sales and marketing departments to synchronise information and customer details. The sales team will now be able to access customer details through their Windows, Web or mobile interface while they are on the move, without having to call the office. This reduces the time taken to collect information, allowing them to focus on increasing productivity. In addition, Westbury Controls hopes to expand the CRM solution to its customer service team in the near future increasing the information stored on the database.

Paul Knott, operations director, Westbury Control Systems comments: *“Maximizer's intuitive ease of use, quick deployment and accessibility anytime, anywhere allows the sales team to focus on selling without having to search numerous spreadsheets and correspondence for important details. Maximizer CRM will allow faster transfer of knowledge and information across the whole sales and marketing teams. This will free up time that can be better used building stronger relationships, direct with customers and closing deals. We anticipate it will also help sales teams raise productivity levels, increase revenues -- and ultimately, the company's profitability.”*

Customisation was also a key requirement for Westbury Control Systems. Through Maximizer CRM10, the company is able to adapt the system to its own individual needs. David Jefferson, managing director at Maximizer Certified Business Partner; JI Software, who will be implementing the software solution comments: *“Maximizer CRM10 was the perfect fit for Westbury Control Systems as it not only offered the functionality to centralise all the sales and marketing details held at the company, but also provided the ability to specifically tailor the solution.”*

Vivek Thomas, managing director EMEA, Maximizer Software, added: *“Maximizer CRM10 allows Westbury Control Systems to ensure all its information is in one place. This is an essential part of streamlining any company as it reduces time spent by agents in retrieving relevant information, particularly when in the field. To this end, Maximizer CRM10 is perfectly positioned to support growing businesses, such as Westbury Control Systems, to keep up to date with sales leads and services cases. We are very much looking forward to seeing the business development and growth benefits of Maximizer CRM10 strengthening the company's business offering.”*

For More Information about the CRM success mentioned in this press release contact the Maximizer business partner to learn how we can help you accelerate your CRM success.

JI Software

JI Software
The Graham Lloyd Building
39 Ampthill Road
Bedford
Bedfordshire
MK42 9JJ

T: (01234)214004
F: (01234) 215374
sales@jisoftware.co.uk
www.jisoftware.co.uk

PR0810-2

About Maximizer Software

Maximizer Software is a leading provider of affordable and easy-to-use customer relationship management (CRM) software applications. The Maximizer line of products help companies develop more responsive, personalised and profitable customer experiences. Built on a modern, Web-based architecture, Maximizer is easily integrated with existing corporate systems and features the latest in sales force automation, marketing automation, e-mail marketing and customer service technologies in a single mobile-accessible business management system. Maximizer Software has sold more than one million licences of its award-winning software solutions to companies ranging in size from entrepreneurs to multinational organisations. Customers include: Siemens, Playground - an Intrawest Company, HSBC, Cathay Pacific, TD Securities, Brian Tracy International, South Carolina Department of Commerce and Lockheed Martin.

UK and Mainland Europe
Apex House, London Road
Bracknell
Berkshire, RG12 2XH
United Kingdom
Tel: + 44 (0)1344 766900
Fax: + 44 (0)1344 766901
Web: www.max.co.uk

South Africa
377 Rivonia Boulevard
Rivonia, 2128
Johannesburg
South Africa
Tel: +27 (0)11 275 0116
Fax: +27 (0)11 275 5022
Web: www.maximizer.co.za

Americas
1090 West Pender Street
10th Floor
Vancouver, BC, V6E 2N7
Canada
Tel: +1 604 601 8000
Fax: +1 604 601 8001
Web: www.maximizer.com

Australia
Level 10, 815 Pacific Highway
Chatswood
New South Wales, 2067
Australia
Tel: + 61 (0)2 9957 2011
Fax: + 61 (0)2 9957 2711
Web: www.maximizer.com.au