



2018 Feature Review Guide

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ENHANCED IMPORT TOOL

SUMMARY

Maximizer CRM 2018 features an enhanced import tool to move contact data stored in spreadsheets and other systems into Maximizer, creating a centralized view that customer-facing teams can use to deliver personalization across every customer interaction. Users can quickly and easily upload files, specify import rules, and map fields between spreadsheets and Maximizer. Other functions of the import tool include:

- An advanced duplicative feature check to ensure no duplicative entries are created during an import.
- An import history showing the status of each import, including error logs tracking each failed or skipped entry.
- Import templates storing import rules and field mapping, making it easy to repeat frequently performed imports.

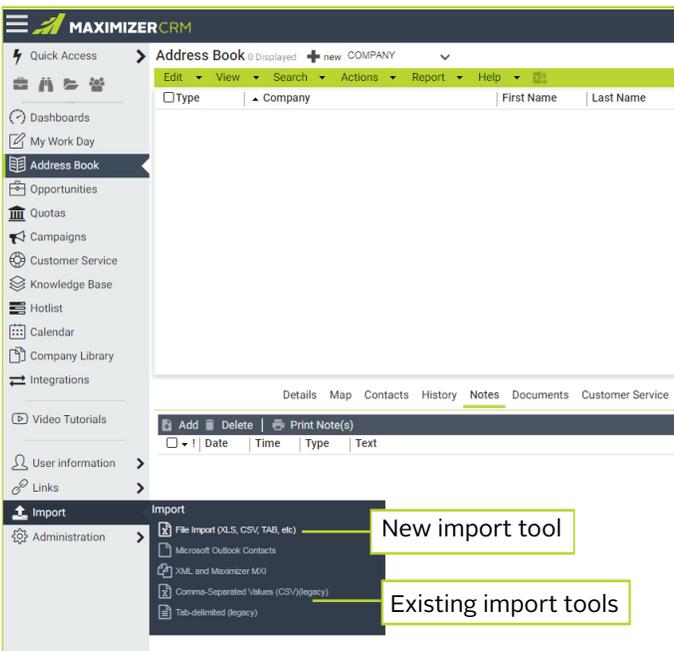
The new import tool supports these entry types: Company, Individual, Contacts and Opportunity.

Now it is possible to import a file containing these different record types all in one go. Whereas in the previous version users had to perform a separate import for each type of record in a file – now they can import a file only once. Maximizer automatically sorts entries into their appropriate type.

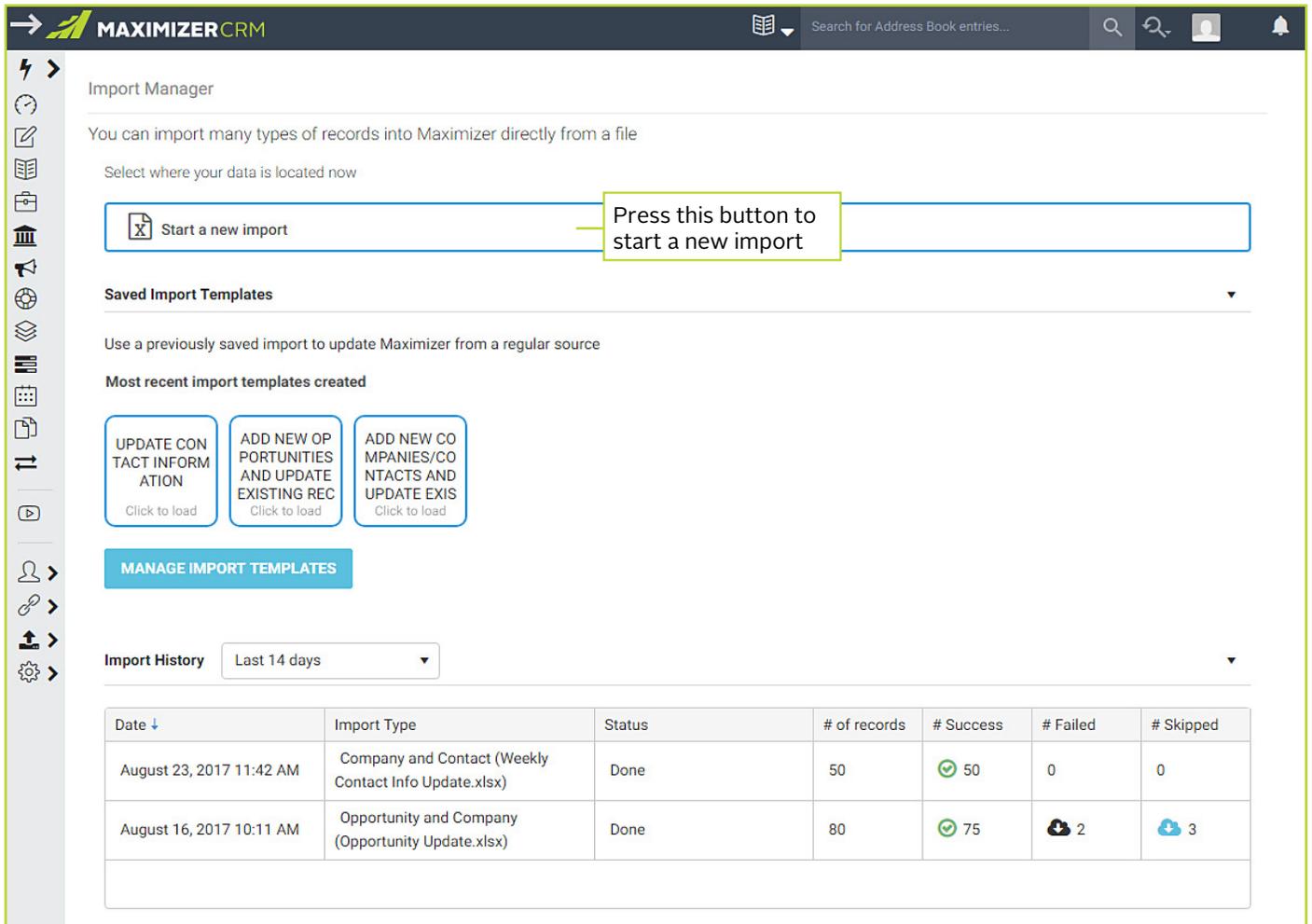
In addition, the enhanced import tool can now create an account associated with a contact.

IMPORT MANAGER

Access the import tool through Icon Bar > Import > File Import (XLS, CSV, TAB, etc). Click on this menu item to open the Import Manager. The existing import tools are still available.



The Import Manager screen allows you to start an import, access saved import templates and view import history.



The following sections are available in the Import Manager screen:

Start a new import

You can start a new import by pressing the **Start a new import button**. The steps for setting up a new import include:

Source > Rules > Mapping > Summary.

Saved import templates

The templates allow you to perform commonly used imports quickly. If you use a template to perform an import, all you need to do is to upload a new file.

Up to 5 of the most recently created templates will be displayed in Saved Import Templates section. You can manage your templates by pressing the Manage Import Templates button. Your templates are not shared with other users in your company. For more details about how to manage and apply your template, see [Import Template](#) section.

Import history

This section displays the imports that have been performed. For each import, the following data is recorded:

- Date and time of the import
- Import record types and the name of the import file
- Import status
- Number of rows in the import file
- Number of rows that have been processed successfully
- Number of rows that are failed to be imported
- Number of rows that are skipped during the import

Date ↓	Import Type	Status	# of records	# Success	# Failed	# Skipped
August 23, 2017 11:42 AM	Company and Contact (Weekly Contact Info Update.xlsx)	Done	50	✔ 50	0	0
August 16, 2017 10:11 AM	Opportunity and Company (Opportunity Update.xlsx)	Done	80	✔ 75	☹ 2	☹ 3

Press the icon or the number to download the log file.

If there are rows failed or skipped during the import process, a log file will be generated. You can download the CSV log file which contains the records that are failed or skipped. You will be able to review the reasons why records failed or skipped, fix any issues and upload the file again to import those records.

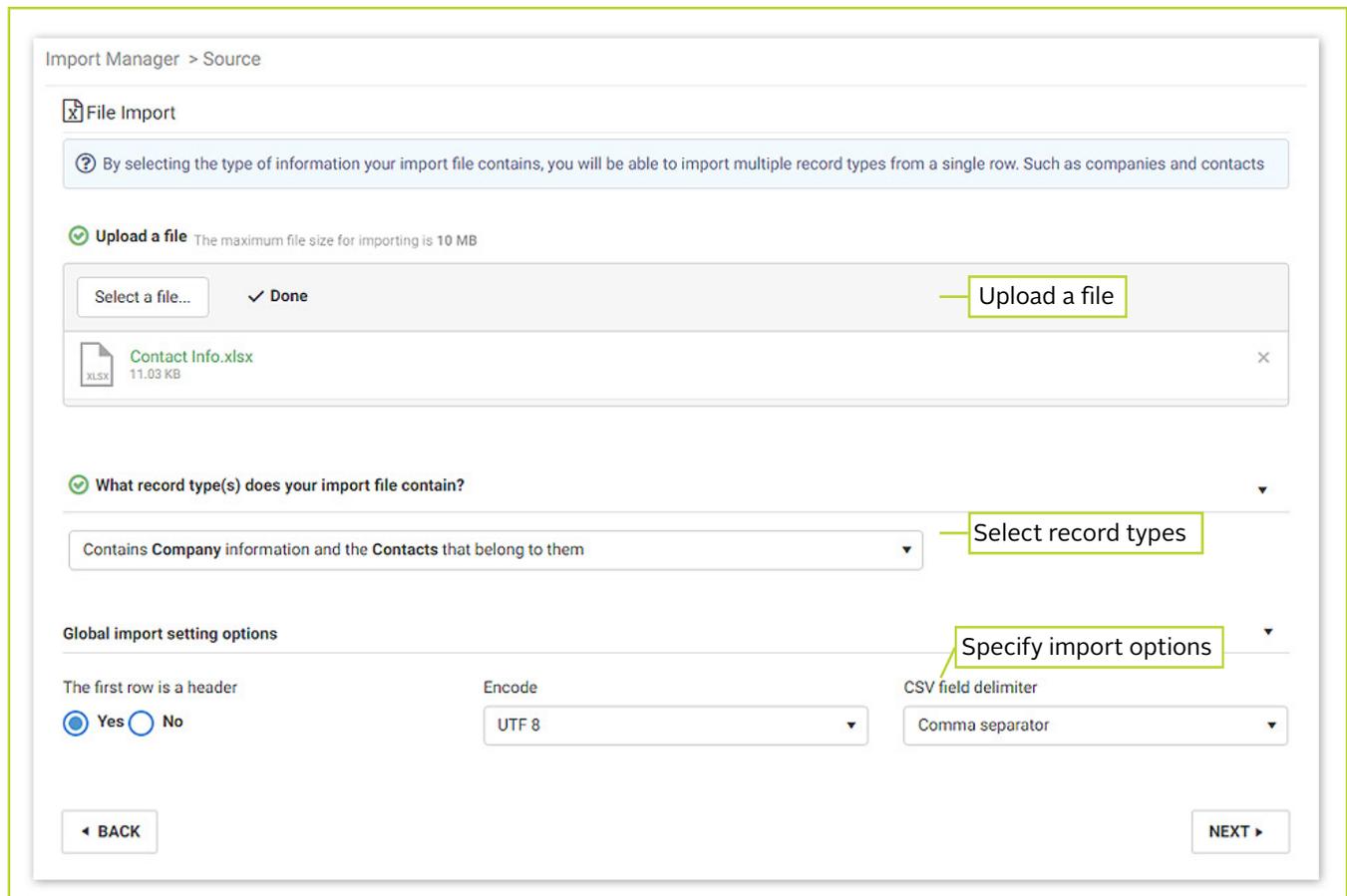
You can create a Favorite List for tracking successfully imported records. Pressing the number in the “# Success” column will retrieve the records from the Favorite List.

See more details in section [Import Process and Import History](#).

SETTING UP AN IMPORT - STEP 1: SOURCE

Import Manager > **Source** > Rules > Mapping > Summary

The first step in setting up an import is to upload a file. You also need to select the record types and specify import options.



Upload an import file

You can upload an import file by drag and drop or by pressing the “Select a file” button. Both CSV and Excel file formats are accepted.

Specify what record types that the file contains

You need to select the record type(s) that the import file contains. The selection will determine what record types will be imported and will affect field mapping -- which you will perform in a later step. The types in the drop-down include:

- Contains Company information only
- Contains Individual information only
- Contains Company information and the Contact that belong to them
- Contains Individual information and the Contact that belong to them
- Contains Opportunity for Company (additional Contact information might be present)
- Contains Opportunity for Individual (additional Contact information might be present)

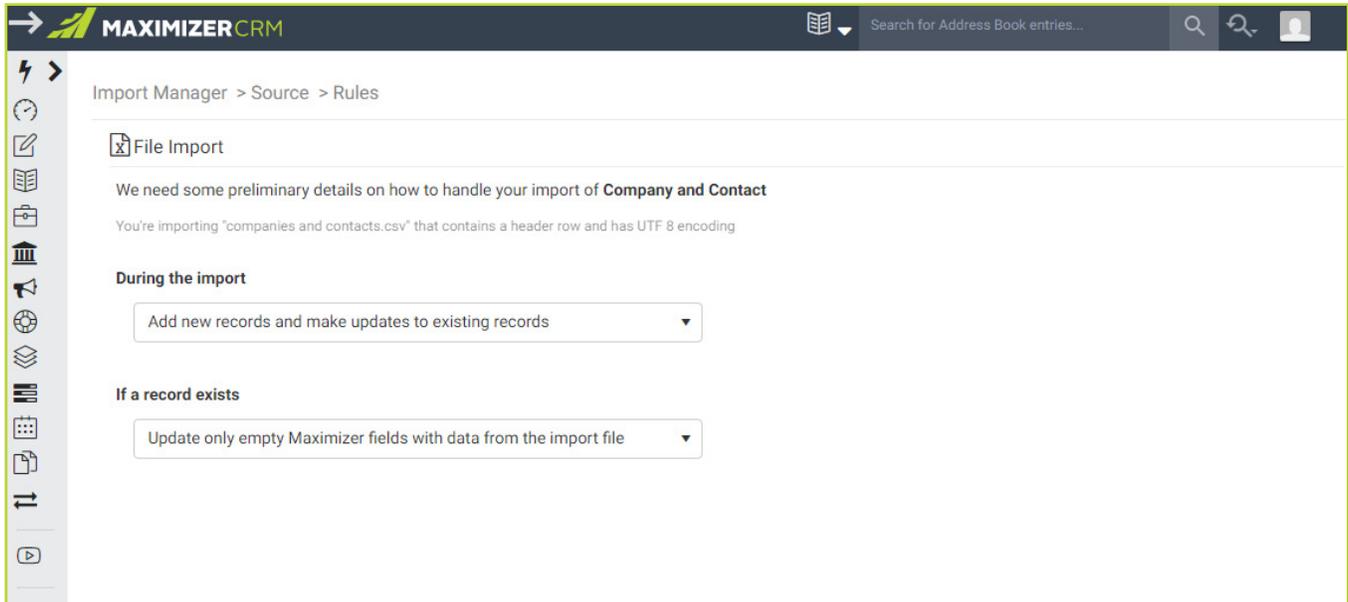
Set global import settings

By default, this section is closed. You need to expand the section and specify the settings for the import.

SETTING UP AN IMPORT - STEP 2: RULES

Import Manager > Source > **Rules** > Mapping > Summary

In this screen, specify what action will be performed during the import.



The first drop-down allows you to select an action for the import. The following actions are available:

- Add new records and make updates to existing records
- Add only new records currently not in Maximizer
- Only update existing Maximizer records with new data from the import file

The second drop-down specifies what action will be performed if an existing record is found in Maximizer.

- Update only empty Maximizer fields with data from the import file
- Replace all Maximizer fields with data from the import file

SETTING UP AN IMPORT - STEP 3: MAPPING

Import Manager > Source > Rules > Mapping > Summary

In this screen, you will match the columns in your spreadsheet to Maximizer fields. You also need to specify the fields that will be used to find the duplicate records in Maximizer.

FIELD MAPPING AND DUPLICATE CHECKING

To map a column in the spreadsheet with a field in Maximizer, click any place in a row. The Field Picker will slide out for you to select a Maximizer field. If the column header and the name of a Maximizer field are exactly the same, they will be mapped automatically.

The new import tool also supports creating notes. Simply map a blank column in your spreadsheet to 'note'. When you import the file, Maximizer will create a matching note for each cell you fill in and attach it to the appropriate record inside Maximizer. You can even map multiple new columns (e.g., 'Note', 'Note2' and 'Note3'). Through this method you can create as many new unique notes as you need and automate the process of attaching them.

The import record types selected in Source screen affect field mapping and duplicate checking.

Import Address Book entries

If you select Company in the Source screen, you will only see company fields in the Field Picker and will only need to use company fields for duplicate checking. If you select Company and Contact in the Source screen, both Company and Contact fields are available in the Field Picker. You need to specify at least one Company field and one contact field for duplicate checking.

MAXIMIZER CRM

Import Manager > Source > Rules > Mapping

File Import

Match your CSV columns to any Maximizer field to complete your import. The import you selected rec Maximizer record type

Selected record types: Company, Contact

Fields to be imported <small>Preview of data</small>	Destination Maximizer Fields <small>Location of the field within Maximizer</small>	Use as duplicate check <small>Record exists when all are ture</small>
Insurance Policy # <small>12345, 18975, 12249</small>	Don't Import	NO
Company Name <small>ABC Wine Shop, Carlyle Wines & ...</small>	Company <small>Company/Basic Fields</small>	YES
Contact Last Name <small>Johnson, James, Torres</small>	Last name <small>Contact/Basic Fields</small>	YES
Contact First Name <small>Ed, Dolton, Martha</small>	First name <small>Contact/Basic Fields</small>	YES
Contact EMAIL ADDRESS <small>EMAIL1@MAXIMIZER.COM, cont...</small>	Email Address <small>Contact/Basic Fields/Email Address</small>	NO
Contact Phone Home <small>(604) 60180...</small>	Phone 1 <small>one 1</small>	NO
Contact Address Line 1 <small>329 E MAIN ST...</small>		NO
Contact Address Line 2 <small>SUITE 3 & 4, ..</small>	Don't Import	NO
Contact City <small>hereville_nort.moody_nort.moody</small>	Don't Import	NO

Available fields:

- Address Book
 - Company
 - Basic Fields
 - User-Defined Fields
 - Contact
 - Basic Fields
 - User-Defined Fields
 - Note

Annotations:

- The spreadsheet column header is displayed on top of the Field Picker.
- Fields for company and contact are available for mapping.
- Map a column in the import file with "Note" to create notes in Maximizer.
- At least one field for company and one for contact are needed for duplicate checking.
- The fields for company and contact are identified by the icons

BACK NEXT

Import opportunities

If you select Opportunity and Company in Source screen, the fields for opportunity, company, and contact are available in the Field Picker. You need to map fields for Company and Opportunity, and specify at least one Company field and one Opportunity field for duplicate checking.

Contact fields are optional when you are importing Opportunities. If no contact fields are mapped, an opportunity will be created for a Company and not associated with a contact. If you map contact fields, the imported opportunity will be created for a Company and associated with a contact.

Import Manager > Source > Rules > Mapping

File Import

Match your CSV columns to any Maximizer field to complete your import. The import you selected records the following Maximizer record type

Opportunities Company

Fields to be imported <small>Preview of data</small>	Destination Maximizer Fields <small>Location of the field within Maximizer</small>	Use as duplicate check <small>Record exists when all are true</small>
Insurance Policy # <small>12345, 18975, 12249</small>	Identification <small>Basic Fields</small>	YES <input type="checkbox"/>
Company Name <small>ABC Wine Shop, Carlyle Wines & ...</small>	Company <small>Company/Basic Fields</small>	YES <input type="checkbox"/>
Contact Last Name <small>Johnson, James, Torres</small>	Last name <small>Contact/Basic Fields</small>	
Contact First Name <small>Ed, Dolton, Martha</small>	First name <small>Contact/Basic Fields</small>	
Contact EMAIL ADDRESS <small>EMAIL1@MAXIMIZER.COM, cont...</small>	Email Address <small>Contact/Basic Fields/Email Address</small>	
Contact Phone Home <small>(604) 6018000, (604) 6018001, (...)</small>	Phone 1 <small>Contact/Basic Fields/Phone 1</small>	NO <input type="checkbox"/>
Contact Address Line <small>329 E MAIN STREET, 111 Johns, 75</small>		NO <input type="checkbox"/>
Contact Address Line <small>SUITE 3 & 4, ...</small>	Don't import <input type="checkbox"/>	NO <input type="checkbox"/>
Contact City <small>Don't import</small>	Don't import <input type="checkbox"/>	NO <input type="checkbox"/>

Insurance Policy #

Available fields:

Search for fields

- Opportunities
 - Basic Fields
 - User-Defined Fields
 - Note
- Company
 - Basic Fields
 - User-Defined Fields
 - Note
- Contact
 - Basic Fields
 - User-Defined Fields
 - Note

Show hidden fields

BACK NEXT

Working with Field Picker

Click any place in a row to open the Field Picker. Select a Maximizer field in the Field Picker and it will link the field with the selected column in the spreadsheet. When you select a field in Field Picker, the highlight in the grid will automatically be moved to next row. You can continue selecting a Maximizer field in the Field Picker without clicking the rows. Note that you don't need to close the Field Picker when you are clicking the rows. The Field Picker will remain open when you are selecting a different row.

To select which fields you want to check for duplicates, turn on the switch in the "Use as duplicate check" column. Only mapped fields can be searched for duplicates.

FIELD ACTION AND FIELD FORMAT

You can specify a field-level action for each field. The default action is determined based on the selection in the Rules screen. You can change the default action using the drop-down menu in the Field Action column. Note that the field action drop-down won't be enabled until the field has been mapped. Also, field action is not allowed for fields used in duplicate checking.

- When "Add only new records currently not in Maximizer" is selected on the Rules screen, only "Add" is available for field action.
- When "Replace ALL Maximizer fields with data from the import file" is selected on the Rules screen, "Replace" is the default field action. You can select another action from the drop-down.
- When "Update only empty Maximizer fields with data from the import file" is selected on the Rules screen, "Add when empty" is the default field action. You can select another action from the drop-down.

Import Manager > Source > Rules > Mapping

File Import

Match your CSV columns to any Maximizer field to complete your import. The import you selected requires that you match at least 1 CSV column to a corresponding Maximizer record type

Opportunities Company Contact

Fields to be imported <small>Preview of data</small>	Destination Maximizer Fields <small>Location of the field within Maximizer</small>	Use as duplicate check <small>Record exists when all are true</small>	Field Action	Field Format
Insurance Policy # <small>12345, 18975, 12249</small>	Identification <small>Basic Fields</small>	YES		As imported
Company Name <small>ABC Wine Shop, Carlyle Wines & ...</small>	Company <small>Company/Basic Fields</small>	YES		
Contact Last Name <small>Johnson, James, Torres</small>	Last name <small>Contact/Basic Fields</small>	YES		As imported
Contact First Name <small>Ed, Dolton, Martha</small>	First name <small>Contact/Basic Fields</small>	NO	Replace	As imported
Contact EMAIL ADDRESS <small>EMAIL1@MAXIMIZER.COM, cont...</small>	Email Address <small>Contact/Basic Fields/Email Address</small>	NO	Replace	As imported
Contact Phone Home <small>(604) 6018000, (604) 6018001, (...)</small>	Phone 1 <small>Contact/Basic Fields/Phone 1</small>	NO	Replace	
Contact Address Line 1 <small>329 E MAIN STREET, 111 Johns, 123...</small>	Don't Import	NO	Replace	As imported
Contact Address Line 2 <small>SUITE 3 & 4,</small>	Don't Import	NO	Replace	As imported

Note that if the mapped field is a multi-value table field, Append will be available in the drop-down. Selecting Append will add the table item into the field.

If a mapped field is an alphanumeric field, you can specify the text format for the field. For example, you can set all letters to uppercase for the last name field.

Import Manager > Source > Rules > Mapping

File Import

Match your CSV columns to any Maximizer field to complete your import. The import you selected requires that you match at least 1 CSV column to a corresponding Maximizer record type

Opportunities Company Contact

Fields to be imported <small>Preview of data</small>	Destination Maximizer Fields <small>Location of the field within Maximizer</small>	Use as duplicate check <small>Record exists when all are true</small>	Field Action	Field Format
Insurance Policy # <small>12345, 18975, 12249</small>	Identification <small>Basic Fields</small>	YES <input checked="" type="checkbox"/>		As imported
Company Name <small>ABC Wine Shop, Carlyle Wines & ...</small>	Company <small>Company/Basic Fields</small>	YES <input checked="" type="checkbox"/>		As imported
Contact Last Name <small>Johnson, James, Torres</small>	Last name <small>Contact/Basic Fields</small>	YES <input checked="" type="checkbox"/>		As imported
Contact First Name <small>Ed, Dolton, Martha</small>	First name <small>Contact/Basic Fields</small>	NO <input type="checkbox"/>	Replace	As imported As imported Convert To Title Case Convert to sentence case COVERT TO UPPERCASE convert to lowercase
Contact EMAIL ADDRESS <small>EMAIL1@MAXIMIZER.COM, cont...</small>	Email Address <small>Contact/Basic Fields/Email Address</small>	NO <input type="checkbox"/>	Replace	
Contact Phone Home <small>(604) 6018000, (604) 6018001, (...)</small>	Phone 1 <small>Contact/Basic Fields/Phone 1</small>	NO <input type="checkbox"/>	Replace	
Contact Address Line 1 <small>329 E MAIN STREET, 111 Johns, 123...</small>	Don't Import	NO <input type="checkbox"/>	Replace	As imported
Contact Address Line 2 <small>SUITE 3 & 4, ...</small>	Don't Import	NO <input type="checkbox"/>	Replace	
Contact City	Don't Import	NO <input type="checkbox"/>	Replace	As imported

Specify text format for an alphanumeric field.

BACK NEXT

SETTING UP AN IMPORT - STEP 4: SUMMARY

Import Manager > Source > Rules > Mapping > Summary

This screen provides a summary view before you start importing records. If there are multiple record types in the import file, a separate section will be created for each record type. Only fields that have been mapped will be displayed in this screen.

You can create a Favorite List for quickly retrieving imported records. In the Favorite List section, select New to create a new Favorite List. You need to specify a name for the list. You can also add the records to an existing Favorite List by selecting the Append option and selecting an existing Favorite List.

Import Manager > Source > Rules > Mapping > Summary

Pick a favorite list

Create a new list Add to an existing list Replace an existing list None

New Import (13/10/2017 13:14)

Summary

Import Type: Company and Contact

During the import: Add new records and make updates to existing records

If a record exists: Replace ALL Maximizer fields with data from the import file

Company

Column Header	Destination Maximizer Fields	Import Value	Use as duplicate check	Field Action	Field Format
Company Name	Company	ABC Wine Shop, Carlyle Wines & Spirits, Edgar Bros.	✓		As imported

Contact

Column Header	Destination Maximizer Fields	Import Value	Use as duplicate check	Field Action	Field Format
Contact Last Name	Last name	Johnson, James, Torres	✓		As imported
Contact First Name	First name	Ed, Dolton, Martha		Replace	COVERT TO UPPERCASE
Contact EMAIL ADDRESS	Email Address	EMAIL1@MAXIMIZER.COM, contact2@maximizer.com, contact3@maximizer.com		Replace	As imported

← BACK SAVE TEMPLATE FINISH

You can create a Favorite List for retrieving the imported records.

Mapped company fields and contact fields are displayed in two sections.

Data from the import file is displayed so you can check if the field is mapped correctly.

After you review the information in the summary page and satisfy all the settings, press the Finish button to start the import process.

If you will do the same import again in the future, you can save all the import settings as a template. For more information about how to manage and apply a template, see [Import Template](#) section for details.

IMPORT PROCESS AND IMPORT HISTORY

After you press the Finish button in the Summary screen, the import process will start. You will be directed to the Import Manager screen where you can see import status.

The screenshot shows the 'Import Manager' screen in Maximizer CRM. At the top, there's a search bar and navigation icons. Below, there's a section for 'Start a new import' and 'Saved Import Templates'. A 'Most recent import templates created' section shows three buttons: 'UPDATE CONTACT INFORMATION', 'ADD NEW OPPORTUNITIES AND UPDATE EXISTING REC', and 'ADD NEW COMPANIES/CONTACTS AND UPDATE EXIS'. A 'MANAGE IMPORT TEMPLATES' button is also present. The 'Import History' section is set to 'Last 14 days' and contains a table with the following data:

Date ↓	Import Type	Status	# of records	# Success	# Failed	# Skipped
August 23, 2017 11:42 AM	Company and Contact (Weekly Contact Info Update.xlsx)	In progress	50	0	0	0
August 16, 2017 10:11 AM	Opportunity and Company (Opportunity Update.xlsx)	Done	80	75	2	3

A callout box points to the 'In progress' status in the table, stating: 'The new import will be displayed in the Import History section, with a progress indicator.'

After the import is completed, import statistics will be displayed in Import History. The statistics include:

- # of records – Total number of rows in the import file.
- # of success – Number of rows in the import file that have been imported successfully. Clicking the number will retrieve the Favorite List and show the records. Note that if your import creates opportunities, companies and contacts, the Favorite List will retrieve opportunities only.
- # of failed – Number of rows in the import file failed to be imported. Clicking the number will download the CSV log file.
- # of skipped – Number of rows in the import file skipped during the import. Clicking the number will download the CSV log file.

Import History Last 14 days						
Date ↓	Import Type	Status	# of records	# Success	# Failed	# Skipped
August 23, 2017 11:42 AM	Company and Contact (Weekly Contact Info Update.xlsx)	Done	50	✔ 50	0	0
August 16, 2017 10:11 AM	Opportunity and Company (Opportunity Update.xlsx)	Done	80	✔ 75	✘ 2	☁ 3

Multiple phases in the import process

The import tool performs an import in multiple phases, depending on the record types in the import file. For example, if the import file contains opportunities and companies, you will need to map the fields for company, contact and opportunity. The import process then proceeds through the following multi-phase process for each row:

- **Phase 1** – Checks existing companies. If an existing company is found, it updates the record. Otherwise, it creates a new company.
- **Phase 2** – Checks existing contacts. If an existing contact is found, it updates the record. Otherwise, it creates a new contact.
- **Phase 3** – Checks existing opportunities. If an existing opportunity is found, it updates the record. Otherwise, it creates a new opportunity.

If the import tool fails in any phase when processing a row, that row will be marked as failed. Using the example above, if the import tool processes one row, creates a company and a contact successfully but fails to create the opportunity, that row will be marked as failed.

IMPORT TEMPLATE

You may need to perform the same import regularly. For example, you export a list of opportunities to a CSV or an Excel file and send it to a business partner. You will regularly get updates from the partner and will need to import the opportunities back into Maximizer. To make it easy to repeat an import, you can save your import settings, including the import rules and field mapping, into a template. When you perform that import again, all you need to do is to upload a new file.

Create a template

To create a template, you need to go through all the steps to set up the import, including specifying import rules and field mapping. In the Summary screen, press the Save Template button. An Import Template dialog will open where you can enter a name for the template.

The screenshot shows the Maximizer CRM interface. The breadcrumb trail is "Import Manager > Source > Rules > Mapping > Summary". The page title is "Pick a favorite list". There are three radio buttons: "Create a new list" (selected), "Add to an existing list", and "None". Below them is a text input field containing "New Import (9/25/2017 10:52 AM)".

The "Summary" section contains the following information:

- Import Type:** Company and Contact
- During the import:** Add new records and make updates to existing records
- If a record exists:** Replace ALL Maximizer fields with data from the import file

The "Company" section has a table with the following data:

Column Header	Destination Maximizer Fields	Field Action	Field Format
Company Name	Company		As imported

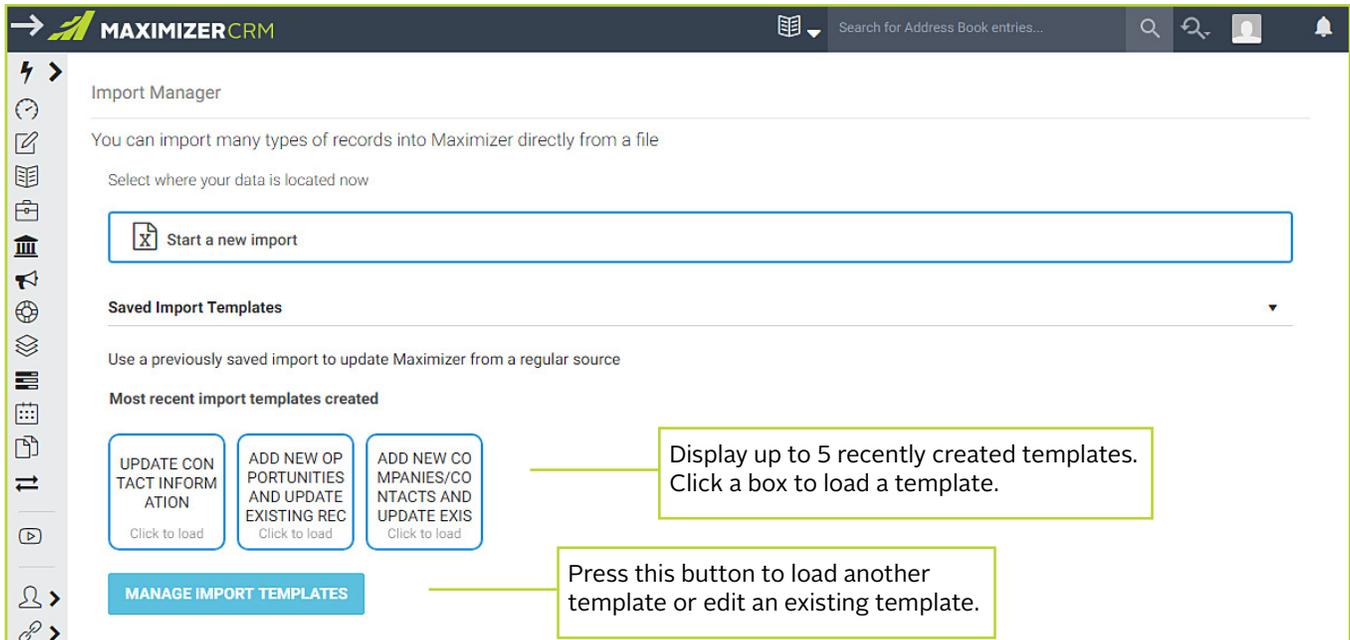
The "Contact" section has a table with the following data:

Column Header	Destination Maximizer Fields	Import Value	Use as duplicate check	Field Action	Field Format
Contact Last Name	Last name	Johnson, James, Torres	✓		As imported
Contact First Name	First name	Ed, Dolton, Martha		Replace	COVERT TO UPPERCASE
Contact EMAIL ADDRESS	Email Address	EMAIL1@MAXIMIZER.COM, contact2@maximizer.com, contact3@maximizer.com		Replace	As imported

An "Import template" dialog box is open in the center, with a text input field containing "Update Contact Information" and "SAVE" and "CANCEL" buttons.

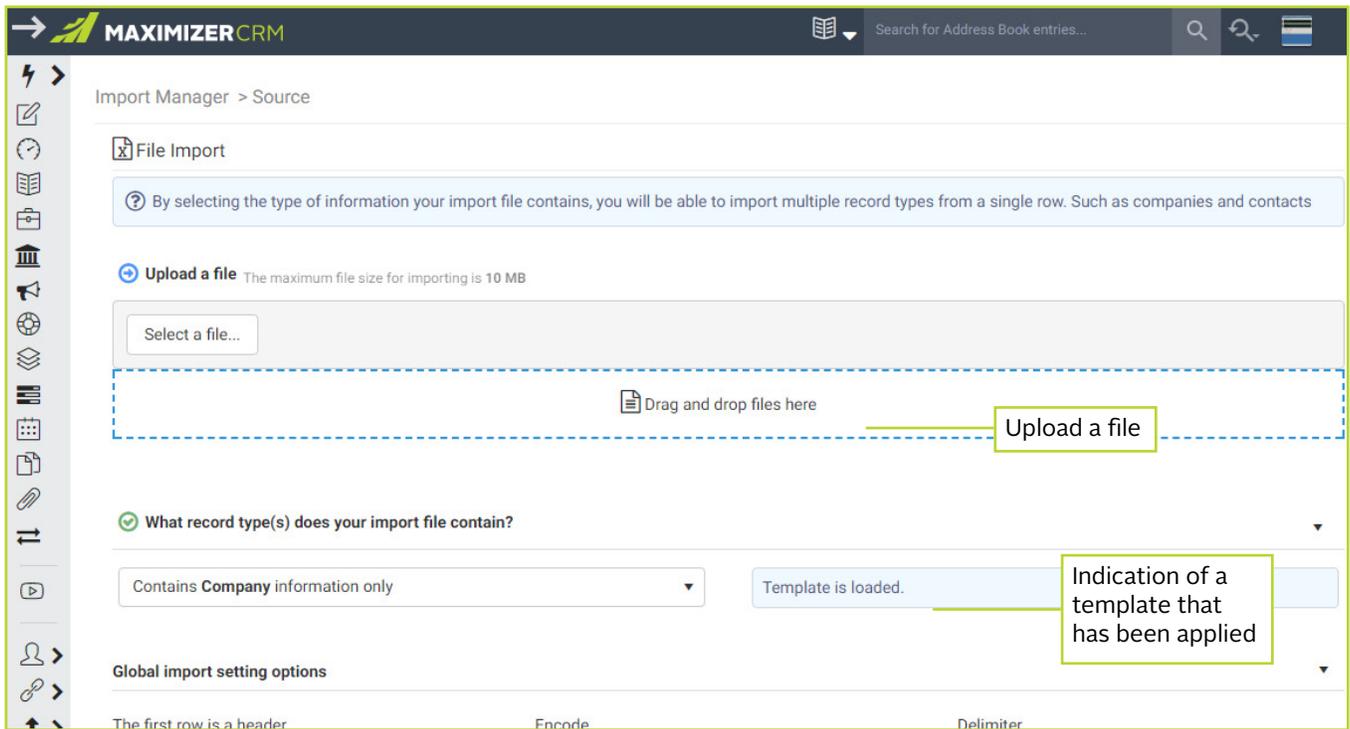
At the bottom of the screen, there are buttons for "BACK", "SAVE TEMPLATE", and "FINISH".

Saved templates can be accessed from the Import Manager screen. The recently created templates are displayed in the Saved Import Templates section. Press the Manage Import Templates button if you want to edit an existing template or use another template.



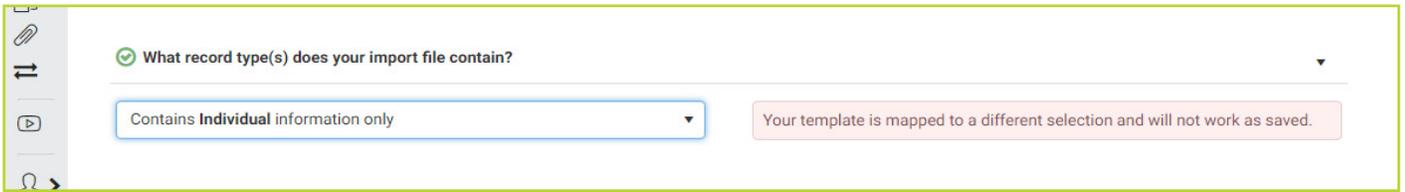
Apply a template

To apply a template, select a template in Import Manager. When the template is loaded, all you need to do is to upload a new file.



Click the Next button to go through each step and press the Finish button in the Summary page to start the import.

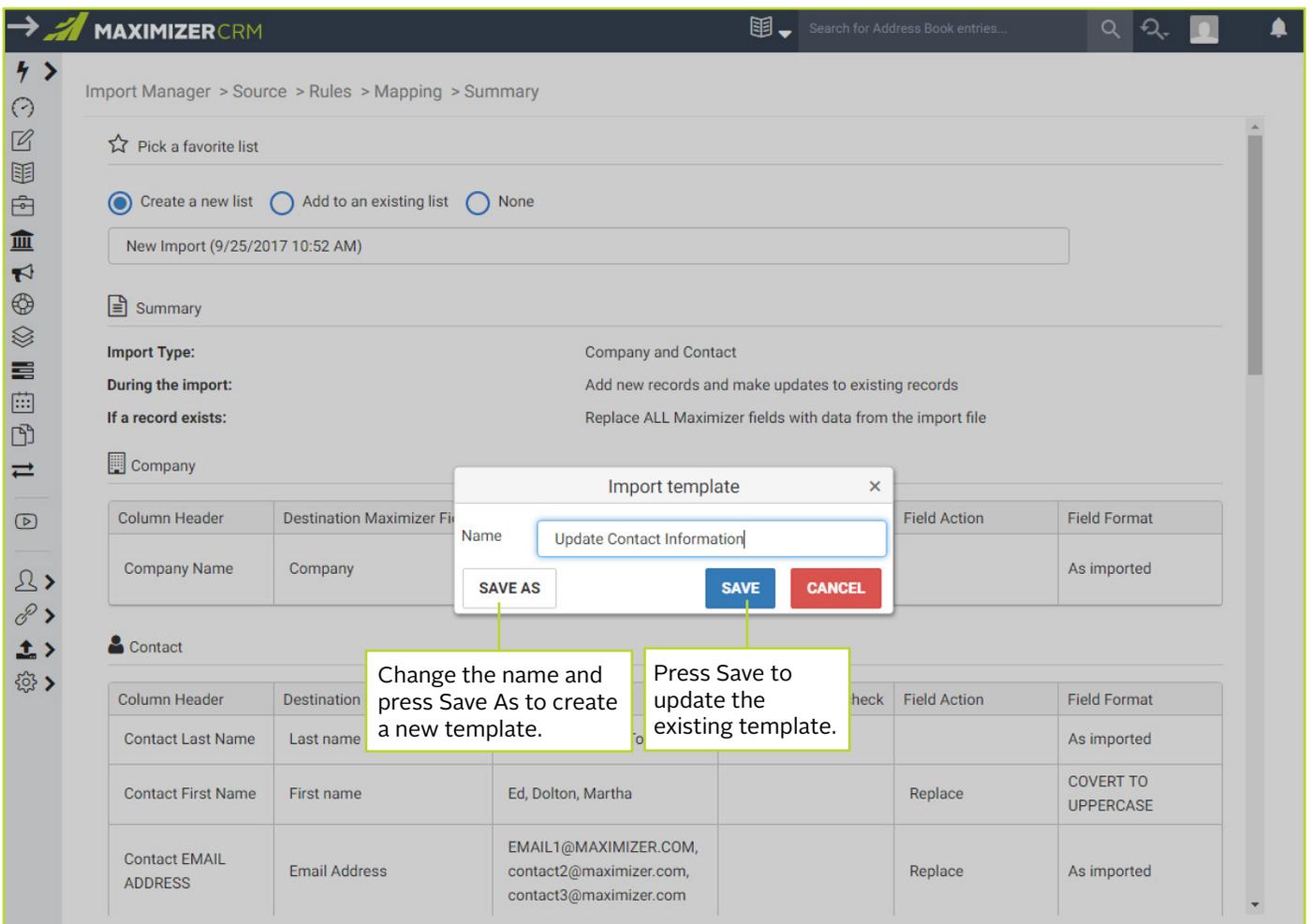
If you change the record type in the Source screen, your template will be changed and you will be prompted with a message. For example, in your template the record types are Company and Contact. If you load the template and change the record types to Individual and Contact, you will see the message below.



You can save the changes in the selected template or create a new template.

Edit a template

To change an existing import template, you need to load the template, and go through each step to make changes. In the Summary screen, press the Save Template button. In the Import Template dialog, press Save to update the selected template. Or, enter a new name and press Save As to create a new template.



GLOBAL EDIT

Global Edit allows you to batch edit a large number of records. The editing process can take a long time, depending on how many records you are editing. Previously, when Global Edit was in process, you could not work in another area of the product. You needed to wait for editing to finish before you could continue working in Maximizer. Now you are able to continue working while global editing is in progress.

The new Global Edit function is only available in the Address Book module.

The screenshot shows the Maximizer CRM Address Book interface. The top navigation bar includes 'MAXIMIZER CRM' and 'Address Book 5 Displayed - 1 Company, 4 Contacts - (5 selected) + new COMPANY'. A dropdown menu is open, listing various actions. The 'Global Edit...' option is highlighted in blue. A yellow callout box points to this option with the text: 'Click this menu item to access the new Global Edit dialog.'

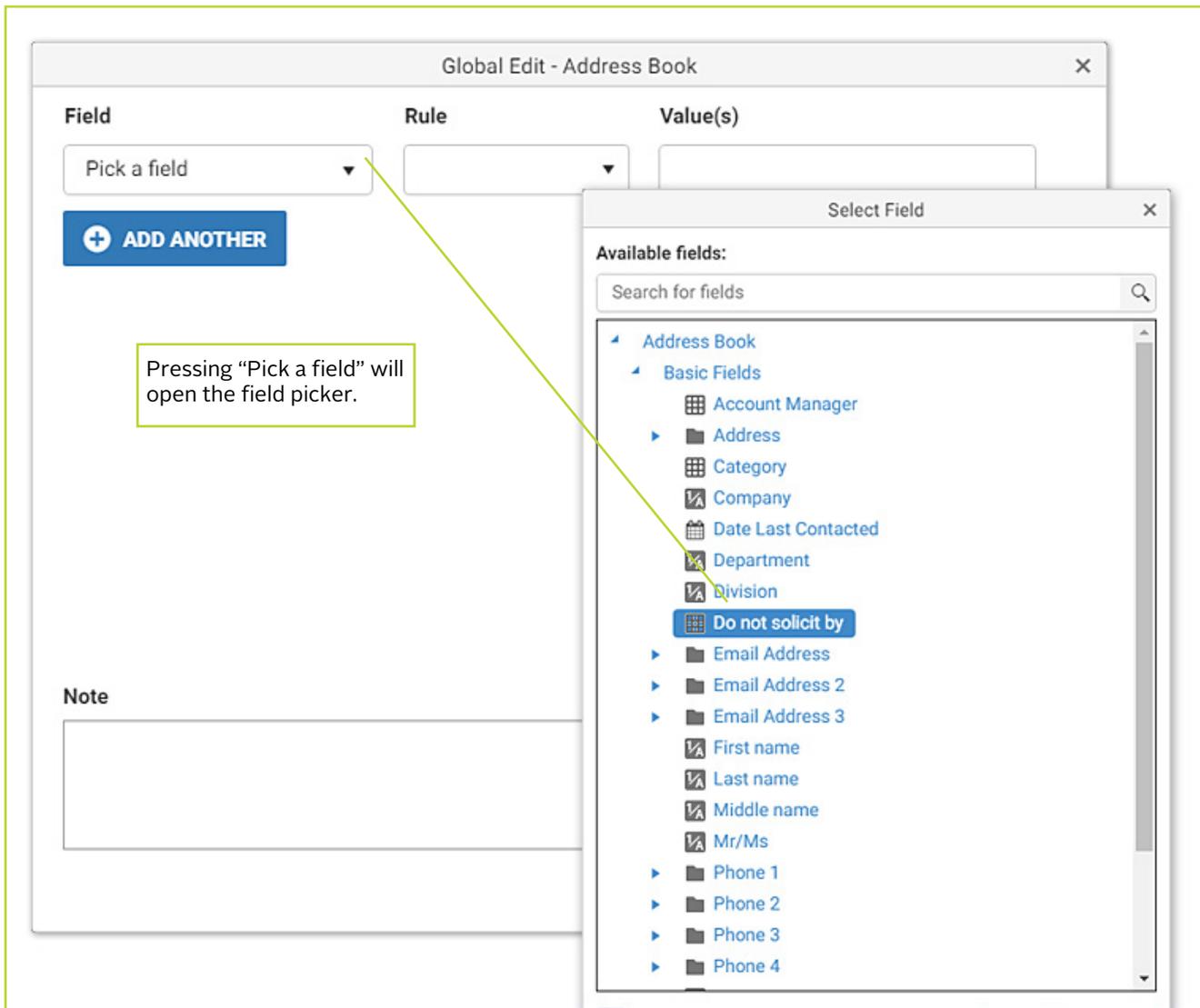
First Name	Last Name	Phone Number	Phone 1 Ext	Email Address	City	State	Department
		+1 604 601 802		escona@gmail.com	Vancouver	BC	Sales
David	Taylor	+1 604 601 802			Vancouver	BC	Sales
Ed	Johnson	(604) 601-8000		escona@maximizer.com	Vancouver	BC	Sales
James	Dolton	(604) 601-8000		escona@maximizer.com	Pittsburgh	PA	Sales
Martha	Torres	(604) 601-8000		escona@maximizer.com	Vancouver	BC	Sales

Details

Reseller Type:	Reseller-Bar/Pub
Last Visit:	July 29, 2011
Business Partner Level:	Silver
Partner Sales (YTD):	157000.00
Volume:	
Region:	CAN - West
First Contacted Date:	February 1, 2009

GLOBAL EDIT DIALOG

In the Global Edit dialog, you need to select fields for editing. Pressing “Pick a field” will open the Field Picker.



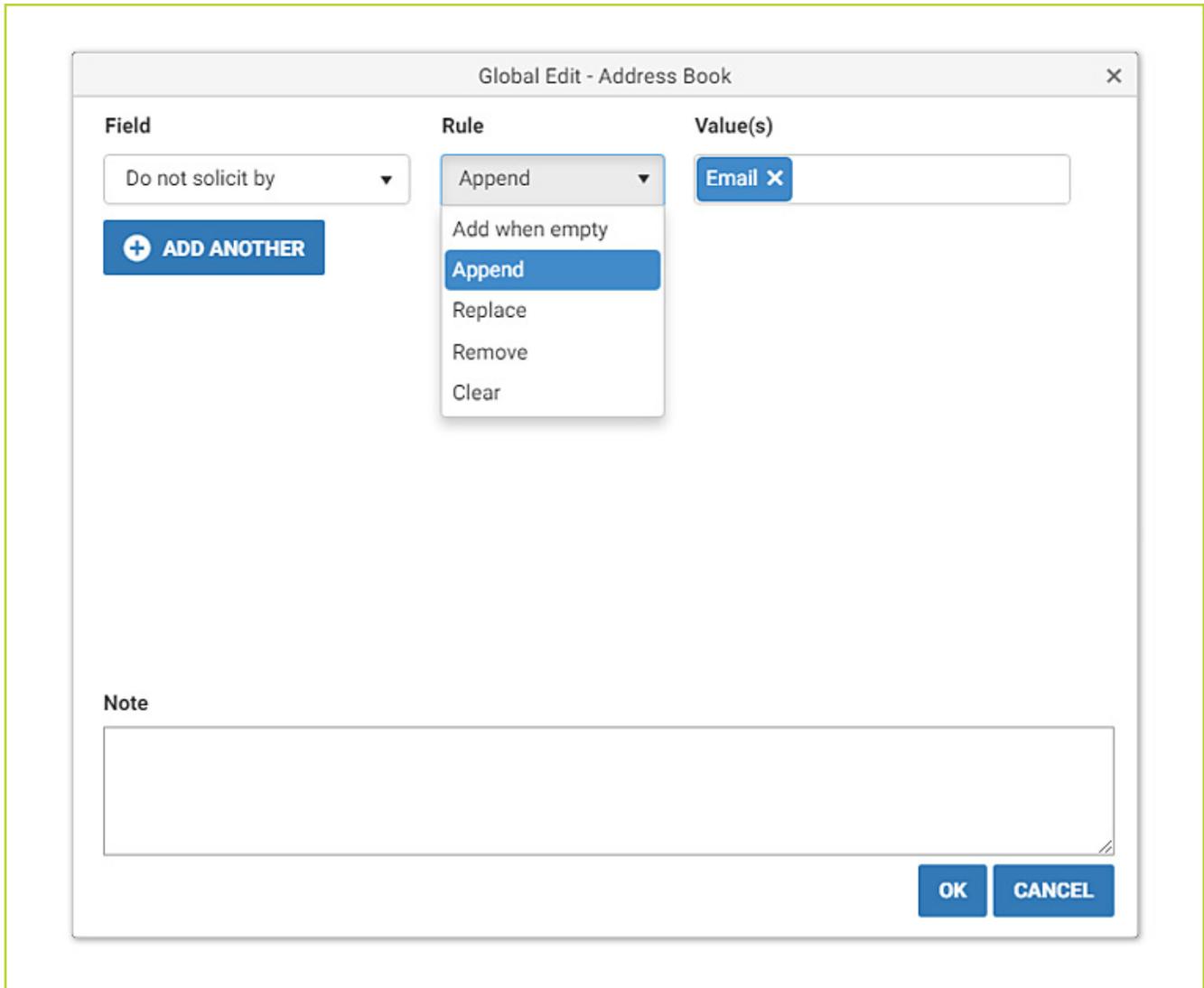
Note that Full Access, Read Access and Territory fields are not supported in this release.

Once you select a field, you can edit the rule and values to change the field value.

The available actions for the rule depend on the selected field type. For example, for a date or an alphanumeric field, the following actions are available: Add when empty, Replace, Clear.

If the field is a multi-value table field, there are extra actions, including Append and Remove.

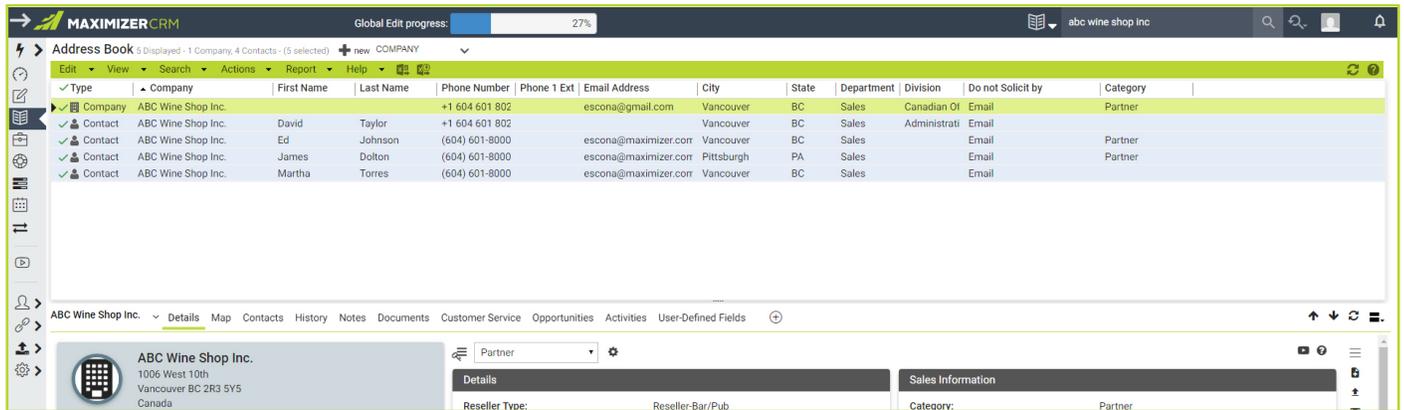
You can add more fields by pressing “Add another.”



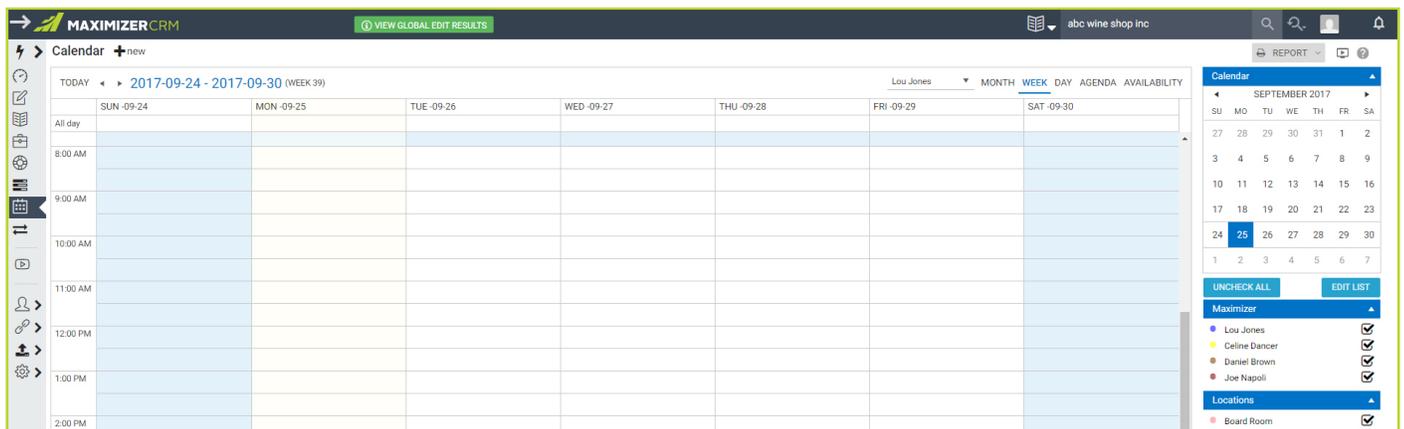
PROGRESS INDICATOR

In past versions, while you are performing a Global Edit, you cannot work in another area of the product until the editing process is complete. In the 2018 release, you can continue working during a global edit.

When Global Editing is in progress, a progress indicator is displayed in the header. You can switch to another module and continue working. You can even log out of Maximizer and the editing process will continue.



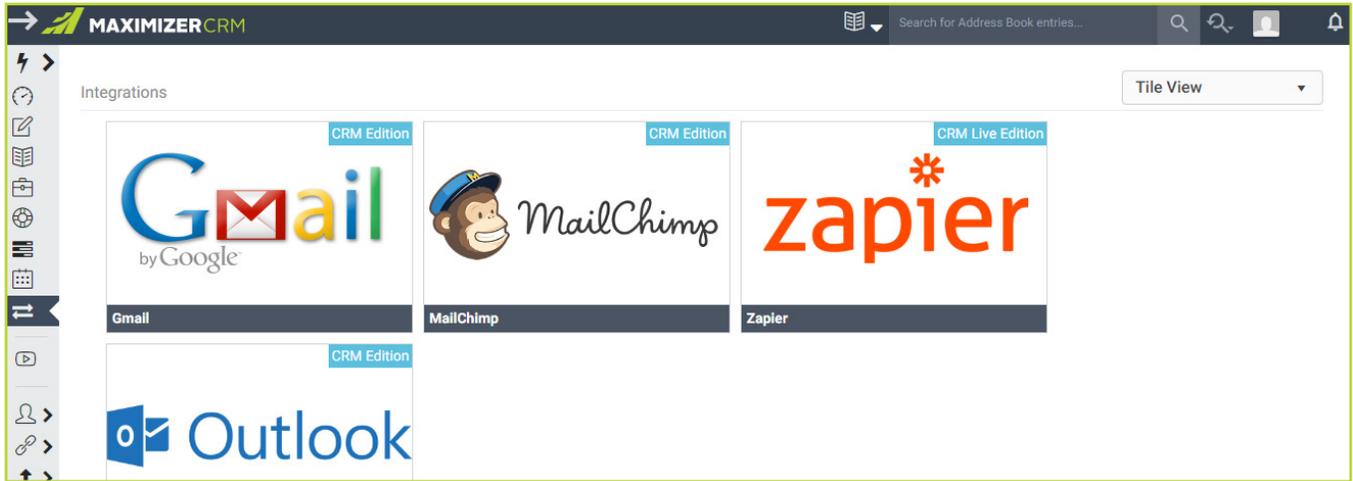
When the editing process is completed, you can view the results by clicking View Global Edit Results in the header. If you are still in the Address Book screen, the list will be refreshed and show the updated data if the fields changed in the column view. If you are not in the Address Book screen, you will be switched to the Address Book.



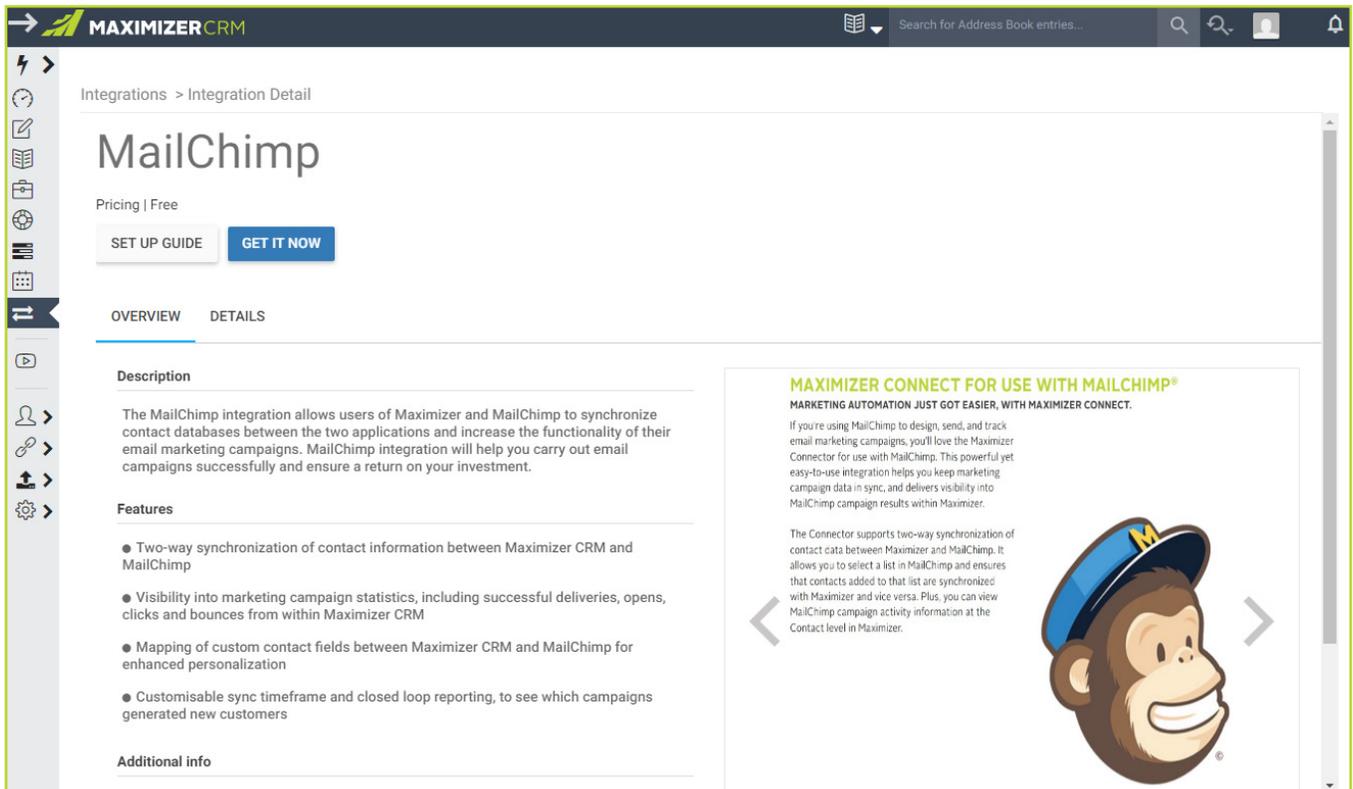
Note that while a Global Edit is in progress, you cannot perform another one. The Global Edit menu item will be disabled until the current editing process is completed.

APP DIRECTORY

You can now access and enable other business applications, quickly and easily, straight from within Maximizer. Click the Integration button in the Icon Bar to open the App Directory where you can find every app integrated with Maximizer. We are actively working on building more integrations. Each one will be made available in the App Directory as they are released.



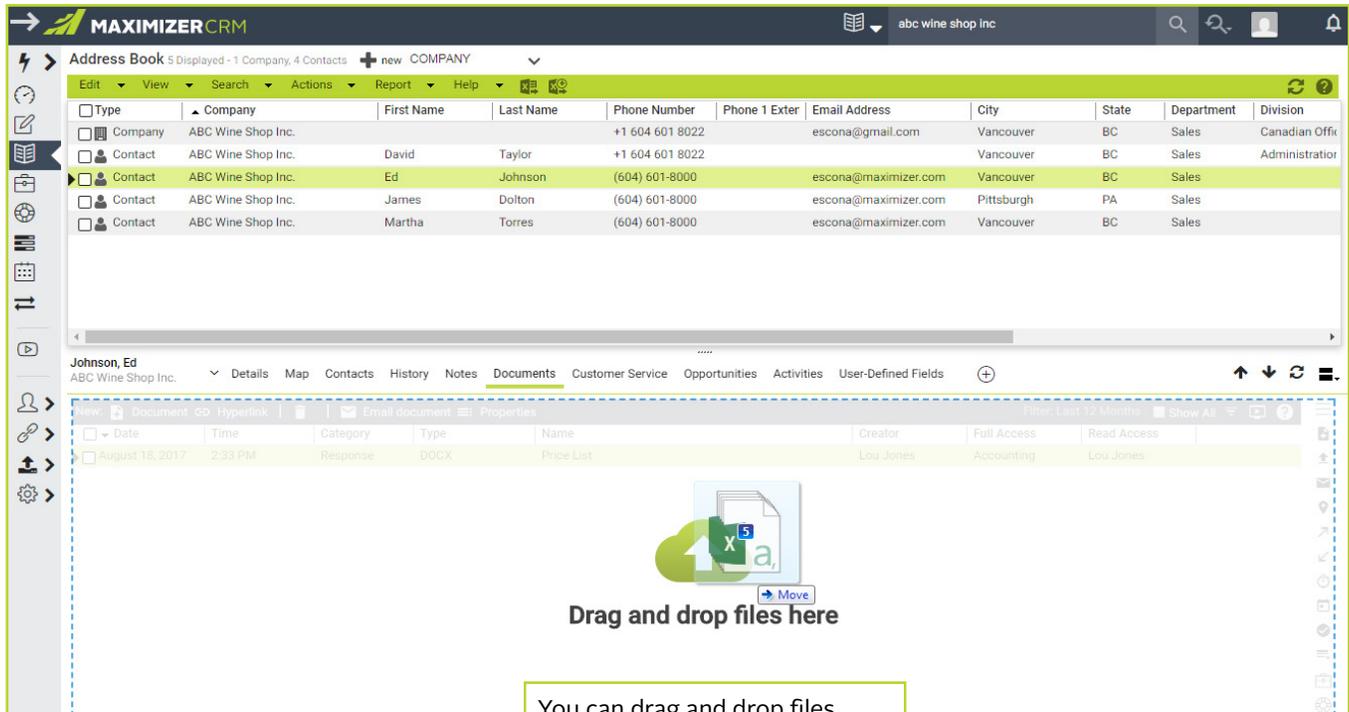
Clicking on the App icon will show more details related to the App. You can access the Setup Guide, check the features available and activate or download the integration by clicking the 'Get It Now' button. On-Premise users need to have an active internet connection to access the App Directory.



UI / UX ENHANCEMENT

ADDING DOCUMENTS INTO DOCUMENTS TAB BY DRAG AND DROP

You can now directly drag and drop documents from your computer to the Documents tab. This allows you to quickly upload documents into Maximizer.

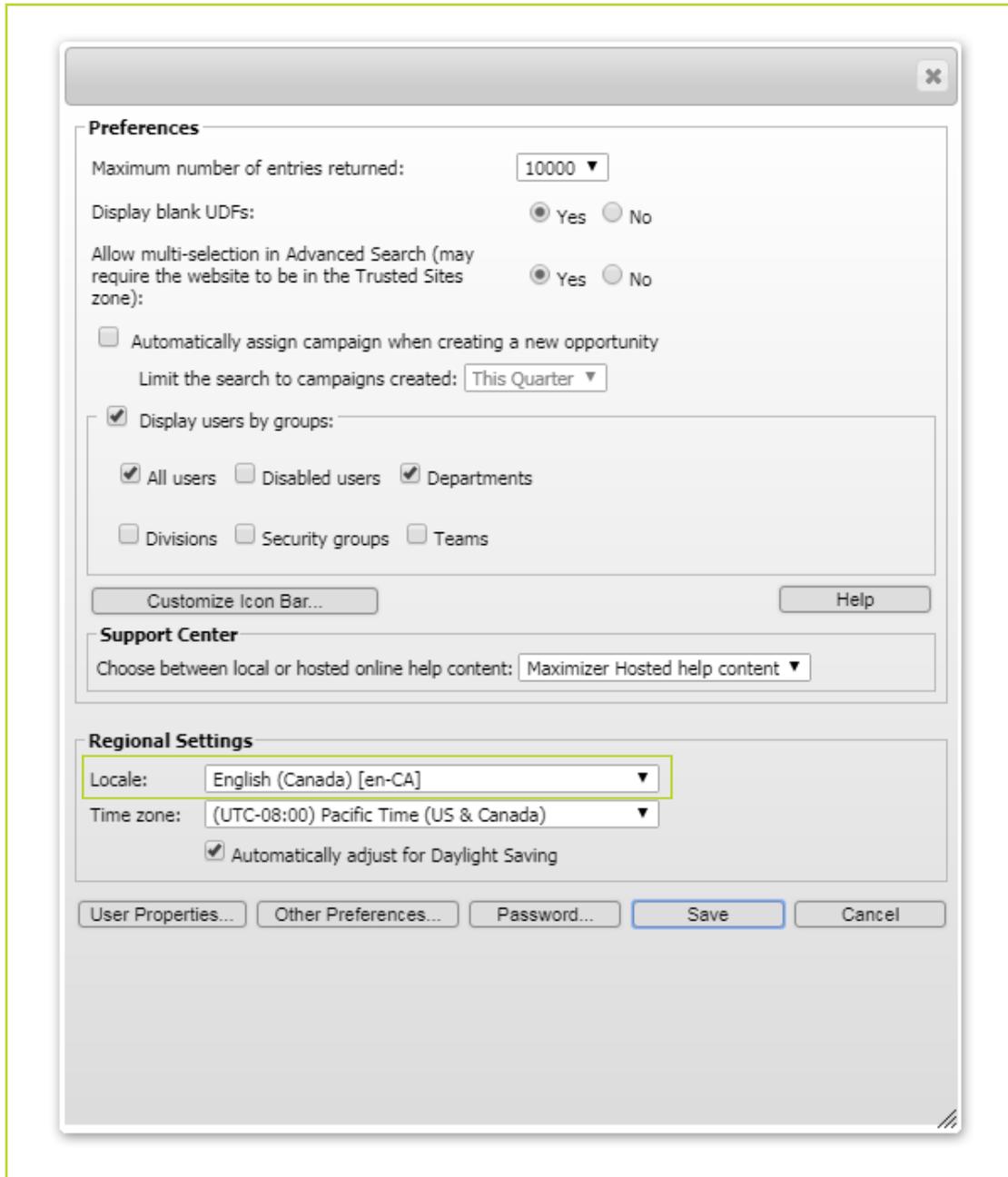


You can drag and drop files directly into the Documents tab.

AUTO FORMAT PHONE NUMBERS BASED ON YOUR LOCATION OR COUNTRY CODE

When you edit your contacts' phone numbers, these will automatically be formatted for your country (set in your preferences) or according to the country code of the phone number.

Your phone number locale can be set in the preferences dialog.



When you edit an address book entry phone number without a country code, the phone number will be automatically formatted to comply with the formatting of your locale.

For example, you've set your locale to the United States and enter a phone number. When you click out of the field, the phone number will be automatically formatted as follows:

Phone numbers

Main	▼	(604) 601-8000	
	▼		
	▼		
Direct	▼		

If you are entering a number with a country code, type “+” directly before the country code to ensure it is formatted correctly. This works with international numbers too.

EXAMPLES

US/Canada

Phone numbers

Main	▼	+1 604 601 8000	
	▼		
	▼		
Direct	▼		

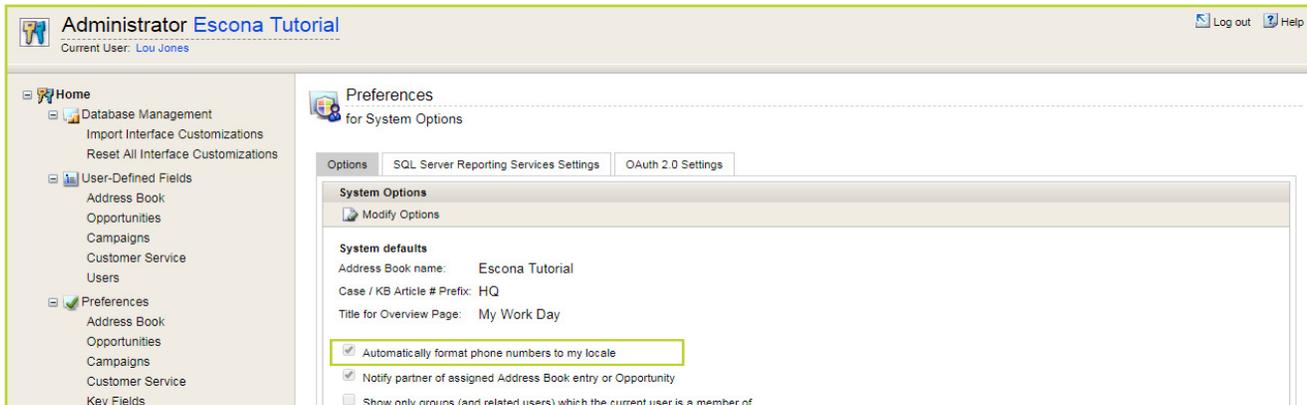
United Kingdom

Phone numbers

Main	▼	+44 1344 766900	
	▼		
	▼		
Direct	▼		

TURN OFF AUTOMATIC PHONE FORMAT

If you don't want to apply the automatic phone format, you can turn it off. Go to Administrator module > Preferences > System Options and uncheck "Automatically format phone numbers to my locale".

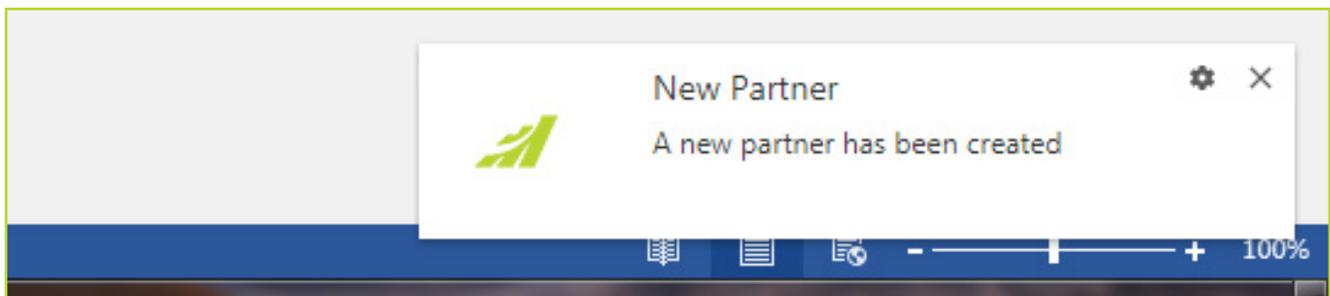


NOTIFICATION ENHANCEMENT

Desktop notification shows notification for Address Book entries, opportunities and cases

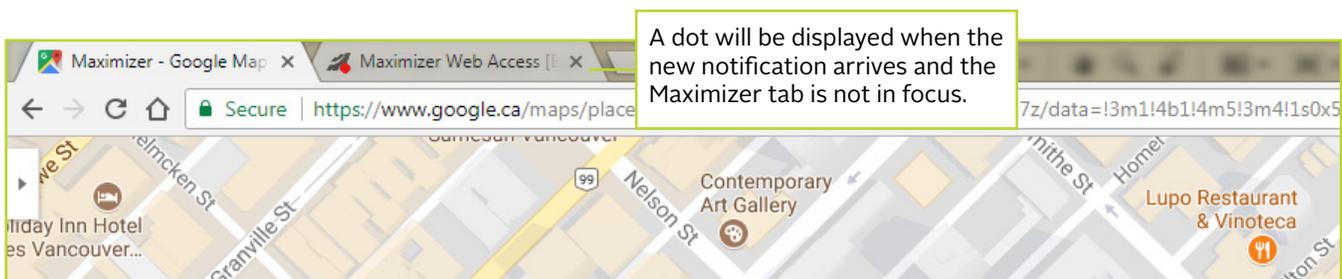
In past releases, only the notification for appointments and tasks could be displayed as a desktop notification. Now you can see Address Book entries, opportunities, and customer service cases displayed as desktop notifications. Clicking the notification will open Maximizer and highlight the entry.

Note that the desktop notification only works with Chrome and Firefox.



Favicon in browser tab indicates new notifications have arrived

When the notifications arrive and the Maximizer tab is not in focus, a dot will be displayed in the favicon in the tab to indicate that new notification has arrived.



SHOW ALL OPTION IN OPPORTUNITIES TAB

A Show All checkbox has been added to the Opportunities tab. If a contact is selected and Show All is checked, all the opportunities created for that contact's parent company or household will also be displayed.

Status	Company/Individual	Objective	Stage	Revenue	Close Date	Contact Name
<input type="checkbox"/> Abandoned	ABC Wine Shop Inc.	Sell Escona Wine	Not Started	\$100,000.00	August 18, 2017	
<input type="checkbox"/> In Progress	ABC Wine Shop Inc.	Get Escona on Wine List	Not Started	\$50,000.00	September 29, 2017	Dolton, James
<input type="checkbox"/> In Progress	ABC Wine Shop Inc.	Sell Escona Wine	Not Started	\$80,000.00	October 30, 2017	Johnson, Ed

In contrast, if a contact is selected and Show All is un-checked, only opportunities assigned to the selected contact will show up.

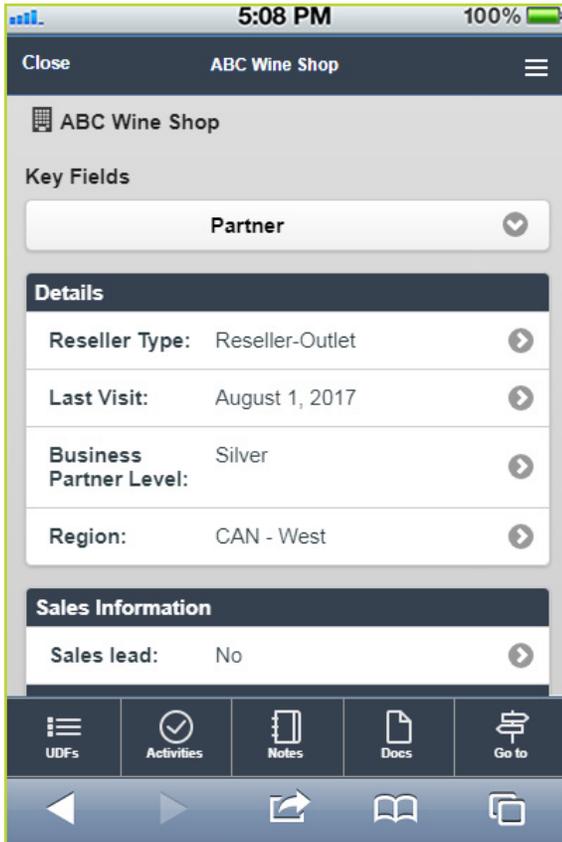
Status	Company/Individual	Objective	Stage	Revenue	Close Date	Contact Name
<input type="checkbox"/> In Progress	ABC Wine Shop Inc.	Sell Escona Wine	Not Started	\$80,000.00	October 30, 2017	Johnson, Ed

ADD NEW BUTTONS AVAILABLE IN THE MAIN MODULES

The button for adding a new entry has been added into the Address Book, Opportunities, Customer Service and Hotlist screens. It allows you to quickly create a new entry.

Type	Company	First Name	Last Name	Phone Number	Phone 1 Ext	Email Address	City	State	Department	Division
<input type="checkbox"/> Contact	ABC Wine Shop Inc.	James		(604) 601-8000		escona@maximizer.com	Pittsburgh	PA	Sales	
<input type="checkbox"/> Contact	ABC Wine Shop Inc.	Ed		(604) 601-8000		escona@maximizer.com	Vancouver	BC	Sales	
<input type="checkbox"/> Contact	ABC Wine Shop Inc.	Martha	Torres	(604) 601-8000		escona@maximizer.com	Vancouver	BC	Sales	
<input type="checkbox"/> Contact	ABC Wine Shop Inc.	David	Taylor	+1 604 601 8022			Vancouver	BC	Sales	Administration
<input type="checkbox"/> Company	ABC Wine Shop Inc.			+1 604 601 8022		escona@gmail.com	Vancouver	BC	Sales	Canadian Office

MOBILE ACCESS – SUPPORT GROUPING IN KEY FIELDS



If you have created groups for Key Fields on the web version and give each group a title, the groups and titles are now displayed in Mobile Access.

SHOW ADDRESSES IN MAP

A new Map tab is still under development. You can preview this feature in the beta release build. The Map tab uses an open source data and Geocoding service provider called Open Street Map (OSM) to show a map view of selected address entries. The accuracy of the data is dependent on the info provided by the OSM community and thus might not always be accurate.

The Map tab is available in Address Book module and it is hidden by default. To turn on the tab, go to “Customize your tab” dialog and check the Map tab.

Select multiple Address Book entries in the main grid, and the locations of the entries will be displayed in the Map Tab. Clicking the pin will change the current entry in the main grid.

MAXIMIZER CRM Search for Address Book entries...

Contact List 4 Displayed - 4 Companies - (3 selected) + new COMPANY

Type	Company	First Name	Last Name	Phone Number	Phone 1 Exter	Email Address	City
<input checked="" type="checkbox"/>	Company	ABC Wine Shop					Vancouver
<input checked="" type="checkbox"/>	Company	Amelia Liquors South		6046018000	Phone 1 Exter	hamid@maximizer.com	Vancouver
<input checked="" type="checkbox"/>	Company	Atlas Food Inc		(604) 601-8000			
<input type="checkbox"/>	Company	Beringer Vineyards		(604) 601-8000			

Click here to open the “Customize your tab” dialog and turn on the Map tab.

ABC Wine Shop Details Map Contacts History Customer Service Opportunities Activities User-Defined Fields

- Address of another selected entry.
- Clicking the pin will highlight the entry in the main grid.

ABC Wine Shop
60 Smithe Street
Room 260
Vancouver, BC
Canada

Location of the current selected Address Book entry.

Highlighted Company Contact Individual
Yaletown-Roundhouse
Leaflet | Map data © OpenStreetMap

About Maximizer

Maximizer CRM is fueling the growth of businesses around the world.

Our CRM solutions come fully loaded with the core Sales, Marketing and Service functionality companies need to optimize sales productivity, accelerate marketing and improve customer service. With flexible on-premise, our cloud and your cloud deployment options, tailored-to-fit flexibility, state-of-the art security infrastructure, industry-specific editions and anywhere/anytime mobile access, Maximizer is the affordable CRM solution of choice.

From offices in North America, Europe, Middle East, Africa and AsiaPac, and a worldwide network of certified business partners, Maximizer has shipped over one million licenses to more than 120,000 customers worldwide.



AMERICAS (HEAD OFFICE)

Maximizer Services Inc.

Sales +1 800 804 6299

Phone +1 604 601 8000

Email info@maximizer.com

Website www.maximizer.com

EUROPE / MIDDLE EAST / AFRICA

Maximizer Software Ltd.

Phone +44 (0) 1344 766 900

Email enquiries@maximizer.com

Website www.maximizer.com/uk

AUSTRALIA / NEW ZEALAND

Maximizer Software Solutions Pty. Ltd.

Phone +61 (0) 2 9957 2011

Email info.anz@maximizer.com

Website www.maximizer.com/au

Further contact details can be found on our website
WWW.MAXIMIZER.COM