

## Innovate - Connect - Transform your business by joining up your technologies



Using the power of Bing Maps to display Maximizer CRM address book entries on a map

Bing Maps Connector for Maximizer, an add-on for Maximizer CRM, uses the power of Bing Maps to display Maximizer contact records with the focus on location.

Using this innovative connector via the list view in Maximizer, you can plot any set of addresses on to a map. Whether it be customers or prospects, Bing Maps Connector makes it easier for you to analyse their locations.

You can save time as a salesperson planning your customer or prospect visits in a selected area or, if you are a marketer wanting a visual representation of where your customers are located, Bing Maps Connector for Maximizer produces them for you. It's fast, it's simple and it's efficient.

Bing Maps Connector for Maximizer will also enable you to search by distance from a specific postcode, giving you directions for your selected route and, for easier analysis, sorting large numbers of records into clusters.

### Bing Maps Connector for Marketing

- Visual location analysis
- Visibility of leads by region, industry, size, opportunity stage etc.
- Opportunity analysis
- Customer and prospect profiling

### Bing Maps Connector for Sales

- Mapping tool that plots multiple Address Book entries onto Bing Maps
- Plans a route between multiple addresses
- Appointment & route planning on travel days
- Radius Search tool for UK address based on the postcode/miles
- Finding prospects and customers nearby your planned route

### Bing Maps Connector for Management

- Customer and prospect profiling
- Territory management
- Efficient scheduling (field engineers, account managers etc.)
- Manage sales and marketing activities

### Bing Maps Connector for Maximizer CRM

Find out more: +44 (0)1992 661244