

Maximizer™

The CRM Company

Press Release

Sydney and Brisbane 5th October 2005

Maximizing Customer's CRM with integrated Telephony!

International award winning company, **Maximizer Software Pty Ltd™**, one of the original founders in Customer Relationship Management and Contact Management software, announce a new partnership with established telephony and call centre business communications software specialists, **CyTrack®Technologies Ltd.**

CyTrack Technologies offers a simple yet smart CTI software application **CyPhone™**. This means that a business running Maximizer can now integrate their telephony system of choice with their CRM database. All standard telephony controls can be performed directly from your PC, this allows for functionality such as screen pops with customer information, click to dial calling, and dial from anywhere in MS Windows. This can also include instant voice recording. These conversations can be saved as MP3 files and attached instantly to the record on the database.

"The smart thing with CyPhone is that it can work with nearly all the telephone systems on the market such as; LG, Samsung, NEC, Panasonic. Plus from a price perspective it is very well suited to the smaller business or corporate department; the target market for Maximizer. A perfect combination for any business wanting to raise the level of service they offer without the cost of more traditional CTI and CRM tools" comments Nick Milan, Managing Director, CyTrack.

"CyTrack Technologies solutions are well suited to our customer base, providing high value, cost effective integrating solutions designed specifically for the convergence of telecommunications and Maximizer. The addition of CyTrack Technologies Telecommunications strengthens and expands the available solutions through our global Technology Alliance Program, which gives our customers access to highly knowledgeable and quality service providers ready to respond to a diversity of needs" says Managing Director of Maximizer Australia, Mr Frank Hung.

CyTrack Technologies and Maximizer are driving this partnership through their respective channels. CyTrack Technologies see this new relationship to help further endorse their position as the number one Computer Telephony Desktop product in the market. Maximizer sees this relationship as further endorsement of providing simple effective CRM to the smaller business.

About:

Maximizer Software

Maximizer Software Inc. is a leading provider of proven and affordable customer relationship management (CRM) and contact management solutions that help small to medium-sized enterprises improve sales, streamline marketing, and enhance customer service & support. Maximizer Software has helped over 7,000 Maximizer Enterprise™ customers and over one million Maximizer™ users grow their businesses by building profitable customer relationships with award-winning solutions.

Maximizer Software is a worldwide organization with Business Partners and offices in its three regions: Americas, Europe/Middle East/Africa (EMEA), and Asia Pacific.

CyTrack Technologies

CyTrack® Technologies Pty Ltd is an Australian owned Company specialising in development and distribution of Telephony & Call Centre Business Communications Software. CyTrack Technologies create powerful and versatile software applications that deliver advanced functionality, providing you with a business edge:

- Computer Telephony Integration
- PC-Telephone Management
- Intelligent PC Operator Console
- Reporting, Analysis and Billing
- Inbound Call Routing & Queue Management
- Outbound Tele-Marketing Management
- Voice Logging and Recording
- Complete Call Centre Solutions
- Serviced Office Solutions
- Unified Voice and Fax Messaging

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