

## MAXCloud Sales & Marketing ERP Features

<b>Unified Communications</b>	<ul style="list-style-type: none"> <li>Use presence information to collaborate easily with coworkers by sending e-mail or starting an instant message or phone conversation in Microsoft Dynamics AX.</li> </ul>
<b>Global Address Book</b>	<ul style="list-style-type: none"> <li>Streamline relationship management by defining and viewing relationships between customers, prospects, vendors, employees, competitors, and internal organizations, all from a single location.</li> </ul>
<b>Role Centers</b>	<ul style="list-style-type: none"> <li>Marketing Executive, Sales Manager, Super Sales Rep, Dedicated Sales Rep, Account Manager, Marketing Manager, Marketing Staffer</li> </ul>
<b>Lead Management</b>	<ul style="list-style-type: none"> <li>Easily manage sales leads, create unique lead qualification processes, and turn leads into sales opportunities.</li> <li>Reduce the time and expense of pursuing inappropriate deals, and create opportunities to close more sales.</li> </ul>
<b>Opportunity Management</b>	<ul style="list-style-type: none"> <li>Expand opportunities by designing unique sales processes, creating quotations, and managing the sales pipeline.</li> </ul>
<b>Hierarchical Process Templates</b>	<ul style="list-style-type: none"> <li>Create reusable lead qualification, sales, and campaign processes.</li> <li>Strengthen closure rates, manage pipeline data, and increase the return on marketing investments.</li> </ul>
<b>Web-enabled CRM Data</b>	<ul style="list-style-type: none"> <li>Access core CRM functionality quickly with Enterprise Portal in Microsoft Dynamics AX.</li> </ul>
<b>Microsoft Virtual Earth Integration</b>	<ul style="list-style-type: none"> <li>Find locations quickly and build your customer base with Microsoft Virtual Earth.</li> </ul>
<b>Sales Management</b>	<ul style="list-style-type: none"> <li>Monitor and manage sales and measure revenue against sales targets in real time.</li> <li>View graphs and reports from sales activities; analyze and report on sales, quotations, and other activities; and monitor the activities and performance of sales staff.</li> </ul>
<b>Sales Force Automation</b>	<ul style="list-style-type: none"> <li>Evaluate a given customer activity against profitability, and forecast and plan future revenue.</li> </ul>
<b>Marketing Automation</b>	<ul style="list-style-type: none"> <li>Create marketing campaigns for any defined group of customers and prospects.</li> <li>Quickly link campaigns and questionnaires, projects, and Web responses.</li> <li>Automatically create follow-up activities and synchronize with Outlook for easy tracking and reminders.</li> <li>Monitor ROI by linking campaigns to a specific project.</li> <li>Broadcast campaigns via e-mail, Internet, fax, letter, or call list.</li> </ul>
<b>Telemarketing / Telesales</b>	<ul style="list-style-type: none"> <li>Automatically map daily activities and receive automatically generated call lists.</li> <li>Set telephones for automatic dialing and log call details.</li> <li>Generate and execute custom call scripts based on questionnaire functionality.</li> <li>Analyze and use call results to improve customer communications.</li> </ul>

For more information about MAXCloud, visit [www.maxclouderp.com](http://www.maxclouderp.com)