What is Cloud Computing?

| MAXIMIZER CRM

What is cloud computing?

Cloud computing is the latest way to work with and store your business data and is being hailed as the next big trend. This is highly understandable when you learn exactly what cloud computing is and how it can benefit your business.

An individual or company can entrust their data and software to an external provider who will host their data and software for them. The individual or company can then use their software and data as before but they do so via the internet; this is known as cloud computing.

Maximizer Software uses cloud computing to provide its customers with a cost effective CRM solution, Maximizer CRM Live, which allows a vast choice of flexible payment methods, functionality and deployment options, to provide a cloud CRM solution which is unique to your needs.

The terminology

One of the most daunting aspects of any computer innovation, like cloud computing, is the new terminology it comes with. Before going into further detail it is worth familiarising yourself with the following terms and phrases:

- **Cloud consumer:** any person or organisation that arranges for the delivery of a cloud service, either for themselves or for their individual users. If you were to subscribe to Maximizer CRM Live, you would be a cloud consumer

- **Cloud provider:** a cloud provider delivers cloud services to cloud consumers. Maximizer Software, together with it's business partners form a global network of cloud providers

KEY BENEFITS

- **Low initial investment**

- **Reduced IT overheads**

- **Highly flexible working**

- **Smoother service**

- **No hassle IT maintenance**

- **Hosted or located in the cloud:** a way of describing a cloud system. Maximizer offers three options: Maximizer CRM Live, Maximizer CRM hosted by our trusted partners or Maximizer purchased and held by a third-party data centre the customer employs; all options hold the consumer's data on a secure server, allowing them to access their data in the cloud, via the internet

- **On-premise:** the main alternative to cloud computing, in terms of software deployment. Having software on-premise means it's installed and run by your company, on your own cloud server. Therefore, you require the hardware and IT infrastructure to maintain the software

- **Operating in the cloud:** when a cloud consumer uses the cloud to access their data via the internet

- **Moving into the cloud:** the activity of converting on-premise IT resources into cloud computing is known as moving into the cloud. CRM software can often utilize a large amount of your available IT resources, so if your were to move your solution into the cloud with Maximizer CRM you will free up a surprising amount of time and money

- **Client:** the point by which a user accesses a computer system. When the cloud is involved the client is known as a cloud client and would be your PC, laptop or mobile device by which you access your hosted system

- **Datacenter:** the facility that houses server computers for an organization. Similarly, datacentres which host cloud systems are known as cloud datacenter

- **Cloudware:** software which operates in the cloud.

How does cloud computing deliver my CRM needs?

Cloud computing means you can bypass the expense and complication of implementing and maintaining your own CRM solution. You simply log on to Maximizer CRM Live with your web browser, much like social media sites or internet based email accounts.

This means fast and functional software, without the spiralling cost of actually buying and maintaining servers in-house. Be warned that some CRM solution providers will charge you separately for storage and/or software, with a fairly feeble amount of data capacity being given at the cost they initially quote.

At Maximizer Software, we pride ourselves on being straight forward, offering customers a variety of simple but very functional cloud based CRM systems, with masses of storage

It is difficult to imagine how we would function without this invaluable tool to our business.

PETER HUNT
Director, Multipix Imaging

for one low monthly fee. This allows you to effectively cut costs in terms of your IT overheads and increase revenue by being able to use a CRM solution that will empower you to boost sales, increase marketing return on investment and provide your customers with pre-eminent service.

What are the benefits of using a cloud based CRM Solution?

Low initial investment
Maximizer CRM Live offers cloud computing with a low initial investment, in contrast to traditional CRM software which needs to be bought with additional hardware and requires human resources to run it.

Cost efficient
Using a cloud provider for your CRM means you don't need to pay for a large amount of software features that you don't need. Maximizer CRM has various payment plans, allowing you to start with a basic package and roll out more services as your business grows and needs a more functionality in its CRM solution.

Reduce your spend on IT
Maximizer Software's cloud computing services can be hosted by one of our trusted partners, so there's less need for you to have your own servers, software and dedicated IT support staff, which can reduce your overheads.

Flexible working
Maximizer's cloud based CRM solutions are accessed securely through a web browser giving you and your staff access to vital business information anywhere, anytime, from any computer (MAC, PC or mobile device). This makes implementing a flexible, mobile working system much more simple.

End back up data concerns
All the data you enter into your Maximizer CRM cloud based system will be looked after directly by Maximizer or by one of its highly respected partners. This way you don't need to worry about having to back-up the data on your computer in case it is lost, damaged or stolen as your data will be stored in specialist datacentres.

Save time
By operating in the cloud you free up your IT resources to concentrate on more important tasks than running your CRM system. You also unburden your system with weighty data storage, lengthening its life and saving on overheads by avoiding idle system costs.

Experience a smoother service
Using cloud computing to access your Maximizer CRM system means hassle free upgrades as Maximizer Software installs them for you without interruption to your service.

Are there any disadvantages to using a cloud based CRM solution?

Security

Security of data is the number one concern of potential hosted CRM solution consumers. Not being able to physically possess the storage of their own data means they must rely on the provider to keep their data safe. Maximizer Software hosts highly confidential and vital data for some of the top financial, medical and industrial organisations in the world because reliability and security form the basis for all the CRM software we develop.

What happens if your provider goes bust?

Another concern with cloud based CRM solutions is the possible loss of data which can occur if a cloud provider goes out of business. If your CRM system is being hosted by a provider which goes bust, then your data can be at risk. This depends on a number of factors, the most important of which is whether your cloud provider offers you an escrow agreement or an arrangement to that effect. This means that your data can be accessed directly by you in the event of your provider going out of business. It would be highly unlikely that Maximizer Software would fall on hard times, with over 25 years experience, but to put your mind at ease we offer a comprehensive escrow agreement which will fully protect your data should the worst happen.

Data migration

The migration of data to the cloud, from the cloud or between cloud services can be problematic in some instances. This is due to compatibility issues between differing operating systems and applications. Maximizer cloud based CRM solutions are compatible with Microsoft Excel® and have various advanced import and export features making the problem of having your data stuck in one place a thing of the past.

What is SaaS?

Software as a Service (SaaS) is the largest category of cloud services, providing a very wide range of software which is managed by the host. Maximizer CRM Live and its business partners can provide this kind of service, giving you a pioneering CRM solution that is specific to its end-user requirements but is entirely hosted for them.

Maximizer's cloud based CRM allows the user to customize various aspects of their system. This gives users various possibilities to adapt and mold their CRM system to uniquely fit them and their needs. For example, differing security levels can be put in place, so private and confidential information entered by the users can be made only viewable by certain parties. In addition, portals can be made available for external parties to the organization to view, edit and download certain information on your CRM system.

Is the cloud right for your CRM system needs?

The cloud could be a great solution for your CRM solution if:

You are a small-medium sized company

When the number of CRM system users reaches over 100, it could make more financial sense to have an on-premise CRM solution, such as Maximizer CRM. However, if you have a smaller number of users you could cut costs substantially by choosing Maximizer CRM Live, as you won't be running servers and paying in house IT staff.

## You want the flexibility in how you access your CRM

By moving your CRM solution to the cloud you have the ability to access it from anywhere at any time via the internet. Maximizer CRM's cloud based solutions are highly versatile, having been especially designed to operate in a reliable and user friendly way on smart phones, computer tablets and other mobile devices, making your CRM truly accessible.

You want to ensure the return on investment of your CRM

Maximizer's cloud based CRM offers a low monthly subscription which you can increase to include more functionality, as and when you need it. This means you aren't paying for any features you don't use and you can expand the features and number of users at any time.

You want the solution but not the hassle

Maximizer CRM's cloud options offer you the functionality of an expensive on-premise solution without the headaches and price. Maximizer Software and it's software partners handle any technical issues, leaving you to simply use your CRM solution to grow your business.
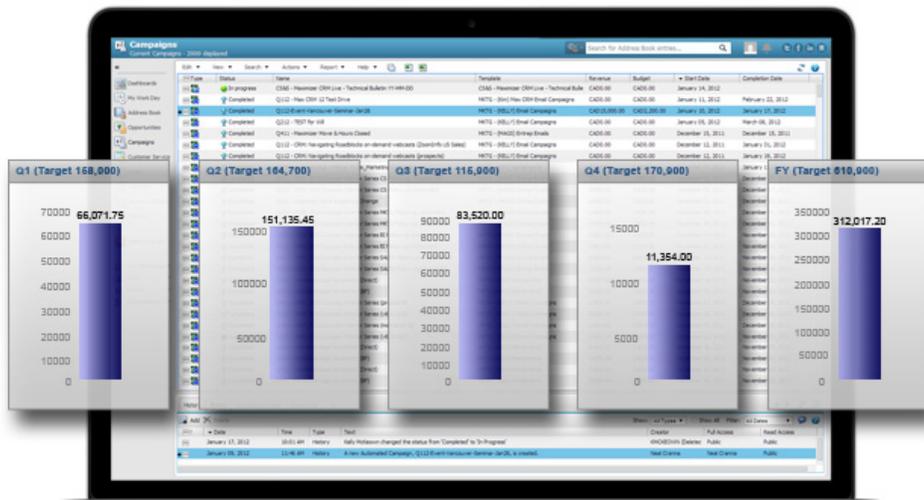
About Maximizer

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.

Certified Solution Provider

JI Software

Located in Bedford, JI Software provides help and guidance to small & medium sized businesses, anywhere in the country. In the Maximizer business for over 20 years, the team have completed hundreds of successful CRM implementations across multiple industrial sectors.

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