

synergist

THE COMPLETE
PR AGENCY
MANAGEMENT TOOL



FREEDOM
FOCUS
DEPTH

synergist

FOR CONTROL

Ever feel like you're not really in control of your business? Even though you produce sparkling work every day against incredible odds and tough deadlines? You produce engaging communications for the most challenging of clients, who you manage with heroic tact. So what could be missing?

Here's what's missing. You also need a solid bedrock of *job costing*, *project management*, *budgeting* and *time tracking* for your business. There's no avoiding it. To continue to thrive in a hyper-competitive world you need a robust, trusted system to rely on.

The obvious choice is Synergist. Every day around 10,000 individuals rely on it.

What does Synergist do? For a start, firms use it to plug the leaks, so chargeable costs don't evaporate. Instead they are identified, captured and recharged. Why throw money away each month?

Then there's month-end billing. This may come as something of a surprise to some, but it really doesn't need to be a monthly chore. Synergist produces quick, accurate invoices that make life less stressful and improve cash flow.

It also monitors budgets vs progress, prompting you to take immediate steps to rectify jobs going over budget or slipping behind schedule – while there's still time to act. And it helps you manage jobs from initial contact right through to estimating, timesheets, purchasing, expenses, reporting and billing, in one integrated system. And it also links to leading accounts systems so you can avoid re-entry of data.

Regain control with Synergist, the proven PR agency software.





FOR VISIBILITY

Once a PR agency grows beyond a handful of people, job and staff scheduling and traffic management become very labour intensive. This is often seen where spreadsheets are used for scheduling, as data has to be constantly updated manually.

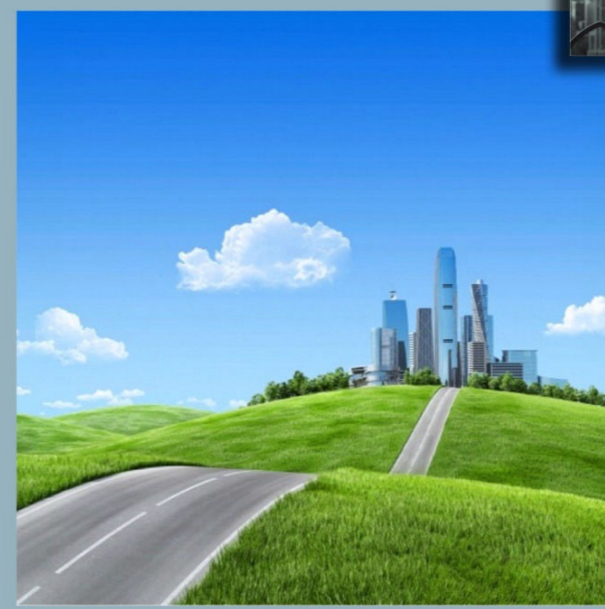
The solution is to have one single system so all the job related information is visible at a keystroke, including emails and file attachments, and everyone benefits from the latest information.

Visibility can also be extended to your clients: Synergist's new client portal makes it easy for you to offer clients controlled, secure online access to jobs 24/7 including selected files and proofs, threaded comments and job-related messages. It improves efficiency and client retention.

But perhaps the true power of Synergist as a management tool is unleashed through its comprehensive reporting facilities. Every aspect of business control is covered, from profitability reports to complex work-in-progress calculations. From loading on departments, teams and individuals to under / over servicing of clients. These key reports can be delivered automatically by email, ensuring you receive regular updates of your agency's health. In addition you can create your own reports on the fly using the simple drag and drop

report builder. If you think they would be useful to the rest of your team, you can share them with a single click.

Visibility. You wouldn't dream of driving a car without it. How are you expected to run a complex business without being able to see exactly what's going on?



VISION
360° VIEW
DRILLDOWN



**AUTOMATES PROCESSES
SAVES YOU TIME
LETS YOU FOCUS ON JOBS**

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FOR SETTING YOU FREE

What PR agencies do best is produce engaging, chargeable work for clients. You didn't set up your firm because you enjoy doing paperwork and administration. You want to be free to create great work that makes you proud and makes your clients successful.

Enter Synergist. For example, it helps automate crucial business processes so you can produce quick and accurate estimating and billing. Synergist saves you time, and that time frees you to focus on your job, your audiences, your clients and your chargeable work.

Our experience in the agency and marcoms environment goes back over 15 years. That's some commitment to one sector. It's what we focus on, 100%, and always have. It means you are in safe hands and very good company, because over 300 firms large and small run their businesses on Synergist every day. For every week of those 15 years we have listened to feedback from our customers, taken suggestions, fine-tuned our solution and made it the best we can. Our software consequently has unrivalled depth, based on a huge reservoir of accumulated experience. It's unquestionably the most proven solution in the industry.

It's also easy to use, enabling costs and other data to be entered quickly, all accessed by Mac, PC or Web Browser.

Nobody wants to be held back by nagging worries about cash flow or job profitability or inefficiencies. You want your firm to function at its best. Synergist allows you to be free to make that happen.



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FOR GROWTH

The urge to grow is natural. Every seed, every egg, every organisation has it from the outset.

But for PR agencies, testing times create formidable challenges indeed. Firms are up against unprecedented client demands and awesome levels of competition. It's clearly tough out there.

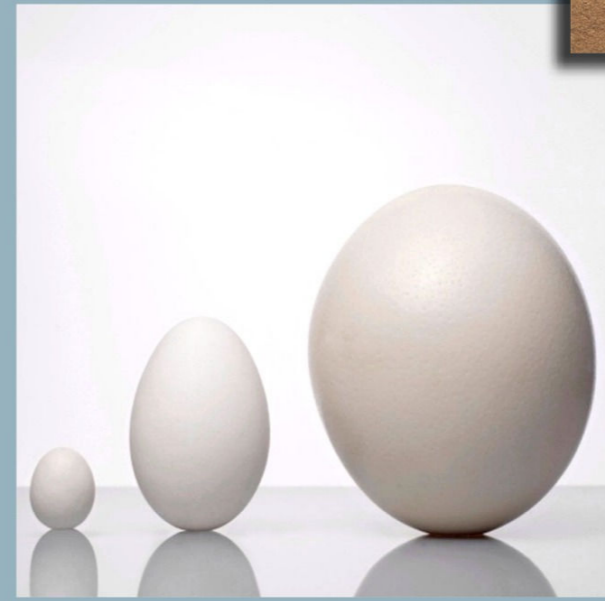
But some of our customers haven't stopped growing. Indeed, when we recently analysed an independently-audited list of Synergist-using agencies on the Top 100 list we noticed that their fee incomes grew by an average 17.85% last year.

It's been a great year for Synergist users, then. Which raises a question: Do fast-growing agencies choose Synergist, or does Synergist help agencies grow? Perhaps the answer is: Both. Either way, their growth the year before (2009) averaged 12.25% so it proves our clients are achieving impressive growth year after year in the most difficult of times. Synergist is designed for growth. It is elegantly scalable and highly reliable, as our customers of 5 to 500 users can testify.

It also helps you generate business. The Synergist CRM module supports the entire process from the import of purchased names through to campaign generation, lead/opportunity tracking and conversion of opportunities to live jobs. You can generate mailing campaigns from marketing lists, merge them into email



and mail formats, track leads to ensure follow-up and progression, and view the sales pipeline of new and repeat business opportunities. Having all this integrated into your main job system gives end-to-end visibility of the source of new business and the effectiveness of campaigns, all without the need for data re-entry. Synergist delivers tools to help you grow.



GROWTH
PROGRESS
SCALABILITY

synergist

THE COMPLETE

PR AGENCY

MANAGEMENT TOOL

See our website for an online demonstration.

For more information, email enquiries@synergist.co.uk

or call us.

www.synergist.co.uk

call us on 0870 444 9656 or 01625 572690