

# synergist

THE COMPLETE  
CONSULTANCY  
MANAGEMENT TOOL



FREEDOM  
FOCUS  
DEPTH

# synergist

## FOR CONTROL

**Ever feel like** you're not really in control of your business? Even though you produce great work every day against tough odds and tight deadlines? You're specialists. You're experts. You're looked to for your knowledge and expertise. So what could possibly 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 projects 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. It also links to leading accounts systems so you can avoid re-entry of data.

Regain control with Synergist, the proven consultancy management software.



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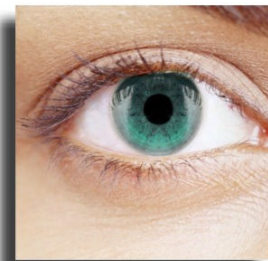
## FOR VISIBILITY

Certain information is essential if you are to run your business effectively. Synergist doesn't merely let you see crucial information; it makes it almost impossible to miss. Whether emailing you to warn you of potentially dangerous situations or sending you weekly summary reports of the key fundamentals, Synergist ensures you're focused on areas worthy of your attention.

Once you grow beyond a handful of consultants, project and staff scheduling become very labour intensive. This is 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 job related information is visible at a keystroke, including emails and file attachments, and everyone benefits from the latest information. 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 revenue forecasting based on live and prospective jobs. Key reports can be delivered automatically by email ensuring you receive regular updates of your firm's health. In addition you can create your own reports on the fly using the simple drag and drop

report builder. If you decide these would benefit the rest of the team you can share them with a single click.

*Visibility.* 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 consulting firms do best** is focus on their speciality. You didn't set up your firm because you enjoy doing internal paperwork and administration. You want to be free to create great, professional 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.

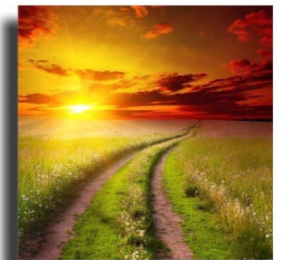
Our experience in the consultancy environment goes back over a decade. We understand what it means to be running a complex project with constant resource allocation changes, and having to deliver against the eternally competing demands of servicing the client whilst ensuring project profitability. Time is the currency of your professional life. It needs to be budgeted and estimated and tracked and managed and billed with care. Synergist takes care of that. Meanwhile, you are free to focus on your speciality expertise in order to ensure the client is satisfied.

Our software 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, project 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.

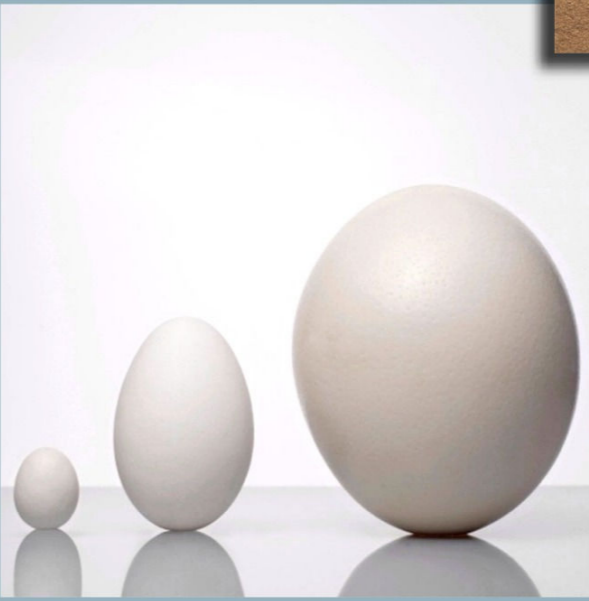
But for consultants, testing times create formidable challenges indeed. Firms are up against unprecedented client demands and awesome levels of competition. It's tough out there.

However, in an independently-compiled list of companies using Synergist fee income increased by an average of 17.85% last year (2010).

It's been a great year for Synergist users, then. Which raises a question: Do fast-growing businesses choose Synergist, or does Synergist help them 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**

**CONSULTANCY**

**MANAGEMENT TOOL**

See our website for an online demonstration.

For more information, email [enquiries@synergist.co.uk](mailto:enquiries@synergist.co.uk)

or call us.

**[www.synergist.co.uk](http://www.synergist.co.uk)**

**call us on 0870 444 9656 or 01625 572690**