

calculate
your return
on investment
with...

enter your own agency's numbers
and take the synergist ROI challenge, at

www.synergist.co.uk/roi

or email enquiries@synergist.co.uk

or call us on 0870 444 9656 or 01625 572690

synergist

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synergist

is the trusted job costing and
project management system
that helps agencies

take control

of their business.

Written by Synergist and implemented by Express
Systems, you receive industry-leading support to
deliver you maximum return on investment

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with

new business/crm
estimating/quoting
capacity planning
scheduling
email & diary management
time & expense recording
project management
job costing
client portal
purchasing
media
billing
reporting
accounts integration

unified system

.....

live visibility



KNOW AT A GLANCE HOW A JOB IS PROGRESSING. EARLY WARNING OF PROBLEMS MEANS YOU CAN FIX THEM INSTANTLY AND REDUCE COSTS.

Synergist
automatically alerts
you when jobs start
to go awry

Improved decision making

- ▶ How profitable is this job going to be?
- ▶ Are we over- or under-resourcing this client?
- ▶ Revenue forecast based on live and prospective jobs
- ▶ Do we need to recruit another designer?
- ▶ Which jobs are over budget?
- ▶ The brief has changed. Do we need to quote for the additional work?

Early warning

Synergist automatically alerts you when jobs start to go awry

Joined-up information

End-to-end intelligence means key decisions can be made at speed

Always up to date

As in any battle, you want to rely on information that's completely up to date

Synergist highlights problems, comparing % of work done with % of budget spent...

Job 38% complete yet budget is 48% spent

ROI CHALLENGE if you had this visibility to reduce over-servicing, what % of billings would it equate to in your agency?

2% 3% 5%

JUST
2%
OF £1M BILLING
= £1,666.00
PER MONTH

quick visual scheduling



JOB SCHEDULING CAN BE COMPLEX, TIME CONSUMING AND COSTLY. MAKE IT QUICK AND SIMPLE TO OPTIMISE YOUR RESOURCES WITH SYNERGIST.

Scheduling complexity

When your business grows beyond a handful of people, scheduling complexities quickly multiply to danger levels



Staff availability

Makes best use of your chargeable resources

Uses estimate and timing plan

No re-keying of data makes the process much quicker

Re-allocate teams or individuals

Everyone can see the current schedule, leading to better decision-making

ROI CHALLENGE if you had a powerful scheduling system prompting better decisions, what % of billings would it equate to in your agency?

1% 3% 4%



improved cash flow

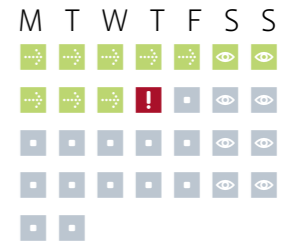


DON'T DRAIN YOUR FINANCES BY WAITING UNTIL MONTH
END TO BILL. SYNERGIST IMPROVES YOUR CASH FLOW.

Billing one month earlier could increase your bank balance by one twelfth of your turnover

The Synergist solution

- ❗ Synergist encourages billing at completion of job
- Early billing triggers earlier payment.
- Reduction in errors streamlines payment process
- Far fewer billable items are lost



Avoid invoices sent long after job completion

- Month-end billings delay cash
- Many jobs end early in month
- Early billing lifts cashflow

Avoid inaccurate billing

- Excuse for delayed payment
- Time wasted in solving
- Customer good will lost

Many synergist users say this feature has transformed their finances more than any other

ROI CHALLENGE if you could do accurate and early billings, what % of billings would it equate to in your agency?

2% 4% 5%



client portal

www.ni browse

MORE AND MORE CLIENTS DEMAND INFORMATION
AROUND THE CLOCK. WITH SYNERGIST YOU CAN GIVE
THEM ACCESS 24/7.

Synergist's
client portal makes it
easier for clients to do
business with you

- ▶ Increased levels of business
- ▶ Fewer communications problems
- ▶ More efficient working practices

**Valuable client
service**

- ▶ Clients access info as they need it
- ▶ Improves client retention

**Track client
communications**

- ▶ Quickly locate approvals, comments
- ▶ Everyone access the same information

Easy to use

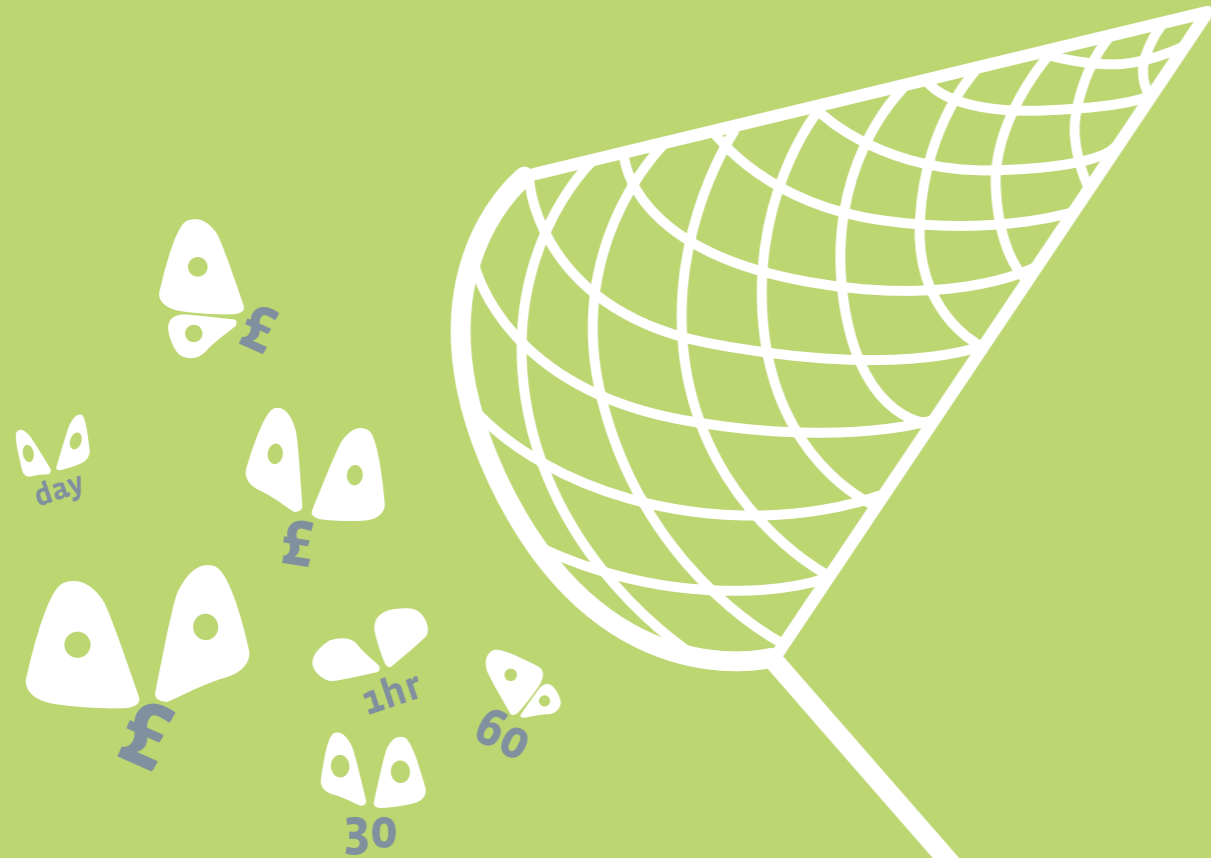
- ▶ Simple browser-based interface
- ▶ Avoid bloated email trails

ROI CHALLENGE if you could offer clients this level of service,
what % of billings would it equate to?

2% 3% 4%

JUST
2%
OF £1M BILLING
= £1,666.00
PER MONTH

estimating & cost capture



IS YOUR BUSINESS MISSING CHARGEABLE COSTS?
SYNERGIST ALLOWS YOU TO CAPTURE AND BILL
THEM ALL, WHILE ADDING A PROFESSIONAL
ESTIMATING AND QUOTATION SYSTEM.

In a typical week in a
15-strong agency,
each person can easily
forget to record 1 hour
per week

One hour per week
@75 per hour x 15 people



£4,500
per month
lost potential
billing

Avoid making
the same
mistakes

- ▣ Quote based on previous actuals...
not previous quotes
- ▣ Quickly gain systematic intelligence

Pre-populated
timesheets

- ▣ Easy to fill in online...
so people tend to do them in real time
- ▣ More chargeable hours are recalled

With a £1m business,
recharging just a third
of this additional
time would increase
billings 2%

ROI CHALLENGE If you could estimate
more accurately and capture additional
billable fees, what % of billings would it
equate to in your agency?

2% 4% 5%

JUST
2%
OF £1M BILLING
= £1,666.00
PER MONTH

impact on monthly profits

FIGURES BASED
ON A TYPICAL
15 STRONG AGENCY



what would Synergist mean to you?

- LIVE VISIBILITY**
 - PROBLEMS HIGHLIGHTED EARLY
 - IMPROVED DECISION MAKING
- SCHEDULING**
 - STAFF & JOB SCHEDULING
 - LOADING ON DEPTS, TEAMS, PEOPLE
- IMPROVED CASH FLOW**
 - EARLY BILLING
 - EARLIER INCOME
- CLIENT PORTAL**
 - GIVE CLIENTS 24/7 ACCESS TO JOBS
 - CLIENT SERVICE & RETENTION
- ESTIMATING**
 - BETTER ESTIMATING
 - CAPTURING MORE CHARGEABLE TIME

BILLINGS



A TOTAL GAIN (IN BILLINGS) OF

IN A £1M BUSINESS, THIS EQUATES TO A MONTHLY	£7,500
LESS MONTHLY SYNERGIST COST	£550
PROFITS INCREASE BY A MASSIVE MONTHLY	£6,950
ANNUALLY THAT EQUATES TO A STAGGERING	£83,400

what our clients say

Since installing Synergist we have improved operational efficiency, releasing 14% of billable time. In addition the control of hours has enabled us to bill 12% more hours to clients. The net effect of these two benefits has improved gross profit by a minimum of £9000 per month.

.....
JOHN WILFORD
MANAGING DIRECTOR
RAVE COMMUNICATIONS

Since having installed Synergist 4 years ago, we have seen increased efficiency and revenue to the tune of 12.5% with Synergist managing every crucial aspect of our project management flow. 'Indispensable' is the word I would use.

.....
RICHARD SHIRAZIAN - MANAGING DIRECTOR - CRE8

Since we installed Synergist we are producing more consistent quotes, billing more and recording at least an extra hour of chargeable time a week per team member .

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PIERS BARROW - DIRECTOR - JMP PARTNERSHIP

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