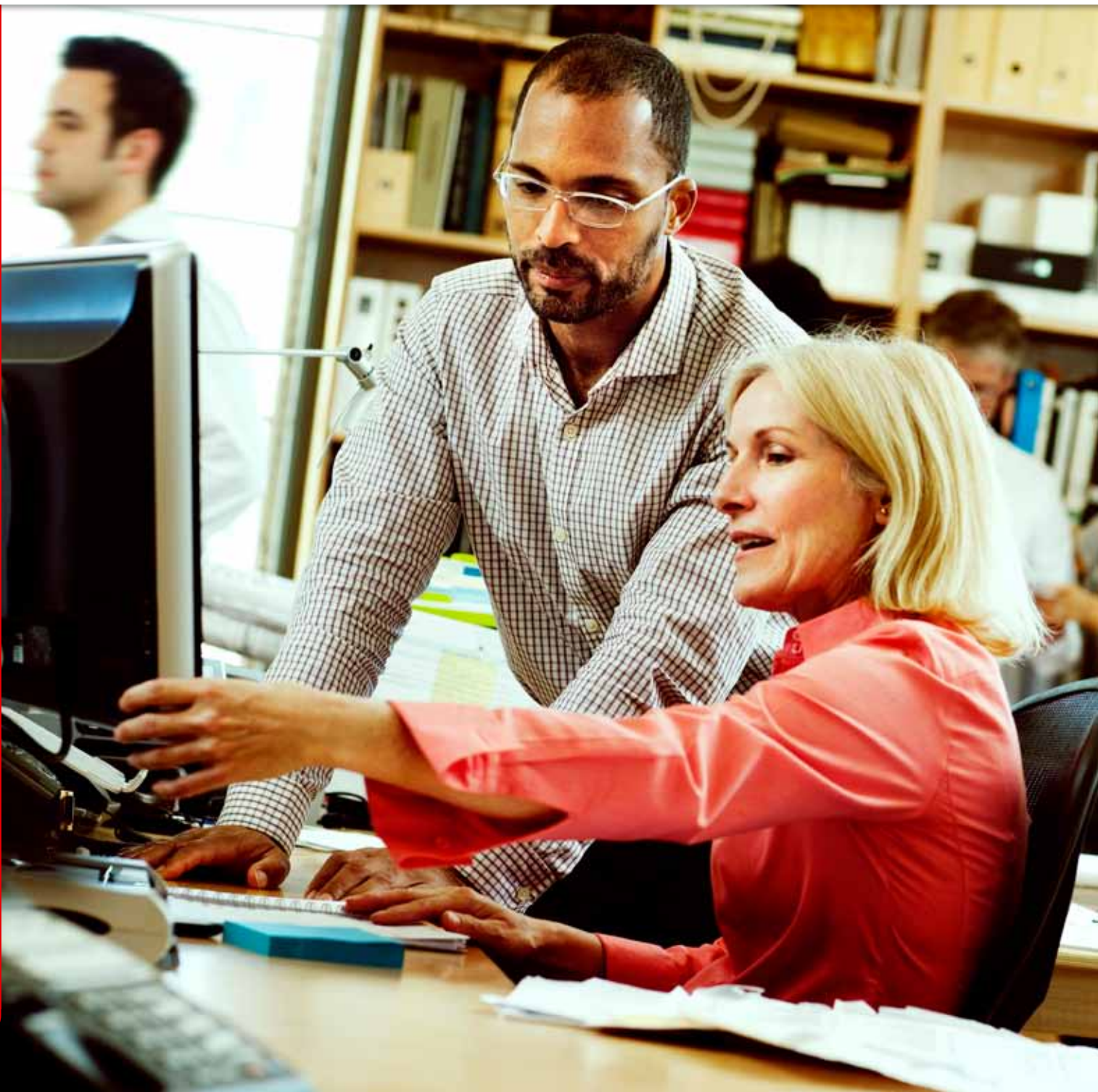


# = exact

And it all comes together.

## Exact Synergy

Bringing connected insight to your business





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# Connected insight, enhanced business performance

Small and medium-sized businesses are at the heart of every economy. They’re run by entrepreneurs. People with imagination, passion, ambition, and guts. People who understand the importance of speed, flexibility, innovation, customer relationships and customer service. A no-nonsense world where it’s normal to pull out all the stops. It’s challenging, exciting, and when things go right, there’s no better feeling.

At the same time, the realities of limited resources and ad hoc growth mean that many small and medium-sized businesses struggle with manual procedures and IT systems that won’t talk to each other. Result: orders start to go missing, invoices get lost, and the customer history is spread across dozens of PCs. Collaboration stalls, and areas that were once strong begin to break down.

It doesn’t have to be this way. Exact Synergy is a software solution that pulls processes together and facilitates teamwork. It provides all you need to help run your business successfully. It’s scalable, so it can grow with your business. And it’s ready to go right out of the box, adding immediate value.



# Developed with **your challenges** in mind

## Manage your people



Employees want to see career prospects, training, and education; production wants more people; marketing wants the right people; line managers worry about succession planning; management wants the headcount kept as low as possible. Then there's all the routine administration that eats up more time than it should because you have to re-enter information from one system to another. And did we mention compliance issues, different laws and regulations in different countries, or the often-heard complaint that HR is "too abstract, too bureaucratic, and too detached from the business"?

In a typical small or medium-sized business, the HR department faces so many demands and expectations that it's a struggle just to keep your head above water. Simple, administrative HR takes up so much time that it's effectively impossible to focus on strategic HR and becoming a true business partner to the line managers.

## Align around your customers



Your customer receives an e-mail from you on Tuesday, a cold call on Wednesday, and both relate to a product he purchased last month and is now struggling to get working as expected. He really wants to hear back from your customer service desk – the only one who hasn't called yet.

This might be an extreme case, but it does happen. And it happens when sales, marketing and customer service are out of sync. When they can't see the most recent contacts, find out who's dealing with whom, or check the history. The result is aggravation internally (and at the customer's), and lost time and effort that could have been put into generating, following up and converting leads, retaining existing customers and winning more of their business, or simply managing the sales funnel.

## Streamline your finance



Excel, Excel, and more Excel: managing one business is a challenge, but factor in subsidiaries and operations abroad and the complexities multiply significantly. The monthly, quarterly and annual reports now involve consolidating and aggregating information from different systems, presented in different ways, using different currencies, and complying with different accounting methods and standards. It's a labor intensive, time consuming task.

Between reports, you don't have any consolidated insight into your costs, turnover and profit as they look right now. You can't see the expenses that are being claimed, or the impact of currency changes. You're basically flying blind until the next reporting moment comes round. Not a comfortable feeling.

## Wouldn't it be great if...

### Your HR people

could cut the time spent on transactional, administrative processes like address changes and updating employment records so you can turn HR into a strategic part of your business?

### Your commercial team

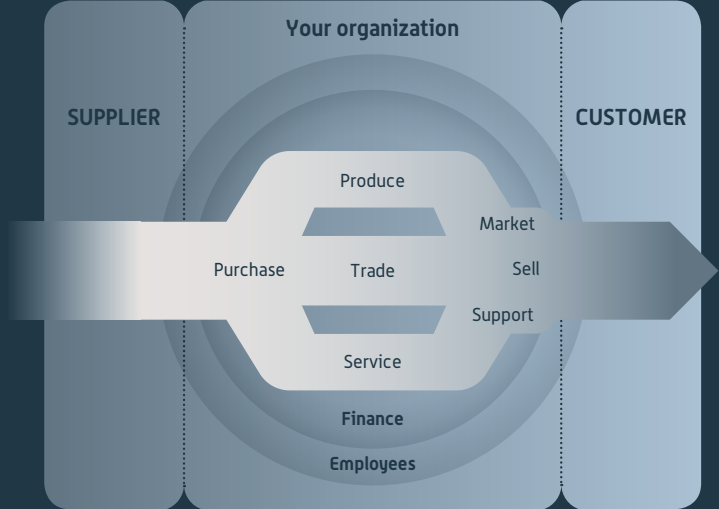
could see every lead, sale, e-mail, phone call, brochure request and quote request immediately, anywhere, and at anytime? If you could align sales more closely with marketing, and be more alert to problems and opportunities so you are in a stronger position to win new customers and retain existing ones?

### Your financial colleagues

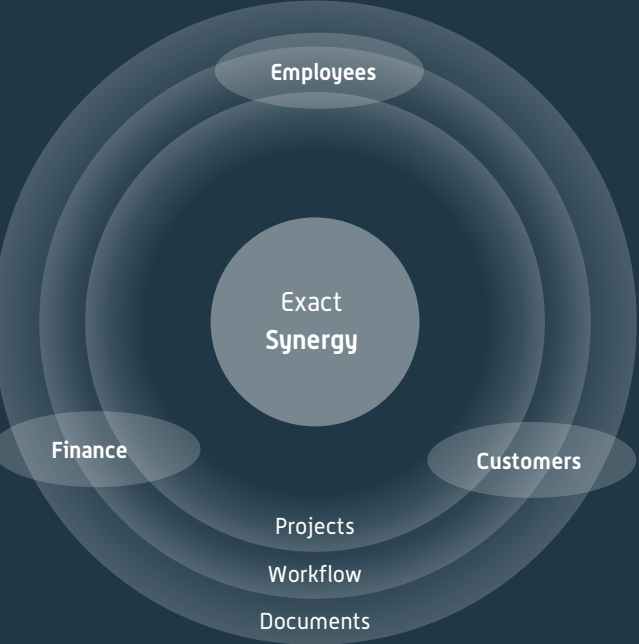
could rapidly and reliably consolidate and aggregate financial and operational data from all your locations into a single, integrated global view of your business? If you could connect the people, processes and information that support your auditing processes and help you to manage regulatory compliance?



# Exact Synergy the product



Value creation model



Product model Exact Synergy

Exact Synergy is a powerful web-based solution that enables you to integrate, manage, control and improve the way all your people work together to add value across your business.

For many small and medium-sized businesses, limited resources mean that many routine tasks are still performed manually, or utilize processes and IT systems that work fine on their own but not together.

Yes, people can collaborate, but work is unstructured and inefficient. Information is scattered across e-mails, Word documents, PowerPoints, and PDFs, buried on local hard drives or just printed, filed, and forgotten. The bigger picture gets lost. Sales and marketing are frustrated with each other. HR is too busy with routine tasks to focus on long-term business goals. Finance lacks the insight it really needs. Bottom line: time and money are being wasted because processes that should benefit multiple departments are thought of and performed in isolation.

Exact Synergy enables your people to work together in support of your goals. The result is real transparency, shorter lines of communication, quicker organizational responses, greater flexibility, and true teamwork.

Exact Synergy is a scalable software solution (i.e., you can start with one function and extend to others when you're ready) that unites processes and connects information in one, two or all of these areas: employees, customers, and financial transactions. In doing so, it brings together the people who work in those functions. It simplifies work for one, provides greater insight for another, frees up time for someone else, and makes it a snap to check a customer history, find a colleague, monitor a complaint, archive e-mail and paper correspondence, coordinate a marketing campaign, or just request a vacation.



# The engine behind Exact Synergy

Exact Synergy is a new way to drive your business based on the concept of integrated workflows, documents and projects – today’s way of working. Its powerful workflow and document engine brings clarity, structure and collaboration to the business of doing business.

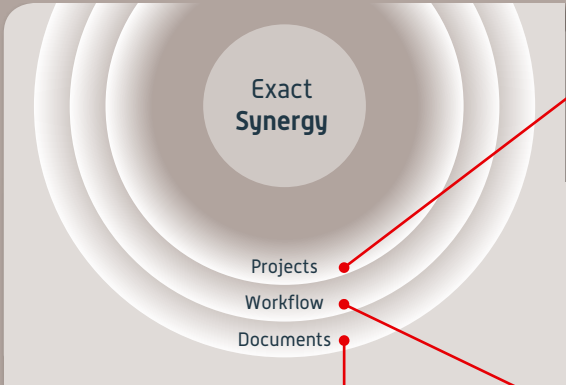


Exact Synergy eliminates barriers while respecting the needs of different functions, and enables employees to work together effectively by ensuring that all information is available in one place, for everyone – a single source of truth.

Workflow is one of the key drivers behind Exact Synergy. Workflow unites functions, departments and people around any number of “request types” – calls for action, such as an e-mail from a customer or a sales lead from marketing. Exact Synergy links these request types to the corresponding resources, projects, assets and documents so that all operations are interrelated and traceable. Depending on the request type, tasks appear automatically in the relevant person’s workflow “inbox.” A task can require documentation,

collaboration or deadlines, and can be defined to follow a particular route until it has been processed. A task is only considered complete when it has been signed off by the responsible individual. Progress can be viewed and reviewed at any time, and you can create alarms so bottlenecks don’t develop.

The end result is a linked business process that fosters a new level of teamwork with clear responsibilities, reduced IT costs, and the benefits of having access to trustworthy information anywhere, anytime.



## Unified projects

Exact Synergy helps project members stay in sync with each other. Every decision taken or change made to a project is shared among the team automatically so that everyone involved can concentrate on achieving the project goals.

## Shared documents

Exact Synergy ensures that document-intensive processes are supported throughout your business. Electronic documents created in MS Word, MS Excel or other applications can be shared securely, regardless of where people work or live.

## Structured workflows

Built-in workflows align everyone involved in the process. Work is routed automatically to the next person in the chain. Exact Synergy ensures clarity of ownership and provides insight into who is responsible for the next step.



# Clarity, structure and collaboration in one

Exact Synergy is able to take the organization and retrieval of documents to a new level of ease and efficiency. Its document management engine makes presentations, spreadsheets, e-mails, correspondence and more available to employees, management, and authorized partners in one place.

### Find files and documents

Exact Synergy also supports innovative document management techniques. For example, it supports document tagging – key wording – for fast, accurate searching and retrieval of a specific document. So you want to save marketing presentations you’ve used at various trade fairs and aimed at engineering companies? Just tag them accordingly so next time you’re organizing something similar you can search for and find all materials targeted at these types of companies. That’s incomparably faster and simpler than trying to create and maintain dozens or hundreds of sub-categories within a generic group. You can add tags to your own and other people’s documents, so everyone can use their own search words, and making life even easier, predictive text recognition indicates if a tag was used earlier.

### Work the way you’re used to

Exact Synergy integrates with Microsoft Office. This means you can benefit from Exact Synergy’s powerful workflow, document and project tools within the Microsoft Office environment. In Microsoft Outlook, for example, you can save e-mails and create requests, projects and accounts in Exact Synergy – without leaving Microsoft Outlook. And a special additional toolbar enables you to access the most basic Exact Synergy functions from Microsoft Word, Excel and PowerPoint.

### Alerting

Exact Synergy supports the creation of personal alerts for documents related to a project or customer. This enables you to stay on top of every development because you receive an alert via an RSS feed whenever a document is updated, a new document added, or any other change is made.

### Control viewing and editing rights

Exact Synergy is built around the idea of sharing information so people have the knowledge, insight and clarity they need to do their job. However, we also recognize that not all information can be shared. Exact Synergy’s document management functions enable you to set permissions for creating, viewing and editing documents. This allows for example project members to share information securely, knowing that this will stay within the team.

### Everything in one place

Exact Synergy supports the creation and running of projects. This ensures everything related to that project – documents, e-mails, to do lists, activities and more – is bundled together in one place. This helps project teams stay organized and focused on the objective.

*“Work together more efficiently, regardless of time and location.”*

Simplify HR with employee and manager self-service

Exact Synergy’s HRM solution transforms the way HR departments operate. Now you can store all your employee-related information in one secure digital file, accessible from anywhere via the web. This makes it possible to introduce employee and manager self-service, thereby eliminating routine transactional tasks like recording vacations, making address changes, and approving expenses. This consistent, streamlined workflow frees up time for strategic HR, while allowing you to feel confident that records are always complete, up-to-date, and reliable.

Improve customer focus and coordinate activities

The CRM solution within Exact Synergy enables you to turn your sales, marketing and customer service people into a true team. Information and knowledge are centralized and shared. Responsibilities and roles are clear so you know who to contact, and work can be assigned electronically. Now you can make commitments, chase leads, win customers, answer queries and coordinate sales and marketing initiatives – because everyone has access to the complete picture.

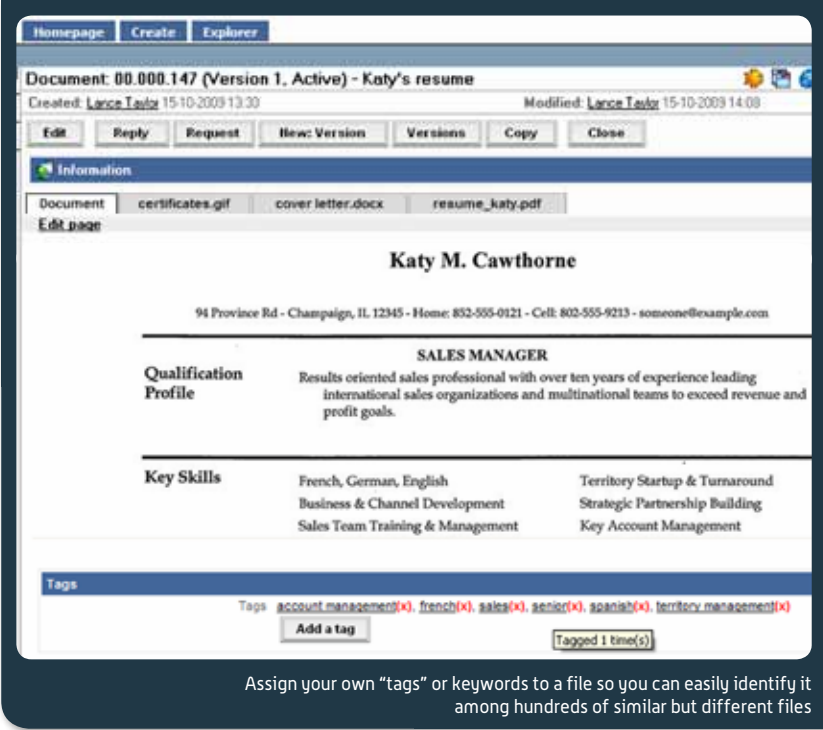
Simplify consolidation and gain deeper financial insight

Exact Synergy’s finance solution minimizes the complexity of managing multiple subsidiaries and their remote administrations. Exact Synergy simplifies and speeds up financial consolidation and auditing processes, and assists with compliance and governance. It allows for financial reporting at subsidiary, group and consolidated group levels, and can consolidate different currencies and accounting standards. Now you have proper insight into your subsidiaries’ performance and can structure the way they work and share information with the parent organization.

Projects

Workflow

Documents





# Manage your people



Exact Synergy's HRM solution opens the way to a new role for human resources. Self-service systems cut routine transactional HR, improve employee and operational management satisfaction, and foster speed and efficiency. Use your new-found time to focus on strategic initiatives aimed at building the right workforce for your business.

## Exact Synergy for HRM

Human resources can be one of the most complex and sensitive jobs in any company. It touches every employee. And because HR reaches into every department, facility and function, it faces high levels of administrative work caused by re-entering data from paper forms, e-mail, spreadsheets, and databases used in other parts of the company.

Exact Synergy's HRM solution enables small and medium-sized organizations to take their pick of today's best practices – without having to implement those functions you simply don't need. Imagine having employee self-service (ESS) and manager self-service (MSS). Imagine having information and events stored in one location, accessible anywhere. Imagine having complete employee data. Imagine being able to pull up workforce statistics at any time.

Exact Synergy streamlines, clarifies and supports every aspect of human resources management, from the moment someone is recruited to the day they leave.

# From hire to retire

Exact Synergy relieves the burden of routine administration and supports every step in the employee lifecycle.



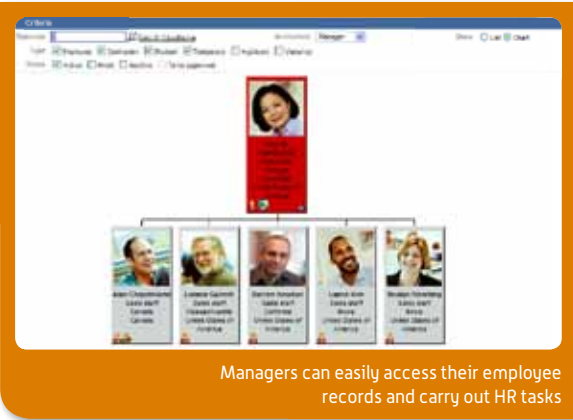
Employees can securely access their personal records

### Self-service

HR is commonly associated with excessive bureaucracy. Exact Synergy’s employee self-service and manager self-service functionalities streamline routine administration and so enable the HR professional to focus on engaging with employees and their managers across the business. Self-service eliminates paperwork and enables employees and managers to carry out tasks on their own. They can, for example, check company policies, find the phone number of a new colleague, check who’s who in the company “facebook”, make updates, view employee records and histories, etc. Exact Synergy eases the burden on HR. And with the optional Synergy Event Manager function, it’s possible to alert managers and employees to key issues, dates, actions, etc. via e-mail and text message.

### Hiring

Exact Synergy slashes the administrative work involved in hiring a new employee. With Exact Synergy you can quickly nail down the job requirements and job description, post the vacancy, manage resumes, manage interview rounds, track offers and contract negotiations, and archive scans of certificates and application letters. Manager self-service enables the line manager to check progress at any time, and you can also send alerts if required. And once someone has agreed to join, you can promote them from applicant to employee status at the click of a mouse – and their archive moves with them.



Managers can easily access their employee records and carry out HR tasks

### First day

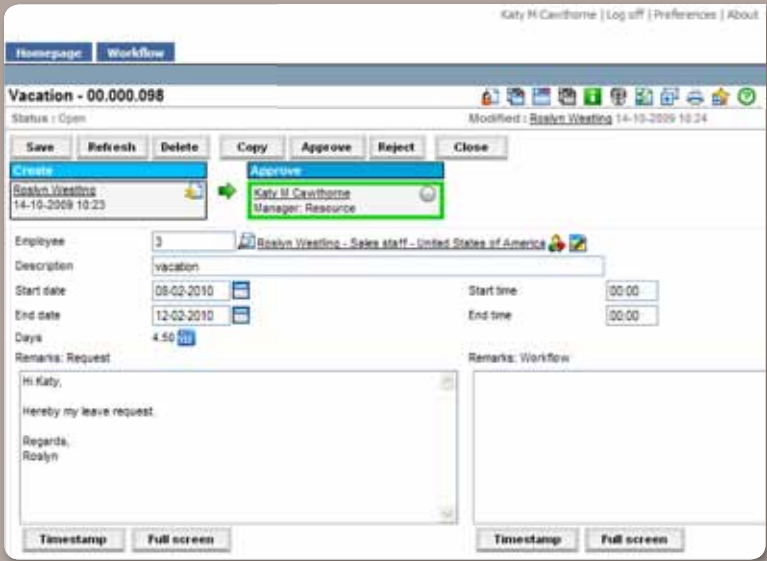
Onboarding is key in establishing a strong bond between new employee and employer. Not being able to park, not having a computer or e-mail address, or discovering your new boss doesn’t expect you today, is not the way to make a good impression. Because messages and orders are sent within the system rather than requiring dozens of e-mails, Exact Synergy simplifies everything involved, enables you to keep tabs on the progress, and ensures everything is ready on time.

### Training and development

Employee development is a core activity of every organization. But with e-mails here and overviews there, it quickly becomes difficult to track people’s development. Exact Synergy cuts administrative work by handling the process and archiving who’s done what, in one system. Use competence profiles to identify development needs. Enable employees to enroll online. Route approval requests to managers automatically. Provide course prospectuses, manage training contents, and register and track certificates all in one place.

### Exact Synergy for HRM

- Use workflow to manage all HR related activities: training enrollment, expense claims, requests for assets, applicant reviews, etc.
- Store any document and centralize employee files: training certificates, scans of drivers’ licenses, contracts, correspondence, etc.
- Share policies and automate procedures.
- Manage people’s working hours and time off.
- Give remote employees access to the same information as headquarters.



Built-in workflows organize personal time-off requests

### Absences and time off

Is it hard to calculate leave entitlements? Do you still rely upon paperwork to manage leave requests? Exact Synergy helps you to manage employee holiday and absence information and make life easier for all involved. Built-in workflows organize personal time-off requests and significantly reduce the administrative work for HR. Holiday entitlements are calculated automatically and adjusted once leave requests are approved.

### Performance appraisals

Exact Synergy makes it easy to create a standard appraisal structure. You can have different appraisals for different roles, and take account of “soft” requirements such as skills and competencies, as well as hard targets like sales goals.

### Alerts and notifications

What do you do when you need to alert someone about a new document, an absence, or key HR issues? With the optional Exact Synergy Event Manager you can setup e-mail alerts and notifications directly from Exact Synergy.

### Secure records

Exact Synergy’s digital personnel files bring together everything mentioned above: employee records (name, address, employee benefits and payroll), company property (onboarding), development (training records, certificates), absence history (vacation, time off, etc.). Now you have a 360-degree view that can be shared securely between employee, their line manager, and HR.

### Workforce reporting

In a typical company, workforce information is held in different places, using different systems, standards and methodologies. There’s little uniformity or consistency, making HR data untrustworthy. With its “single source of truth”, Exact Synergy brings uniformity to your workforce analytics, placing reliable information at your fingertips so you can generate standard reports that can be customized to the needs of the HR manager.



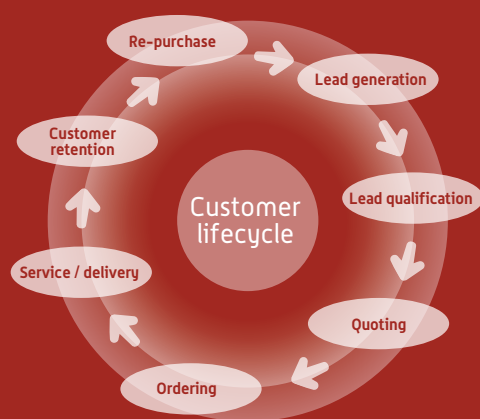
Execute performance appraisals and access related metrics

### Exit management

It’s important when people leave to make sure that all company property is returned. Exact Synergy ensures that all procedures are documented using asset registration and exit checklists.



# Align around your customers



Sales, marketing and customer service working together in a structured, customer-centric way; improved customer retention levels and better business results; improved lead management and coordinated campaigns; every decision and contact moment guided by customer-focused processes. Exact Synergy's customer relationship management solution helps you to achieve this.

## Exact Synergy for CRM

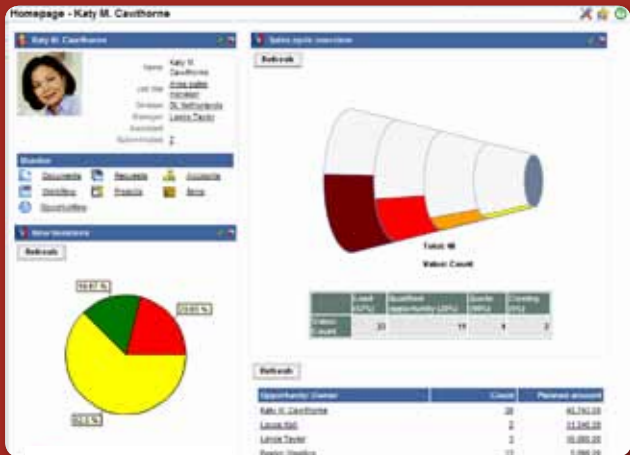
There's a history of tension between sales, customer service, marketing and others that interact with leads and customers. Typically, they work in isolation (silos) so no one knows what the other is doing, facing or planning. Frequently, sales doesn't know that marketing is planning a campaign. Marketing doesn't know that sales wants to push a different product. And customer service is having to deal with questions when it doesn't know customer expectations, can't access order histories, and lacks the other information it needs. Cooperation is ad hoc (if at all), opportunities are being lost or undermined and customers suffer the consequences.

Exact Synergy's solution for CRM makes it possible to transcend functional departments and build collaboration into your system. With all customer information stored centrally, everyone can access it, regardless of department, and see a detailed history of the customer relationship.



# From gain to retain

With Exact Synergy, everyone with a customer-facing role can access, archive, contribute and share customer-related information throughout the customer lifecycle.



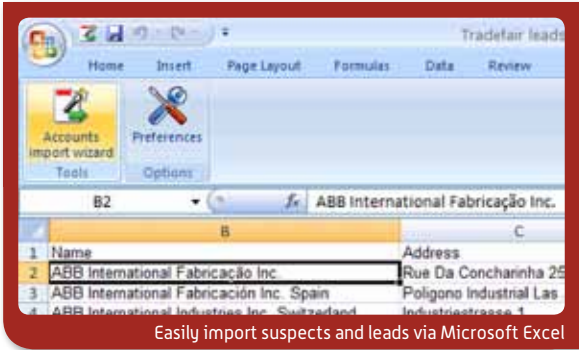
Personalised homepages provide performance insight

### 360-degree account history

The piecemeal distribution of knowledge and information is a major problem in CRM. Exact Synergy’s common database and shared workflows place everything in the open for all involved to see, check, contribute to and share. Sales histories, documents, correspondence and every other aspect of a customer are connected to one customer file containing address details and contact details, with further links to Google Maps and profiles in LinkedIn and other social networking sites.

### Lead management and marketing

A unified sales and marketing operation is a winning team. Unfortunately, this is rare. Exact Synergy’s central database and shared processes unite sales and marketing professionals to manage leads and prospects together. Using Exact Synergy, sales and marketing can access relevant key performance indicators and work together in a structured, customer-centric way to achieve their goals. Exact Synergy’s opportunity management module, passes leads to sales for follow-up. This provides more sales-ready leads to sales and cuts the amount of time sales has to spend on its own lead-generation.



Easily import suspects and leads via Microsoft Excel

### Sales team management

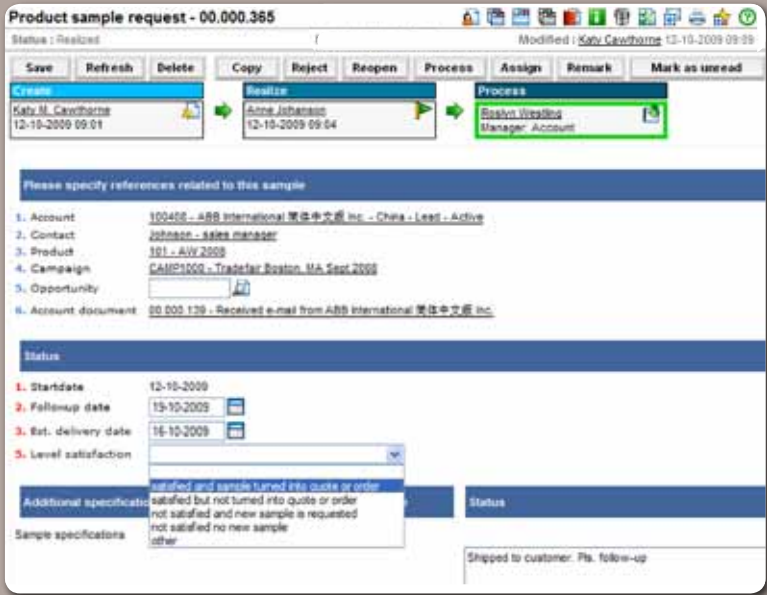
Most sales members work as individuals. They create their own forecasts on their own computers, and e-mail them to their boss, who then aggregates them. They manage their own leads and marketing collateral. It’s inefficient, opaque, and makes it hard to manage the sales funnel. Exact Synergy simplifies these processes and brings transparency by centralizing everything and provides self-service access to account information, marketing collateral, opportunity management and more. This makes it easy to keep sales focused on achieving its revenue goals – and for each sales professional to see the complete picture.

### Alert management

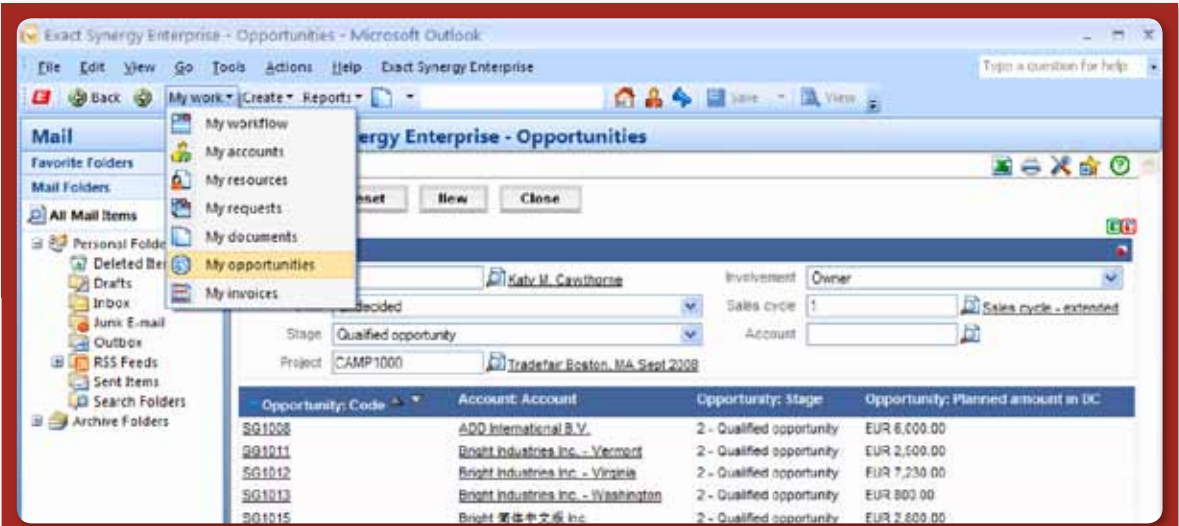
Customers prize flexibility and fast reactions on the part of their suppliers. The quicker the reaction, the more likely they are to be impressed with your company. Or what about receiving an early-warning about deteriorating revenues? Exact Synergy’s optional Event Manager can be used to alert everyone who needs to know the moment urgent action is required.

### Exact Synergy for CRM

- Use workflow to manage customer service enquiries, requests for information, the sales cycle, visits, etc.
- Create, send and manage online and e-mail marketing campaigns; handle customer responses via automated workflows.
- Use workflow to streamline and control the handling of complaints that involve multiple people and teams; provide all with clarity to easily track its progress.
- Get automatic follow-up notifications on key customer-related events.



Unify sales and customer services in handling customer inquiries such as requests for product samples



Manage your leads and opportunities directly from within MS Outlook

### Opportunity management

The tendency to for people to do their own thing makes opportunity management harder than it should be. What managers want is uniformity and easier forecasting. Exact Synergy provides both. Exact Synergy’s opportunity management capabilities ensure that sales enquiries are followed up rather than thrown over the fence in the hope someone else will pick them up. With full integration between Exact Synergy and Microsoft Outlook e-mails no longer go missing and there’s a complete record of related events.

### Customer portal

With Exact Synergy, you can create customized portals to share information and communicate with your customers, without additional IT resources.

### Reports and analytics

Built-in analytics are the only way to know what your customers are thinking and to respond to their issues quickly and effectively. Exact Synergy’s built-in real-time analysis tools, reports and ad hoc database querying can help you recognize issues before your customer does.

### Customer retention

Sales and after-sales teams typically use separate systems. This means sales often has little insight into any subsequent arising problems or issues, which could be useful if you’re planning a follow-up call. Or, after-sales has limited insight into how the relationship started. Both are working with one hand tied behind their backs. Exact Synergy’s central database gives everyone access to the same information, improves complaint management – and supports customer retention.



# Extend financial control to your entire business



Exact Synergy enables finance and accounting professionals to establish a single, integrated overview of the entire organization's performance. It takes the hassle out of credit management, A/R management, recording incoming invoices, expense claims, and more. It facilitates efficient aggregation and consolidation. And it connects the people, processes and information behind them.

## Exact Synergy for finance

The finance and accounting function is the key to controlling the cost of doing business. Yet lack of clarity, inadequate insight, and mountains of paperwork mean F&A departments often find themselves in the position of having to play catch-up, rather than being in control. Invoices get lost; it's unclear who the relevant budget holder is; the authorized approver is on vacation or based at a different location. Suppliers start to complain as invoices are not paid on time, and your F&A people are forced to spend their time making phone calls and sending reminders by e-mail.

Wouldn't it be great if electronic workflows routed invoices automatically to the right person for approval? If you could cut processing time significantly, improve control and accuracy, and implement centralized invoice handling throughout the organization? Exact Synergy enables finance and accounting professionals to establish a single, integrated overview of the whole organization's performance. That's clarity, insight, and control.



# Streamline finance and accounting

Exact Synergy helps finance and accounting to streamline its processes and enhance efficiency. The result is better insight into the bigger picture and total control of the details.



Multi-level consolidation

### Multiple administrations

Each location has its own accounts. Maybe even its own accounting standards. Its own organizational structure. A different currency. Different definitions of ownership and responsibilities. Different general ledger accounts. And everything’s done in their own spreadsheets. Exact Synergy creates clarity and transparency by helping you structure your financial organization and centralizing transactions from multiple remote administrations. Set up an organizational structure. Assign ownership levels. Align reporting periods. Map local G/L accounts to those used by headquarters.

### Currency management

The currency translation process, when performed in many MS Excel sheets, is time-consuming, frustrating, and prone to errors. Naturally, finance professionals want quick, accurate currency conversions so they can aggregate subsidiary costs and revenue transactions with as little delay as possible. Exact Synergy simplifies currency conversions and records the rates used for the local currency conversion and in determining the conversion to the corporate currency. Ideal if you need to go back and verify.

### Intercompany eliminations

Exact Synergy supports transparent intercompany eliminations. Enter them via an elimination entry screen and select the relevant division and reporting entity concerned, the period concerned, and date. You can also reverse eliminations at the next reporting period.

### Month-end data aggregation

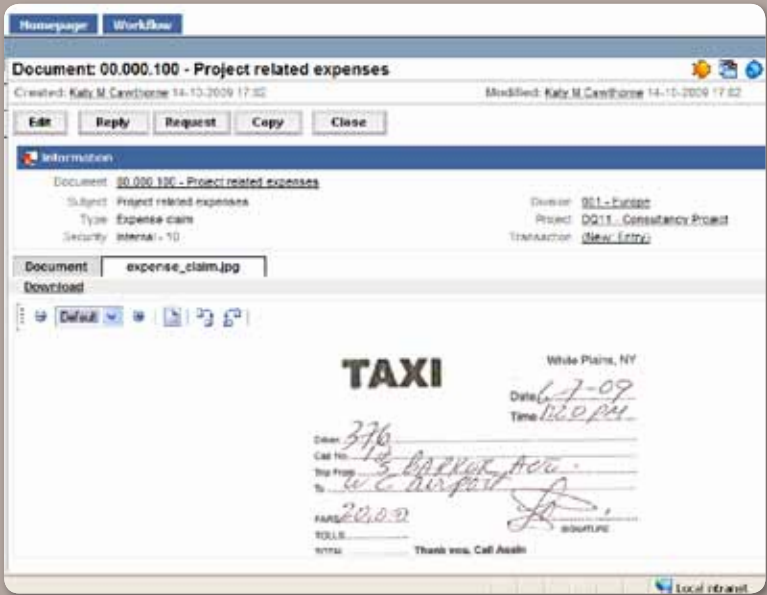
Even when everything is set up as you want, the use of e-mail, different spreadsheets file formats, and different interpretations of “quick” can make closing the month a chore. Exact Synergy provides a streamlined, efficient process based on giving you the ability to import data from your back office systems.

### Reporting financial results

In addition to serving as an operational tool, Exact Synergy is a communication tool, too. It provides a way to share knowledge and discuss issues, so financial information becomes a company-wide resource. Exact Synergy offers rapid and easy report generation and distribution, secured by role-based, authorized access.

### Exact Synergy for finance

- Use workflow to manage the month-end closing process, accounts receivables and credit collections.
- Store all finance-related documents such as scans of bank statements, spreadsheets, correspondence or e-mails.
- Benefit from standard project and task-management tools to control the compliance management process.
- Share policies and automate procedures.
- Benefit from standard multilingual and multi-currency capabilities.



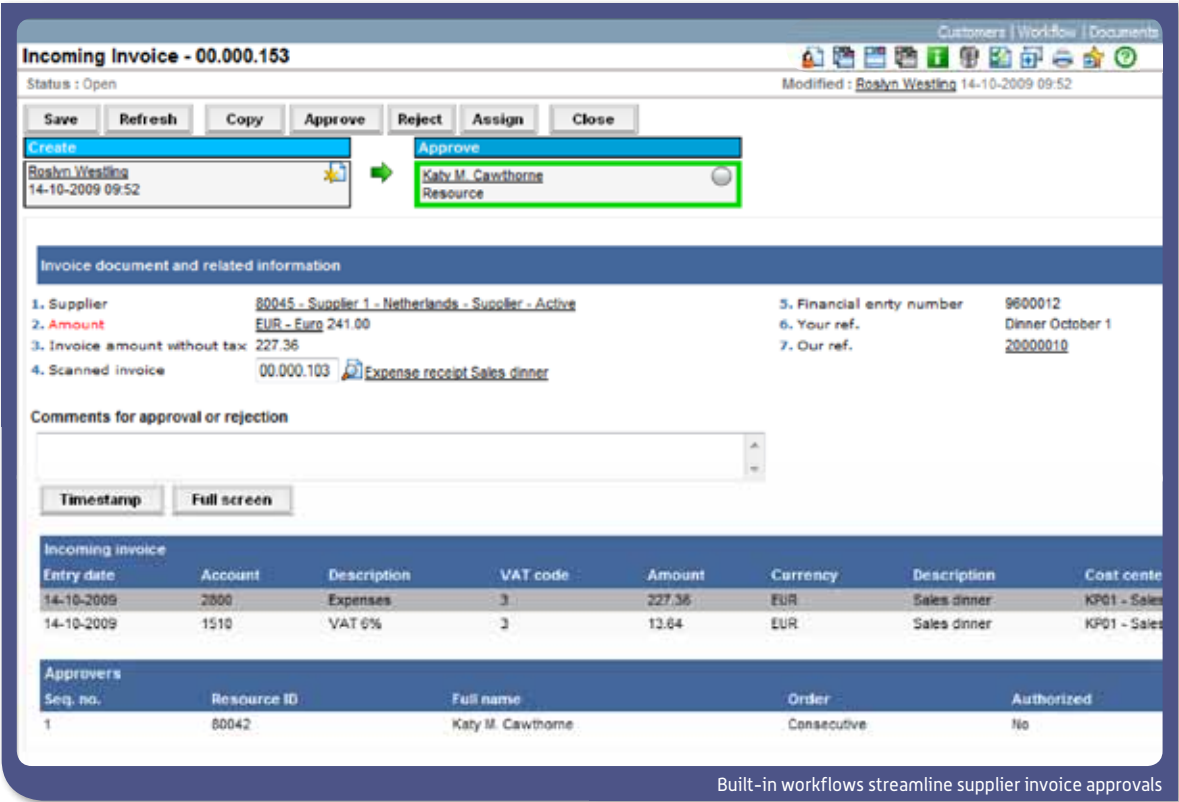
Link scanned copies of original receipts to your expense claims

### Incoming invoices

Many organizations check, compare and approve incoming invoices by hand in an attempt to prevent errors and the need for corrective action later. Exact Synergy’s electronic Incoming Invoice Register transforms this into a transparent, traceable process. Invoices are scanned and sent for authorization to all budget holders, thereby eliminating the flow of physical invoices.

### Compliance management

Exact Synergy enables organizations to establish projects and tasks to aid in the management of the compliance process. Secure collaboration between subsidiaries and other stakeholders enhances compliance communication and the accuracy of information. Exact Synergy also provides ways to manage online policies, manuals, internal news pages and policy authorization via an automated workflow, to further internally support the effectiveness of policies and procedures.



Built-in workflows streamline supplier invoice approvals



# Connected insight, enhanced business performance

## Key benefits for your business

Exact Synergy has been designed to improve business performance right out of the box. The result is clarity, structure and collaboration in one.

### Designed for you

Exact specializes in software for small and medium-sized businesses. Exact Synergy therefore offers what you need – not more than you need – in order to take your HR, commercial and finance functions to a new level of value-creation. It's standardized, so it's simple to implement, and it requires minimal resources to maintain, which makes it ideal for organizations with limited IT support.

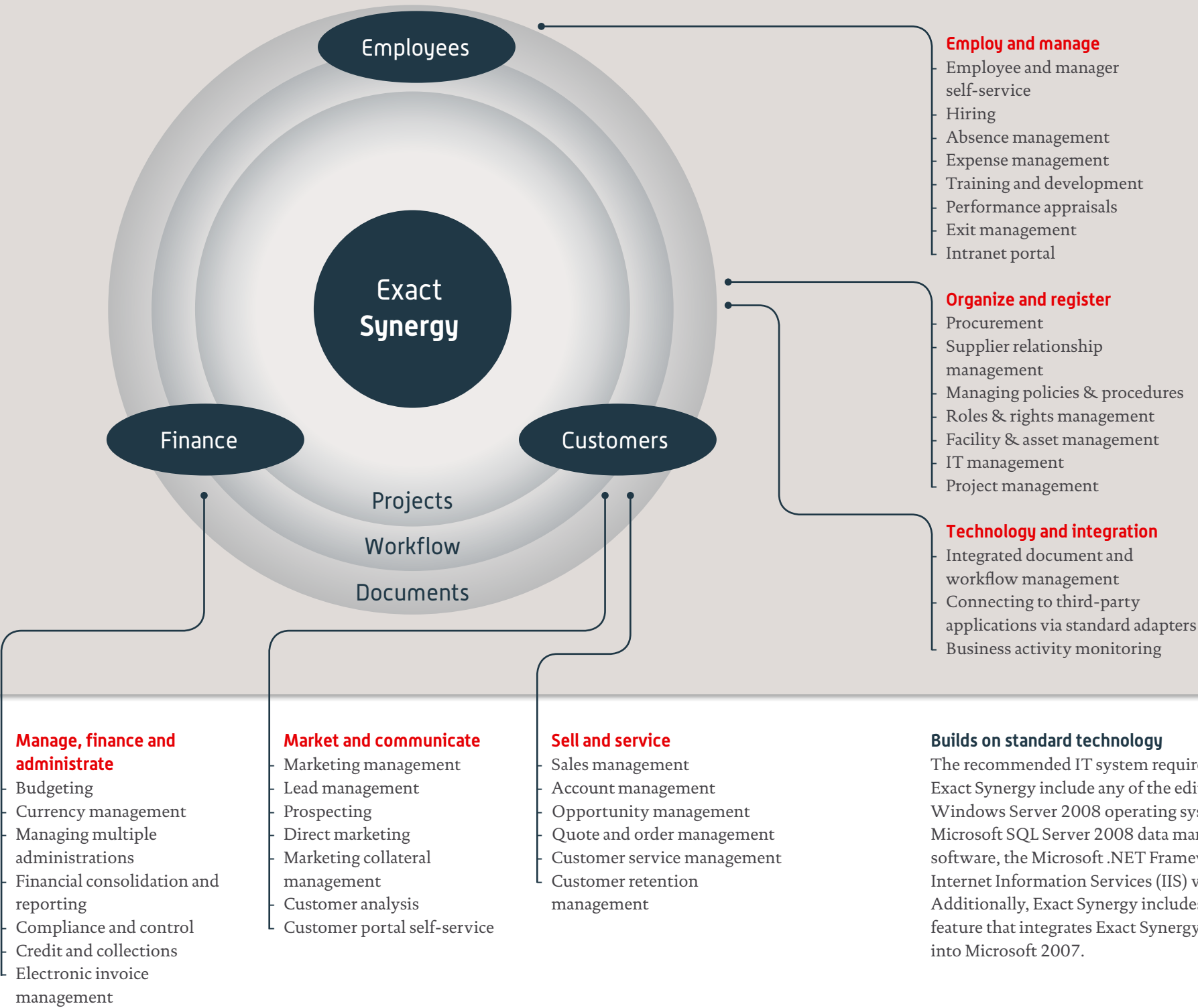
### Growing with you

Exact Synergy has been designed to grow with your company and your ambitions. That is why we've made it fully scalable. This means you can start with one element of the solution – CRM, say - and extend it to other user groups (HRM and/or Finance). Or start with HRM and bring in CRM later, when you feel the time is right for you. You can also add offices in other countries, whenever it is most convenient.

### Rapid results for you

Exact Synergy is a standardized, out-of-the-box solution that starts to add value from the moment it's installed. There's no programming required, and the use of standard templates make personalization to your house style and way of working a snap. Standardization means you start to see the payback immediately, changes are simple, and support and maintenance are straightforward.

# Exact Synergy product offering



# Customer services

## Consultancy & implementation

Together with our partners, we provide you with maximum control and manageability regarding lead time and implementation projects budgets. The standard implementation methodologies we use are developed based on years of experience and tested all over the world. The approach of implementing Exact Synergy depends on many factors including company size, project scope, and sector. To meet these varying needs, we support different implementation models from local single-site to large international multi-site implementations.

## Training & education

Your success is important to us. We set up our software solutions according to your business environment so that you can maximize investment more effectively and efficiently. We offer in-company training programs held at a location of your choice and when it's convenient for you. In addition you can select which topics you want addressed during the in-company training session.

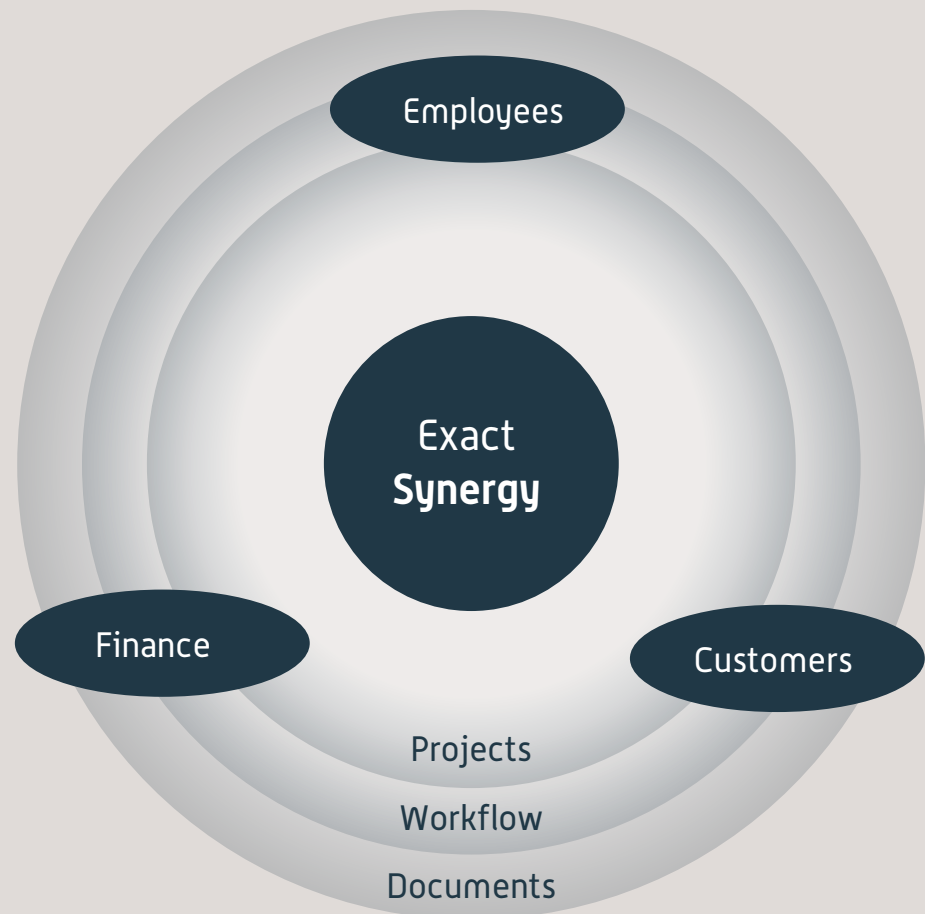
## Customer support

An integral part of our business is our commitment to making you a happy customer. We understand you don't only need software but expect a high level of continuous support. We provide solutions and support through an extensive global network across more than 40 subsidiaries and via our qualified international partners. In return, you are guaranteed a high level of service and availability in multiple locations and languages wherever you are, as well as continued improvements and software maintenance releases.



# Exact Synergy at a glance

Exact Synergy is a powerful web-based solution that enables you to integrate, manage, control and improve the way all your people work together to add value across your business.



### Connected insight that unites people and functions

Your business is doing well, but your organization is not the unified, well-oiled machine it could be.

Exact Synergy's connected insight helps to eliminate the barriers between sales, customer service, marketing and everyone else with who has regular contact with customers.

### Connected insight across time and place

Companies that operate across borders face significantly greater challenges than single-country organizations. Different regulations, cultures, time zones, processes and applications... the list goes on.

Exact Synergy helps to increase the performance of multi-country organizations by connecting and aligning national and international subsidiaries.

# Bringing connected insight to your business

Exact Synergy provides the speed, flexibility, and certainty you need in today's competitive marketplace. It unites people, structures the way they work and drives collaboration to deliver visible benefits from day one.

We hope you now have a clear idea of the advantages of Exact Synergy and how it could benefit your business. However, you may still have additional questions. On the next page are some of the most frequently asked ones, but please feel free to contact us for further information.



## PEOPLE

Exact Synergy is built around people's needs. Every individual can do his or her job better because they have the information they need at their fingertips.



## STRUCTURE

Exact Synergy provides structure where you require it and flexibility where you want it.



## COLLABORATION

Exact Synergy drives collaboration with workflows, centralized document storage, project management and more, so that your people can work together regardless of time and place.



## RESULTS

Exact Synergy unites every individual, resource and activity to ensure that every decision, and every action, contributes to the success of your business.

= **Exact**

### Want to get started?

Contact your local Exact representatives. You'll find their details at: [www.exact.com](http://www.exact.com)

### Does it take long to get Exact Synergy up and running?

It truly depends on how much you want to do with Exact Synergy, but it usually doesn't take long. Exact Synergy is a standardized product using preconfigured functionalities and templates. It also uses standard, industry-wide technology. Because it doesn't require any programming, implementation is much faster – and simpler – than similar solutions.

### I'm using Exact Globe – can I integrate the two?

Yes, you can simply extend your back office to include Exact Synergy's front office capabilities.

### Is there an easy and affordable way to connect my current ERP system to Exact Synergy?

Yes. Exact offers over 150 standard adapters for connecting Exact Synergy to third-party applications.

### Does it require a lot of training to learn to use Exact Synergy?

In a word, no. Exact Synergy is easy to learn and intuitive to use. Basically, you can start using it as soon as the implementation is complete.

### Does Exact Synergy integrate with Microsoft Office and Microsoft Outlook?

Yes it does. You can perform standard Exact Synergy tasks and activities from within Microsoft Outlook, so you can create requests, projects and accounts, and save emails. In Microsoft Word, Excel and PowerPoint, you can access the most basic Exact Synergy functions quickly via the special Exact Synergy toolbar on the 'home ribbon'.

### Is Exact Synergy available in different languages?

Exact Synergy is available in over 20 languages. Every employee can personalize their settings. Exact Synergy also supports Unicode. This allows international companies to use a central Exact Synergy environment for all the countries they operate in.

Exact. And it all comes together.



## Exact. And it all comes together.

We started serving the entrepreneurial world in 1984. We have grown from a student start-up to a global solution provider and have been listed on the NYSE Euronext Amsterdam since June 1999. Our entrepreneurial roots constantly remind us that adding value for our customers is what we are here for.

With employees spread across subsidiaries in 40 countries we serve local and international companies in more than 125 countries and provide our solutions in more than 40 languages.

Serving entrepreneurial businesses is at the heart of what we do. We understand their mindsets, how they collaborate within their business community and the structure they need to achieve results. With this knowledge we provide software solutions that support every business activity and give real-time insight into the entire business. This gives our customers the freedom to successfully address challenges and opportunities, creating value for their customers and ultimately for themselves.

**[www.exact.com](http://www.exact.com)**

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