ST SYNERGY

ST Synergy was established in 1993 and listed on the Australian Stock Exchange in 2001. Since 1995 the system has been deployed in many organisations throughout Australia across a variety of industry sectors. ST Synergy is multi award winning, featuring highly in Microsoft Windows and other industry awards.

"ST Synergy has reached a level of excellence that sets it apart from the norm and is a tribute to the leadership position it has established." **Bill Gates**

Ongoing research and development ensures the continued growth of an already highly successful enterprise management system.

ST Synergy's unique offering operates seamlessly across the 4 key areas of today's business hot spots:

- Customer Relationship Management
- Dcument Management
- Workflow and Project Management
- Business Intelligence

Open System Architecture

ST Synergy is an object oriented, multi user, 32 bit Windows based application that supports Windows 95/98/2000/Xp and Windows NT 4.0/20000 operating systems.

It is a fully scaleable client-server application that allows the enterprise to select a database backend that is best suited to the clients particular specifications.

Database integration is provided for:

- Microsoft Access (Suggested Use 1-5 users)
- Microsoft SQL Server (Suggested use 5 to 200 users)
- ORACLE Suggested use 40+ users)

Integration

The system offers seamless integration with industry standard applications such as Microsoft Office 2000.
Advanced email integration allows for linking to Outlook 2000/Exchange Server and Novell Groupwise.

Other Services

- Certified Training.
- Business Process Review.
- Project Management.

OUR CLIENTS' COMMENTS

"Personally, I affirm that the programme has added about $500,000 to the resale value of our business..."
Lesley Dewar, WA Financial Planning Network

"It is fair to say that Synergy has had a significant impact on the way our business is managed. Our knowledge base is an extremely important aspect of our business - we are now able to manage and access it in ways which often "knocks the socks off" our customers."
Dan Colgan, GTSA Engineering

"ST synergy has been an invaluable tool in my office and as the practice and it's IT needs have expanded, ST Synergy has been more than capable of satisfying the practice's increasing demands."
Jennifer Low, Sheridans Chartered Accountants

ST Synergy
enterprise knowledge management

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Enterprise Knowledge Management – What does it mean?

- Customer Relationship Management?
- Contact Management?
- Document Management?
- Workflow Management?
- Business Intelligence?

Organisations must consider each of these areas when selecting a complete enterprise management solution. The approach in the past has been to select a solution for each of the different areas resulting in at least five or more completely separate databases with little or no integration.

Why ST Synergy?

ST Synergy is designed around a single database where all corporate information resides – the Knowledge Engine. No longer is it necessary for you to muddle your way through the 'mine field' of separate databases and 'add-on' applications in order to see the complete picture.

ST Synergy allows you to control one of your organisation's most important assets, your 'intellectual capital', by enforcing business logic and procedures that incorporate your organisation's 'business rules'. Such rules allow you to manage and leverage this knowledge across the enterprise. Microsoft compatibility ensures our comprehensive functionality is easy to install and use.

ST Synergy is intuitive, logical and integrates seamlessly with Office. Its user-friendliness means training requirements are minimal and acceptance by your staff is fast.

CONTACT MANAGEMENT

Always asking around the office for contacts details? No one appears to have the same details! What was the last communication with that person?

ST Synergy's contact management functions allow for the rapid creation of contact details and the recording of communications, correspondence and e-mails with that person. Multiple versions of the same contact details are eliminated and new information relating to that person is recorded and available centrally.

WORKFLOW MANAGEMENT

What is the current status of this project? Where is that leave application? How much time have we spent on that job?

You can tailor ST Synergy's detailed Workflow module for the management of business processes and projects and allow them to be managed centrally. The system allows your managers and staff to view and access jobs that are active, inactive or completed. It provides for the allocation of jobs and tasks to specific staff members, manages all documents, communications and messages associated with the particular project or process.

All processes in relation to the work flow, such as creating and editing documents, sending e-mails, communicating, attending appointments and the like are being time recorded behind the scenes. At any point a timesheet can be automatically produced detailing exactly how much time has been spent on each individual task and the job in total. Managers have the option to amend the time sheet prior to billing.

CUSTOMER RELATIONSHIP MANAGEMENT

I know I spoke to this customer last week, but I think someone else followed up in my absence… where are the goods they ordered, why is it taking so long...

ST Synergy gives you the ability to rapidly retrieve any information relating to a client including correspondence, communications and e-mail providing a 'complete picture' of the status with that client.

"It can cost up to ten times as much to attract a new customer as to retain a current one." Gartner Group

It is imperative that you have the ability to capture all information about a customer including buying patterns, profiles, associations, referrals and other data. ST Synergy enables all information about a customer to be stored centrally providing management with the perfect tool to manage and retain existing customers and use as a basis for future marketing campaigns. As a result of its holistic design, ST Synergy enables you to manage information about other entities such as suppliers, properties, prospects, and employees in the same way.

BUSINESS INTELLIGENCE

I want to send a letter to all customers with accounts outstanding for over sixty days, how can I find them?

ST Synergy is uniquely capable of providing access to your internal business systems and financial information. It allows your staff to view and retrieve such information without leaving the system and locating it elsewhere. It also provides access to such information by non-finance staff, such as sales managers, who can check their clients' financial status, check inventories and review sales and purchase cycles directly.

DOCUMENT MANAGEMENT

This client has unusual needs…but I know we did something similar last year… if only I could find it….

ST Synergy supports the creation and storage all types of documents including both 'physical' and 'electronic' documents. Staff are able to create, locate, view and dispatch documents from one location within the system. A 'document' can take many forms including text formats, spreadsheets, images, voice files, e-mails and others.

Documents are created from either master templates or existing documents, providing improved efficiency and consistency. All documents are filed based on your defined standards and business rules and immediately linked with clients. This adherence to business rules ensures enterprise wide consistency in the filing of documents.

Retrieval of documents is fast and efficient due to consistent classifications and the ability to search by key words, document type, author, date created and other options.

Documents can be checked in and out of the system using the 'Briefcase' functionality allowing for decentralised editing and viewing.

Knowledge Engine

CONSUMER RELATIONSHIP MANAGEMENT — Profiles · Associates · Referrals · Communications · Other Data

CONTACT MANAGEMENT — Customers · Suppliers · Contracts

BUSINESS INTELLIGENCE — Sales Cycle · Purchase Cycle · Inventory

DOCUMENT MANAGEMENT — Archive · Scanning · Mail · Email

WORKFLOW MANAGEMENT — Jobs · Project Management · Schedule