

Synkron.web *Advanced Simplicity*

We create values all over the organization! *Business profile*

1. Management
Management wants efficiencies as well as overview. Synkron provide both and more;
 - Activity Reports
 - Streamed video
 - Personalized information to and from Management
 - Board Reports
 - No development risks
 - No dependency upon individual IT employees
2. Finance & Administration
Considerable amounts of time and money can be saved by transferring incoming phone and fax communication through the website. *"One person can support 1 mill people through an updated website, if not updated the million people will phone you instead"*
 - Internal self service when employees update own records
 - External self service reduces internal support
 - Vendors and Partners may pull own data from extranet integrated to ERP system
 - Sales reports directly to finance who bill the clients
3. Sales
Better ways and means to attract new customers and service existing ones is the no. 1 priority of Sales. By monitoring behavior patterns on the website and extranet as well as the specific identity of the visitors, sales activities can be made more focused. Synkron provide Monitoring tools to accomplish this.
 - Sales Partner Extranets minimize manual support
 - Sales material for download services clients
 - Inquiries can be qualified through contact forms
 - Sales is reported through extranetIntranet provides access to web statistics/credit details

4. Marketing

Marketing is responsible for conveying the relevant messages to the company's targeted marked segments and other relevant parties. Though use of Synkron's standard tools budgets can be reduced and/or stretched.

- Newsletters assist in new sales and service existing clients
- Newsletter monitoring (via 3rd party tool)
- Mail campaigns can be run from the website
- Marketing material can be made available from the website or extranet.
- Uniform branding worldwide
- Campaign sites
- Client satisfaction polls
- Print media directly from the web

5. Webmaster/Site administrator

To work effectively a Webmaster must be able to communicate fast throughout the organization. A number of features increase the effectiveness.

- Search Plus
- Workflow management
- Timer
- Notifications
- Reports
- Front end editor
- Versioning
- Audit trail

6. HR

Considerable time can be saved by receiving and automatically respond to applications through the Website. Testing of the same applicants can also be performed as a web service. Standard tools in Synkron.web allow HR to do this.

- Job adverts
- Online applications and responses
- Employee polls
- Personalized access to core employee data
- Dynamic telephone directory – also for printing
- Online employee handbook

7. Support

Support and service departments must continuously focus upon minimizing repetition of low-level support and/services. FAQs are easily set-up and updated by Support using Synkron.web. This will no doubt generate substantial efficiencies.

- All incoming support phone calls shall be directed to the support website
- First level support
- Online dynamic FAQ minimizing repetitive support tasks
- Clients can register support/service issues directly into a support database
- Orders can be made online and processed without manual interaction

8. IT
IT Support being either breakdowns and/or user support must always be minimized.
 - All basic functionalities are available as standard
 - Additional development is an option not a requirement
 - Hosting services can easily be outsourced to professional ISPs.
 - Internal IT procedures and actions can be communicated through intranet
 - User rights are managed from clients own user directories
 - Security levels are high
9. Production
 - Production must also have access to intranet
 - Production must be able to provide content to intranet
 - Production will ensure that all products are properly described on the website
10. QA
By moving QA procedures from the back office to the intranet, there is no longer any excuses for not having complied. Substantial amounts of money and time can be spent when revisions and updates are distributed, as it will all take place on the intranet.
 - Online TQM Manual
 - Notification when updates are available
11. Purchase
Purchase department continuously needs to ensure availability of the best quality at the lowest price.
 - Online vendor registration
 - Online bids
 - Integration to ERP