

SYNETY Group plc  
("SYNETY" or "the Company")

### **SYNETY Announces First Chrome Integration with Zoho CRM**

SYNETY Group Plc (AIM: SNTY), a leading cloud-based software and communications business, announces its first CloudCall Chrome integration with Zoho CRM

Zoho's web-based CRM is SYNETY's first integration in respect of its CloudCall Chrome and CloudCall Sync technology. The integration will provide users with advanced telephony functionality from both their Zoho CRM and directly from their Chrome browser, which will now be enabled for click to call from any webpage, with call notes and call recordings to be synced back to the Zoho CRM.

With more than 50,000 customers worldwide using Zoho, this partnership will provide SYNETY with the opportunity to provide its innovative CloudCall services to Zoho's significant user base from a range of industries including sales and marketing, support and collaboration, finance and recruitment.

Simon Cleaver, Executive Chairman of SYNETY, has commented: "We are very excited to be integrating with a key player in the CRM space like Zoho. Through this partnership we look forward to bringing the benefits of our CloudCall Chrome functionality to Zoho CRM users by allowing them to manage their business communications more effectively."

"This is a significant partnership for us, as not only is it the first integration powered by CloudCall Chrome, Zoho has a very large and growing customer base. By using CloudCall Chrome to integrate with Zoho CRM, we are fulfilling the aim of making our technology available to more CRM users who can take advantage of the great functionality. The time taken to complete this integration has demonstrated to us that integrating CRM systems with CloudCall Chrome can be completed at a much faster rate than was previously the case."

#### **For additional information:**

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#### **About SYNETY**

SYNETY is a leading cloud-based software and communications business with offices based in Leicester, United Kingdom and Boston, United States.

The Company develops and provides a suite of cloud-based software products and services known as CloudCall which are aimed at enabling organisations to use their communications more effectively. The CloudCall suite of products allows companies to fully integrate their

telephony systems into their existing software, enabling calls to be made, recorded, logged, categorised and detailed reports easily generated.

SYNETY's capacity to offer a streamlined integration with third-party CRM software makes it one of the most integrated telephony platforms in the world.

Since 2011 SYNETY has grown rapidly, seeing considerable increases in both the number of end users and in the number of CRM companies integrated with its software.

For additional information about SYNETY please visit [www.synety.com](http://www.synety.com)