

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

### **SYNETY announces integration with Talent Rover recruitment software**

SYNETY Group Plc (AIM: SNTY), a leading cloud-based software and communications business, today announces that it has integrated CloudCall with recruitment platform, Talent Rover; an intuitive, fully integrated, cloud-based software solution created by experienced operators from the staffing and recruiting industry.

Talent Rover has been built specifically for staffing and recruiting professionals, enabling management of the entire recruitment workflow and providing tools for sales, recruitment, back office and analytics. The CloudCall integration enables Talent Rover software users to utilise their business communications more effectively and drive advanced telephony functions directly from the Talent Rover interface.

Simon Cleaver, Executive Chairman of SYNETY, commented: "We are delighted that CloudCall is now integrated with the Talent Rover recruitment platform. Our CloudCall functionality has been influential in helping many recruitment businesses better manage their client and candidate interactions and we hope that Talent Rover's customers will also experience these benefits.

"As talent Rover is built on Salesforce's Force.com platform, it utilises much of our existing Salesforce plug-in technology rather than the new CloudCall Chrome integration. We expect to make announcements about CloudCall Chrome in the coming weeks."

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#### **About SYNETY**

SYNETY is a leading cloud-based software and communications business 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)

### **About Talent Rover**

Talent Rover makes staffing and recruitment software the way it should be: simple, mobile, devoted to increasing efficiency and profitability across the entire workflow. Built by recruiters for recruiters, Talent Rover eliminates tedious processes and repeat data entry so that recruiters can spend less time dealing with technology and more time making placements. The software combines sales (CRM), recruitment (ATS), human resources (HRIS) and back office in one cloud-based solution. Talent Rover also gives firms a competitive edge with real-time dashboards, recruitment-specific software integrations and the global capabilities of the Salesforce Platform.

Power any size firm, anywhere in the world. Make fewer clicks and more placements. Learn more at [www.talentrover.com](http://www.talentrover.com)