

4<sup>th</sup> March 2014

## **SYNETY announces significant customer win and CRM integration with SSP**

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

### **SSP selects SYNETY as its integrated telephony partner**

SYNETY Group Plc, a leading cloud-based software and communications business, is proud to announce it has secured a significant new customer win and signed an agreement to integrate CloudCall with SSP Pure Broking's software.

The agreement will see SYNETY's CloudCall Contact Centre solution integrated with SSP's internal communications software for around 90 employees during the initial three-year contract. Conversations are ongoing about the possibility of rolling out CloudCall to additional SSP members of staff if the above installation is deemed a success.

Through SYNETY's CloudCall software, SSP will be able to seamlessly integrate its telephony into its existing business systems. This will provide users from SSP Pure Broking's support, sales, training and business development teams with call centre functionality, including full call logging and recording.

In addition, SSP Pure Broking has agreed to integrate CloudCall into its core insurance software, SSP Pure Broking, and will partner with SYNETY to offer the combined product to its customer base.

Simon Cleaver, Executive Chairman of SYNETY Group Plc commented: "I am delighted that SYNETY was chosen by SSP Pure Broking to provide its internal integrated telephony solution, and to develop a partnership that sees CloudCall integrated into SSP's software solutions.

"SSP's customer base includes many large and prestigious companies which are well-known household names. Our partnership with SSP to offer integrated services to this customer base represents not only a huge and exciting prospect, but is also an enormous endorsement for CloudCall and SYNETY."

Derek Findlayson, Commercial, Strategy & Propositions Director at SSP Pure Broking and Keychoice commented:

“As a business, we are constantly looking for new ways to drive innovation in our products and support services. Integrating SYNETY’S cloud-based technology into our sales, training and support teams is an important building block in enhancing our customer experience.

“We believe that, in an increasingly regulated world, this service could also deliver significant value for our customers. As a result, we are integrating CloudCall into our flagship SSP Pure Broking product, which is now used by well over 500 brokers.

“We are delighted to be partnering with SYNETY to enhance our proposition further in an area which will become increasingly important to brokers given the growing importance of the FCA.”

For additional information:

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## **About SYNETY**

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

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 SSP**

As a leading provider of IT solutions to the global insurance and financial services industries, SSP has around 50,000 users worldwide. In the UK, it has the largest share, by revenue and customer market share, of the retail general insurance broker and intermediary systems market. From its headquarters in Halifax and other offices across the UK and worldwide, SSP employs over 750 people.