

13th November 2013

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

Further Integrations

Act! CRM integration

SYNETY has announced the full integration of CloudCall, its click-to-call, call recording and in-depth reporting software with Act!, the best-selling contact and customer relationship management solution, used by millions of professionals worldwide.

This integration enables businesses using Act! to further boost employee productivity and efficiency with on-demand telephony services accessible directly from the Act! software. These features include click-to-dial, screen-popping, full integration of detailed call histories and embedding recordings of calls into contact records for easy replaying and management.

SYNETY will be actively marketing to the UK users of Act! through a partnership with Swiftpage - who are the owners of Act! - and via Swiftpage's extensive partner channel.

Simon Cleaver, SYNETY's executive chairman, commented: "I'm very excited about our integration with Act! and our partnerships with Swiftpage and members of their partner network. With millions of users globally Act! is one of the world's leading CRM solutions, particularly for SMEs."

"We have already signed up 20 of Swiftpage's partner companies who are starting to market CloudCall to their customer bases."

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