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

### **SYNETY Announces Integration of Its CloudCall Telephony Software with CallPro CRM**

Synety is pleased to announce that Quality System Solutions Ltd has completed their integration of Synety's CloudCall® with their sales focused CRM platform, CallPro CRM. The combined solution is already being offered to CallPro CRM users and is receiving considerable interest.

Quality System Solutions Ltd carried out the work using Synety's extensive range of APIs. The integration enables CallPro CRM users to drive advanced telephony functions directly from CallPro CRM including click-to-dial and auto-dialling. All calls are logged and recorded with the recordings being directly accessible from CallPro CRM's contact records.

Simon Cleaver, Synety's executive chairman commented: "CallPro CRM is a very exciting partner for us, particularly as their customer base includes many call centres and sales operations with heavy telephone usage. We're delighted that they have chosen to integrate CloudCall."

Peter Connell, CEO of CallPro CRM said: "We have been looking for a product with CloudCall's capabilities for a number of years. By integrating SYNETY's CloudCall with CallPro CRM our customers can further boost their efficiency and sell more by telephone. We see very strong, synergistic sales opportunities for CloudCall together with our suite which will enable us to significantly increase our market share."

For more information about Synety's complete CloudCall range visit [www.synety.com](http://www.synety.com)

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## **About SYNETY**

Synety Group plc, formerly Zenergy Power plc, is a cloud based telephony software business and creator of the CloudCall suite. Designed to integrate with CRM (Customer Relationship Management) systems, CloudCall, allow businesses to make, record and monitor calls by simply clicking on a customer record in their CRM system.

Synety makes the art of communication richer, faster and more streamlined.