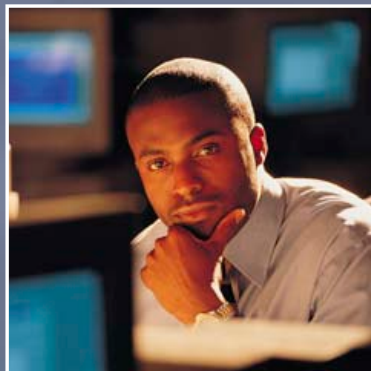




Strategic Solutions To Drive Your Business Forward



Have You Outgrown Your Systems?

Buyers Say the Partner and the Product are More Important than Price

When the Standish Group did a study of companies with less than \$200 million in annual revenue, it found the majority of their IT projects were not successful. Twenty-two percent were canceled and 50 percent were challenged. It also surveyed the top ten criteria for selecting software for these companies—two times. For their first software implementation, price was the number one consideration. But after the experience of one IT project, price dropped to the number five consideration. For the second implementation, the support of the implementing partner became the top criterion, followed next by the partner's performance record (previously number ten) and then the ability of the software product to fit the business. Clearly, the partner and product trump price for companies with second-time-around experience searching for a solution.

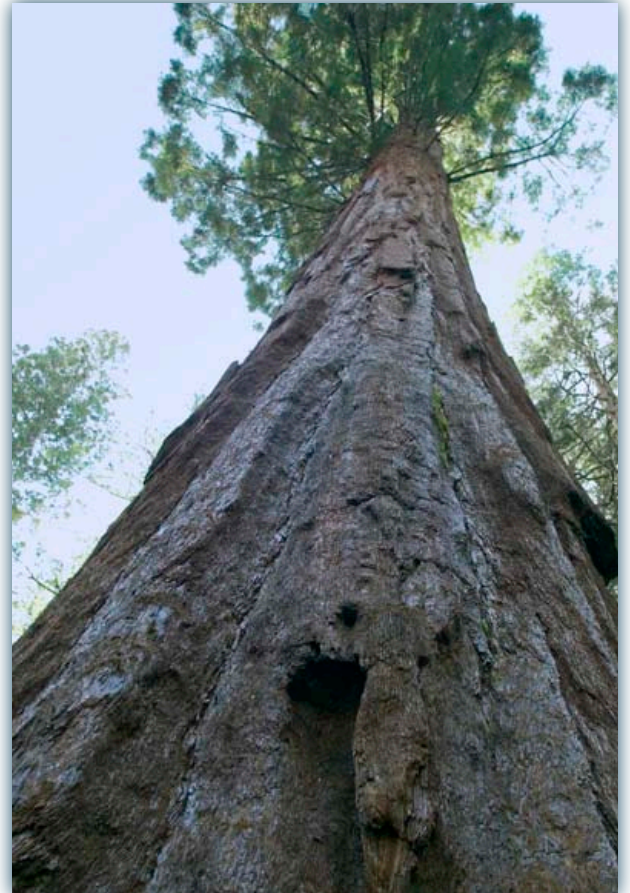
There comes a time in your organization's evolution when you outgrow many of your systems and procedures. The tools and software that worked well for you in the past are a hindrance today. You are unable to effectively manage projects, resources, time, financials, and growth with the efficiency you need to move your business forward.

A Seamless and Integrated Solution

Synergy Business Solutions will help you leverage a single, integrated system that effectively links all aspects of your business together. You'll be able to run your business more efficiently than you've ever been able to in the past. In short, Synergy will help your organization lower costs while increasing the value you create by improving interactions with employees, customers, and suppliers, and by helping you make faster, smarter decisions. This highly scalable system with these strategic benefits will enable your company to grow more easily.







At Synergy Business Solutions, we have integrated solutions that work because of three reasons:

1. Our sole focus is to provide effective software solutions to **project-based organizations**. Our project-accounting, reporting, and analytics solutions will help your organization **run more efficiently, be more productive with your resources, and increase your profitability**.
2. We achieve **success on every implementation** because we perform a needs assessment and create a prototype specific to your organization before you buy software.
3. We **reduce the implementation time and cost** and provide many "best practices" because we have successfully completed so many implementations.



Project-focused Solutions for Project-focused Companies

To maximize our expertise and value to your organization, Synergy focuses on six select industries serving commercial and government-contracting clients.

-  Engineering and Architectural Services
-  Advertising and PR Firms
-  Research and Testing
-  Management and Consulting Services
-  Software Development and Technology Solutions
-  Construction and Building Contractors

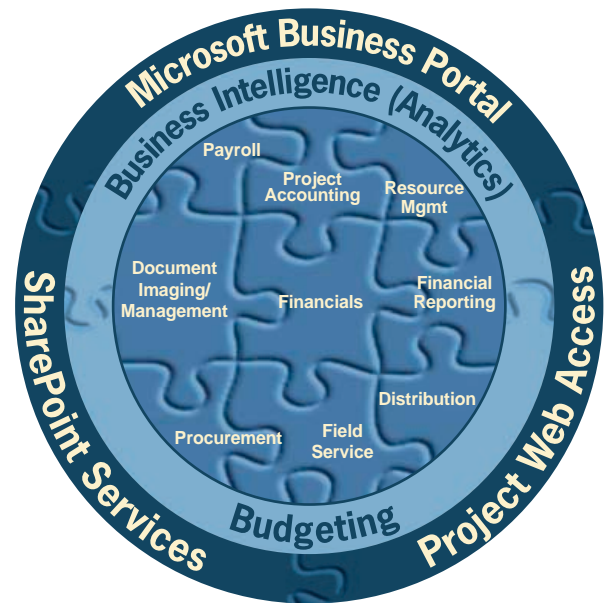
Companies like yours that generate their revenues primarily through project-based work have a unique set of needs. Synergy provides a complete solution that ties your entire organization together:

- Project Management and Accounting
- Resource and Time Management
- Financial Management
- Financial Analysis
- Payroll (union and non-union)
- Distribution and Materials Management
- Field Service
- Portals

Synergy Will Help You Create New Competitive Advantages

The right business software can be a very important strategic weapon for your business. Synergy will help you:

- **Be more profitable** — By tying together all of your business processes and creating more accurate project and financial reporting, you will have a clear view of all your projects from start to finish.
- **Improve your productivity** — Our resource-management tools enable managers to get accurate information about resource availability, so you can assemble the optimal team for each project and manage resources effectively.
- **Reduce your costs** — Productivity and efficiency are improved through collaboration and data sharing tools. Clients, contracts, projects, tasks, resources, budgets, time, expenses, and financial transactions can be entered once and used and accessed everywhere they are needed, keeping projects on time and on budget.
- **Improve the flow of communication** — Centralized information and tools to help you collaborate more effectively within your organization and with clients, you will see a dramatic improvement in your ability to communicate.
- **Improve your cash flow** — Automating the management and invoicing of unbilled receivables will provide shorter billing cycles, resulting in improved cash flow.



Synergy will help you leverage a single, integrated system that effectively links all aspects of your business together.

Superior Microsoft® Project Management and Accounting Solutions

On time, on budget, happy clients — these are the objectives of every project-driven organization. But with fewer people, more complex projects, and even tighter timelines, these objectives can be challenging to achieve. Synergy's application of Microsoft's complete solution is designed to organize and automate business processes to make it possible to have it all. Our solution allows you to effectively manage, measure, and analyze your entire business.

Microsoft — Project Management and Accounting (PMA) — With PMA, you can empower your organization's managers with a flexible, integrated solution tailored to your needs. From smoothly launching new projects and tracking their progress, getting the invoices out the door, to analyzing projects and assessing results, PMA helps keep projects on track and your business thriving.

- Microsoft Dynamics SL — a robust, flexible solution built to meet the needs of project-based organizations. Its depth of project-accounting features help you adapt best practices, integrate with your existing Microsoft technologies, serve customers better, and excel in your industry:

Project Controller - Quickly set up projects to fit your business, then manage them effectively with timely, detailed revenue and cost information.

Time and Expense - Streamline labor reporting with timesheets and expense reports that can be accessed anywhere, anytime over the Web.

Flexible Billings - Improve cash flow by automating invoicing processes and converting unbilled receivables more quickly to revenues.

Allocator - Efficiently manage project finances with customized rate structures, automatic allocation of charges and revenues, work-in-process tracking, and accurate project data for billing and posting.

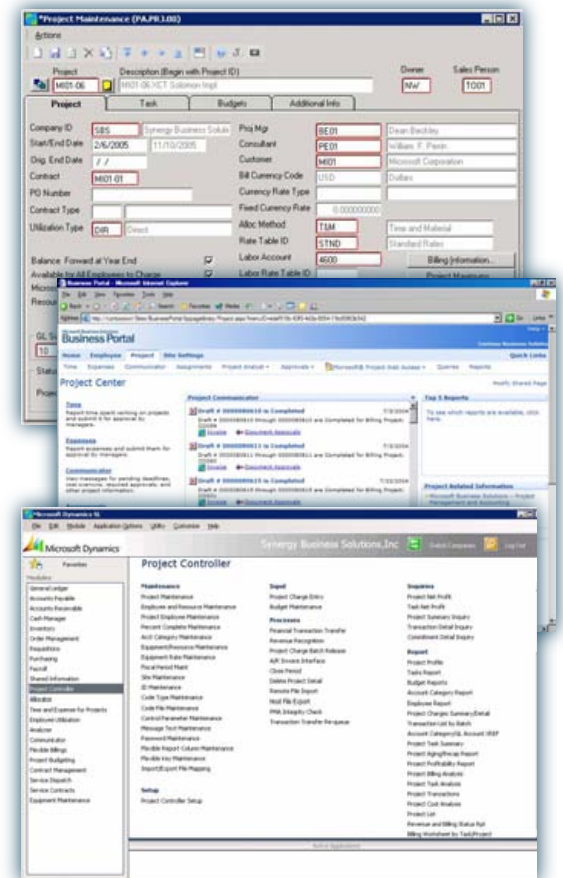
Project Budgeting - Gain control of profitability with powerful tools to create budgets, track results, and preview the impact of changes.

Contract Management - Ensure timely and profitable project completion with features that help you track documents, handle change orders, manage subcontractors, and link payment to successful delivery.

Communicator - Keep project on track with automated notification for deadlines and approvals, etc.

Analyzer - Enhance decision making with the ability to conveniently summarize, analyze, present, or compare project data.

- Microsoft Project 2003 — This fully-integrated solution is ideal for organizations that need strong coordination and standardization between projects, centralized resource management, and portfolio management.



Business Intelligence Solutions: Better Information Means Better Decisions

BIO for Microsoft Dynamics SL

BIO for Microsoft Dynamics SL is an easy-to-use analytics solution that provides all people in an organization with the unique ability to help impact:

- Increasing the lifetime value of customers
- Decreasing the cost of service and/or product delivery
- Strategic planning to expand your business

This powerful solution keeps your team focused on the health and success of your business every day.

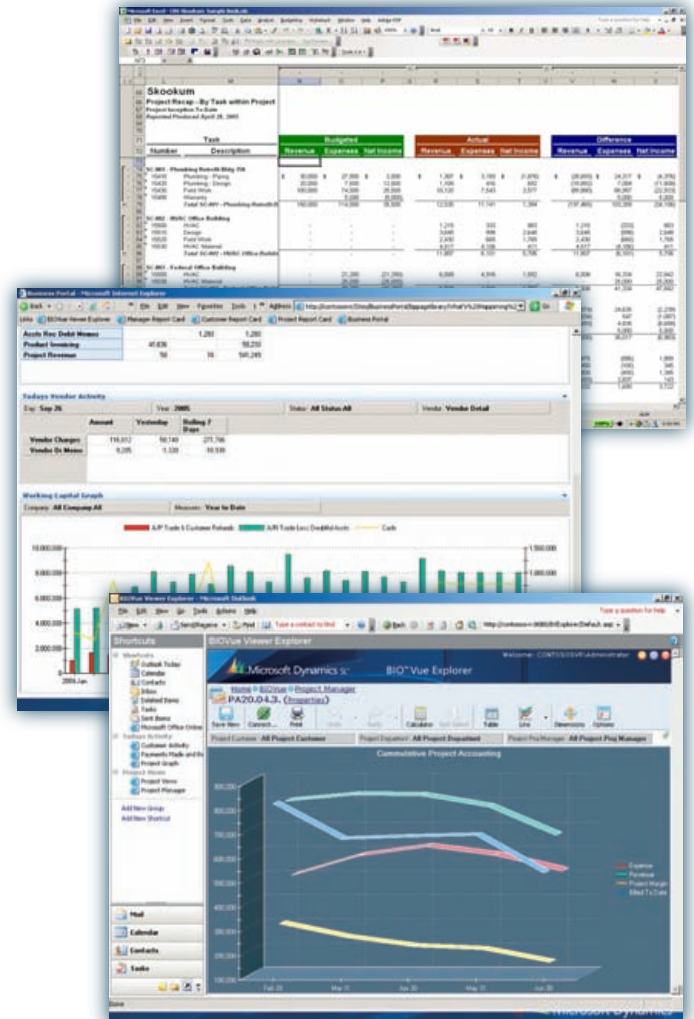


FRx Forecaster

Take control of the future of your organization with Microsoft Dynamics SL for Analytics–Forecaster. Meet business objectives and gain competitive advantage with budgeting and planning capabilities that allow you to plan more effectively and respond quickly to changing business needs.

The Analyst

The Analyst addresses the diverse financial and project reporting needs of all levels of your business through a familiar and easy-to-use Microsoft® Excel interface. The Analyst harnesses the power of Excel for reporting, analysis, and budgeting, and facilitates the distribution of financial information throughout the organization, regardless of origin. Analyst reporting automates the production and delivery of the daily, weekly, and monthly management reporting package within hours of closing, from the project accounting, financial, distribution, and service modules.

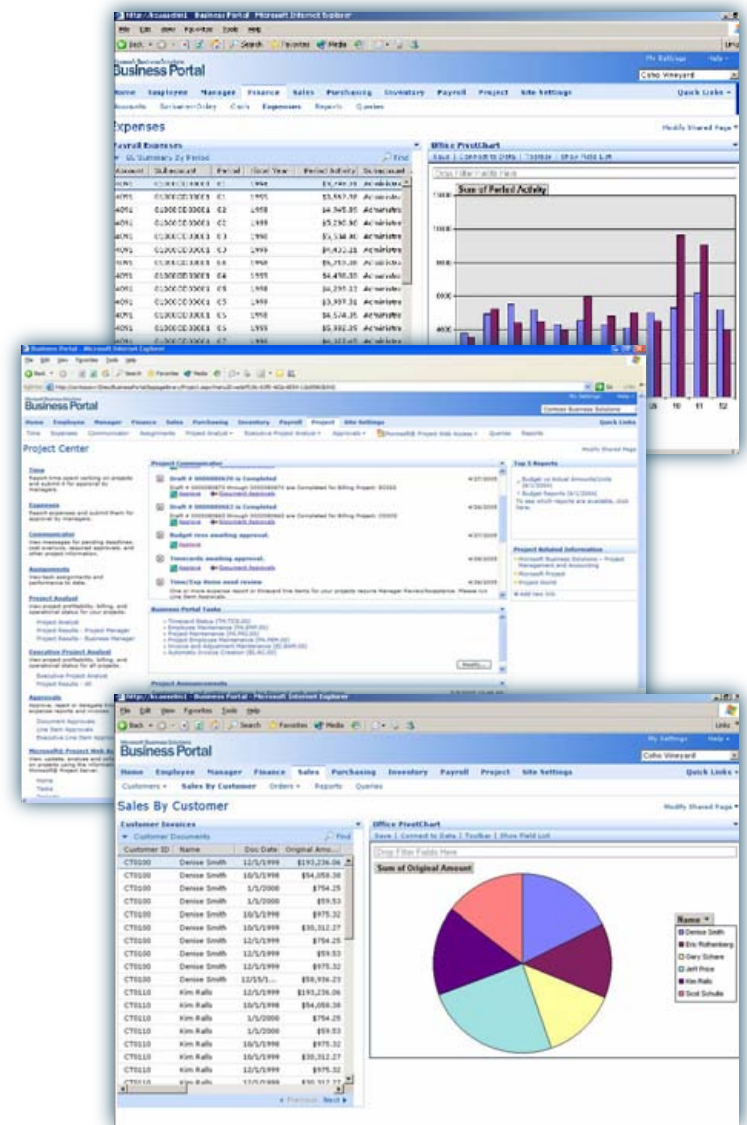


Microsoft Business Portal: Work Smarter. Communicate Better.

Microsoft Business Portal

Unlock business potential and enhance productivity by providing user- and customer-specific access to information and processes from a single portal. Business Portal will take the hassle out of common tasks, reduce information support costs, and help deliver at-a-glance access to project and financial information.

- **Project Analyzer** — Work via the Web to view key project financial, budget, and time information — across multiple projects — to assess performance, compare budgets against actuals, and get information needed to make informed business decisions. Provides the ability to measure and analyze all dimensions of project performance and profitability.
- **Project Web Access** — To collaborate with your team, you can publish assignments and project information from Microsoft Project 2003. Your team can view that information in Business Portal, the same interface they use to view and work with MS Project information. Save time and improve accuracy by viewing important components of project management, PERT and Gantt charts, and project analysis in a secure, portal.
- **Time & Expense Entry and Approval** — Eliminate errors and duplicate data entry by allowing staff to enter time and expenses at the project and task level for multiple purposes — costing, billing, payroll, and project status updates. Capture reimbursable expenses directly against projects and tasks, and route all transactions to approvers for review and approval.



Why Synergy is Your Best Business Partner

Synergy is the leader in project management and accounting software solutions for project-focused organizations in the Northwest. We've helped many dozens of organizations drive their businesses forward —helping them become more profitable and more efficient. Here are the seven reasons why:



1. [We Focus our Expertise on Your Industry](#) — By focusing on project-driven industries, such as A/E/C, consulting, marketing/design, research/biotechnology, and IT/software, we gain a greater depth of knowledge, expertise, and experience that we apply to your specific solution. This maximizes the value of your strategic investment.
2. [We Develop a Working Prototype Before You Purchase](#) — Over budget, off schedule, and lacking the complete functionality you thought you were buying? That's why we create a prototype, with your data, before you purchase software.



3. [We Plan a Solution to Deliver Strategic Value to Your Organization](#) — Most new systems deliver operational benefits to a company, such as new functionality, elimination of multiple data entry, and improved efficiency. Synergy will assess your needs beyond these to bring strategic business value to your organization. With Synergy, it's achievable for a new system to significantly reduce cost and boost productivity, employee morale and empowerment, customer satisfaction, competitive advantage, revenue, and/or market share.
4. [We Reduce Your Cost to Implement](#) — Because of the upfront due diligence, planning, and prototyping, Synergy will have developed a precise road map to success. This provides you and Synergy with a clear understanding and direction of the tasks and requirements necessary for the most efficient implementation.
5. [We Give You Access to Your Project Through MS Project Web Access](#) — We give you insight, visibility, and control of your implementation project on our server through MS Project Web Access, so you can co-manage it with Synergy's project manager.



Why Synergy is Your Best Business Partner

Why Synergy is Your Best Business Partner (continued)

6. [We Understand Accounting Principles and Processes](#) — The backgrounds of our key personnel include CPAs, CMAs, Auditors, VPs of Finance, Controllers, and multiple project-based accounting and operations positions. This depth of management and operations knowledge, coupled with software-implementation experience, results in the application of a best-practices approach for your organization.
7. [We are a Microsoft Gold Certified Partner](#) — Synergy is recognized by Microsoft as a Gold Certified Partner. This top distinction means Synergy has reached the highest level of implementation expertise and knowledge of solutions in the marketplace.

