



Synergy

We have actively used Synergy in our business since 2011. As a versatile software platform, Synergy is an incredibly powerful application with an easy user interface. After reviewing over a dozen alternatives, we decided on Synergy because we determined that Synergy had the flexibility to enable our vision of being a leader in our field by leveraging technology, and allowing cutting edge/real time access to our data and digital work products.

Synergy has allowed us to customize the data we are collecting from our operations, the screens that specific teams interact with, and provides us robust data reporting capabilities to manage our business. I have not yet found another offering that offers the same level of flexibility, user customization, and business process design. A bonus was that it is very affordable relative to similar platforms and applications. Synergy is easy to interact with, and it allows our users to customize many of the processes and ways we capture data ourselves.

We use Synergy across all our departments and operations. We at Hayes Pump have mapped each business process used in our departments, and converted them to Synergy processes so that we can leverage the powerful potential of having all of our employees, either in one of our main offices or remote in the field, to have access to all of our mission critical information, documents and resources in real time. Over the past 9 years we have been actively expanding our use and implementation of the software and we continue to see areas for us to add customizations to further enhance our operational functions.

Synergy has a variety of ways to interface with the software, such as desktop view, mobile desktop view as well as several purpose-built apps with a design focus for specific roles that each have a fit in our daily usage. This has enabled us to use Synergy to run each of our departments for their departmental needs and share and connect all departments together to create a seamless platform.

We run our outside sales operations using Synergy for its CRM capabilities. This currently includes recording of sales calls and key customer information while in the field via synergy. We can track sales opportunities and all related documents and resources in real time.

We run our inside sales and engineering departments on Synergy to provide a central of oversight for the quote to order process, and the related document management. Our team manages all requests for quotations and customer order support requests through the software so we can focus on delivering excellent service to all our customers.

Our service operation uses Synergy to track all phases of our field service and in-house repair and warranty operations. We have customized the software to print out customer facing reports so we can actively share findings with our customers in real time.

Our accounting and administrative functions use Synergy to perform their duties. We heavily leverage the documents capability of Synergy to allow us to operate on digital records and speed up our abilities

to serve our customers. In addition, we actively use the Human Resource Module (HRM) to manage our individual calendars, employee time reporting and HR related processes (vacation requests, etc.)

We started on the Synergy project with a goal to be a leader in our field by heavily leveraging technology to access better data. We also wanted the ability to allow us to better share results, data, and information across our organization and provide uniform resources and processes, regardless of physical location of a team member. The power and ease of Synergy has allowed us to achieve this vision. We look forward to further developing the software to allow us to maintain this lead position

Consultant Services

Synergy is a very powerful tool and you can customize a lot of the software yourself if you have a basic understanding of data tables and business process design. In order to tap into the real power of Synergy a consultant will be needed. In our installation configuration, we are actively linking our Company's financial/transactional ERP system with our Synergy platform that handles the CRM/Document Storage/Process Oversight functions of our business. We can therefore expand the capabilities of our ERP through accessing data from both systems and incorporating both into key consolidated reporting tool used by all of the members of our team

We have been working with the Donas Group as our primary consultant. They have exceeded our expectations of expertise with the Synergy platform in every way possible. Their development abilities have allowed us to customize and adapt the Synergy System to our business, and thus further realize the vision we had for our operation.

In order to get two distinct data systems to rely upon each other and share data to perform as one unified system, you need a consultant that can see what the ultimate end-product needs to be for the consolidated process. A consultant then also needs to have the ability to make it possible.

It takes strategic development, consistent vision and the ability to know your business and its relevant data needs. The Donas Group has been a powerful, efficient and effective partner helping us maximize the value we get out of our Synergy investment everyday by ensuring that our system provides the processes we need to be a Best in Class operation.



Eric Zdravec, President & CEO of Hayes Pump, Inc.

Mr. Zdravec has been the President and CEO of Hayes Pump since August 2004. His career at Hayes Pump started in December 1999. Prior to Hayes Pump Eric worked in commodities trading at AIG Trading Group in Greenwich CT before leaving to pursue his MBA. Eric worked with Arthur Andersen LLP in Boston, MA before leaving to join Hayes Pump. He has a BA in Economics from Brandeis University, and also holds a MS in Finance and Accounting and MBA from the D'Amore-McKim School of Business at Northeastern University.