

# Synapse<sup>®</sup>

The Future of Reporting





Keep business moving  
as fast as it wants!

Most businesses continue to use paper, pens, and clipboards to record inventories, create daily stock reports, and conduct market research. For growing companies, this means a lot of paperwork, a lot of time and money spent on record-keeping, labour, and securing and storing data. The business world operates 24/7 and is moving faster all the time. As challenges continue to emerge in providing accurate and current information, *powerful, flexible and competitive tools* are needed to increase business performance and productivity. Competitive companies cannot afford to be drowning in paperwork.

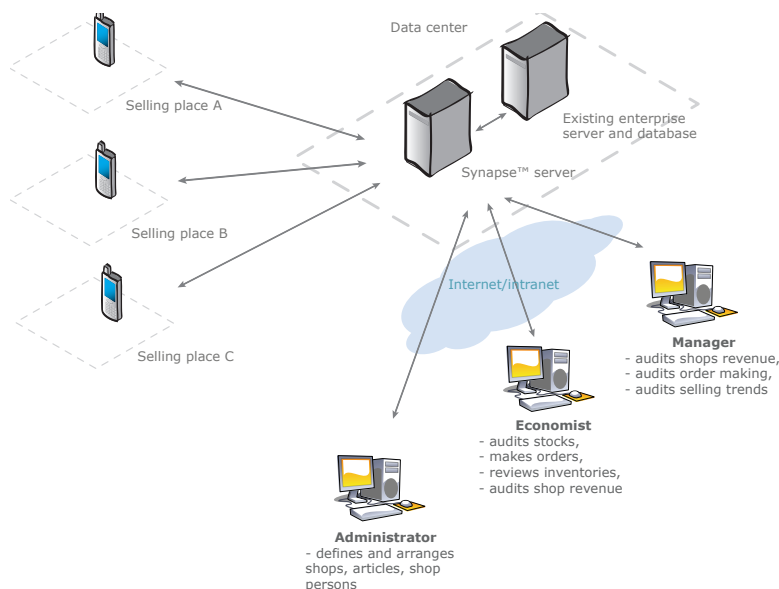
### How Synapse™ Solves This Challenge

Synapse Technology gives businesses a competitive edge by:

- Giving management and staff information on stock values quickly and accurately
- Saving businesses time on reporting and counting inventory
- Reducing costs
- Providing more security
- Making inventory and reporting a simple task

### Synapse™ System's services gives companies these powerful tools:

- Daily reporting systems for retrieving reports, orders and other required information from selling locations,
- Inventory reporting systems for automated inventory process,
- Capability to monitor customers needs through sales statistics and market research,
- Capability to optimize inventory/stocks.



### The Synapse™ consists of following modules:

- *Server application with the database* that serves mobile devices, runs schedule tasks, makes backups,
- *Desktop application* (Windows 2000,XP) used to manage all report's and inventory's configuration and report results
- *Client application* on mobile phone or PDA used for entering daily reports and inventories,
- *Connection modules* to company's databases used for fetching report template or to send report/inventory data.

# How does it work?

Synapse™ is enterprise reporting system for retrieving data from stand-alone selling locations. The collected data includes:

- daily reports of commercial goods
- daily reports of newspapers and magazines
- daily profit reports
- inventory reports (by month for all products)
- special reports (questionnaires, reports on demand, queries, market research)
- communication with subsidiary office or central office

## Daily reports on commercial goods and newspapers

A shop employee uses Synapse™ Client application installed on mobile phone for making daily reports by entering current amounts of commercial goods. Additionally other required information can be added: daily profit, money on site and working hours. Person in the shop can also write a message to the central office (for maintenance, management or distribution). This data is sent using GSM/GPRS technologies to the central Synapse™ database.

Daily reports on newspapers and magazines use this same function but different distributions and timing. For example to know how many newspapers needs to be ordered for tomorrow, we need to know how much did we sold today. Based on our system this is possible on the same day, not the day after paper reports are collected.

Central office employees can use Synapse™ desktop application to preview stocks of all shops, fill shops with new articles, process orders and check statistics.



## Inventories (by month for all products)

Until now inventories were filled manually, using paper, pens and calculators. When inventory was filled out it was sent to the center office where it was manually typed into the computer. For a distribution center with few hundred shops, each containing around 1000 articles this is long and cumbersome work where many employees have to work for 7-10 full days.

With Synapse™ System inventory a blank form is received on mobile phone/PDA device with the article's name, price and group. A person in a shop fills amounts and sums are automatically calculated based on price. When filling is done inventory data is sent back to the central Synapse™ database where it can be viewed using Synapse™ desktop application and imported into existing corporate database.

## Automatic scan of paper based reports

The Synapse™ technology can process every kind of report printed on paper automatically by scanning it. Special scanners are used for this that can process 50 papers in a single load. A special Synapse™ application processes, scans and writes data into the database. The application is also used to print reports, review them, and archive them. Most common usage of this technology is inventory processing, especially when sellers do not have mobile devices.

## Increased productivity, boost business performance!



### ***Intuitive user interface on mobile device***

For anyone familiar with mobile phone, Synapse™ client application is easy to use. The simply organized client application makes entering data and reporting simple. No additional technical knowledge is required.

### ***Choice of handhelds***

Synapse™ Technology works on a variety of devices and platforms. Synapse™ currently supports Java™ based mobile phones, palmOne's Treo™ product family and Microsoft's Windows Mobile™ Pocket PC platform.

### ***Reduced total cost of ownership***

Mobile phones that are already in use can be used for Synapse™ client application. The only requirement is to support Java Technology. OTA (Over-the-Air) provisioning provides remote installation using GPRS and SMS technology, with minimal end-user involvement. As well, the Synapse™ server can manage all handhelds and desktop applications for up to 1000 users.

### ***Enterprise-class security***

Synapse™ provides SSL encryption when transferring data and remote erasing to protect your enterprise data from loses and theft. The backup system runs daily to manage undesirable situations.

### ***Just-in-time information***

Daily reporting is done in a period of few minutes. Data transmitting takes a few seconds. Synapse™ Technology makes reporting done on-the-fly.

### ***Flexibility to meet your changing business needs***

An industry standards-based platform allows business analysts to rapidly create and deploy new wireless applications that combine information and functionality from multiple systems (e.g., CRM, ERP, and BI). Synapse™ can connect back-end system through Web services, ODBC, and other API.

### ***Professional services***

Our professional services from our expert team and partners can provide you tailoring of the Synapse™ System to your specific needs.



Mobile devices have simpler user interface than desktop computers, so even users that never used it, adapted to this technology very fast.

## Stock value optimization:

- Optimization of stock in shop when there is more or less goods than required
- Optimization of stock in the central or local storage

## Time saved:

- Synapse Technology eliminates manual input into databases, so fewer employees are needed to do the work. Data is entered in digital form on mobile/PDA devices and transmitted to the central database using GPRS technology,
- Time from writing report to putting it into a database is 24-48 hours of work under the old-fashioned paper based solution, and only a few minutes with Synapse technology
- Shorter time to retrieve important information

## Reduced cost:

- Eliminates daily distribution of inventory and stock reports,
- Eliminates paper, ink and photocopying of unfilled forms for daily reports,
- Reduces working hours on tasks that Synapse does automatically
- Pens do not come with erasers. Mistakes and errors are easy to correct

## More security:

- Instead of paper archive, documents are archived on digital media such as CD-ROM or hard-disc drive.

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Above picture shows list of articles in shops with it's realization, average sale, input, stock and automatically generated orders. Intensity of red color presents how much is specified article needed. Yellow color presents that shop is overloaded with specified article.

## Additional modules and capabilities

Variety of mobile phones and PDA devices enables user to satisfy business needs, such as:

- mobile printers,
- bar-code readers,
- RFID readers,
- GPS,
- IrDA and other.

Its general purpose may vary from business to business. Here are some of the potential features:

- Getting accurate data from employees,
- Acquiring sales information from shops,
- Taking orders,
- Checking stock info,
- Buying and selling,
- Review of products on sale
- Other business tasks.

The system can be customized depending on business needs and requirements.





Tisak d.d is the largest Croatian distributor of daily newspapers, magazines and other articles, with a network of more than 1000 locations. Synapse™ has been in use in Tisak d.d. since May 2004. It operates on more than one hundred mobile devices and thirty desktop applications. It operates at three distributional centers that distribute cigarettes, food, newspapers and other goods. It optimizes stocks, rapidly saves time, paper, ink and money. It has been proven as a stable system with a user-friendly interface.

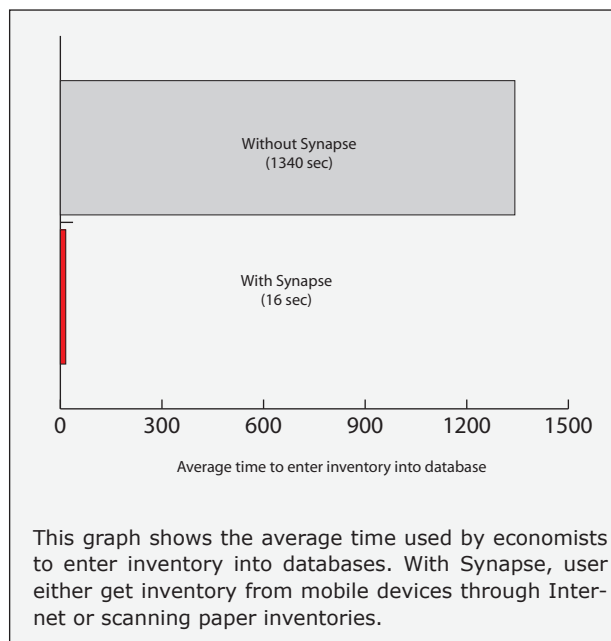
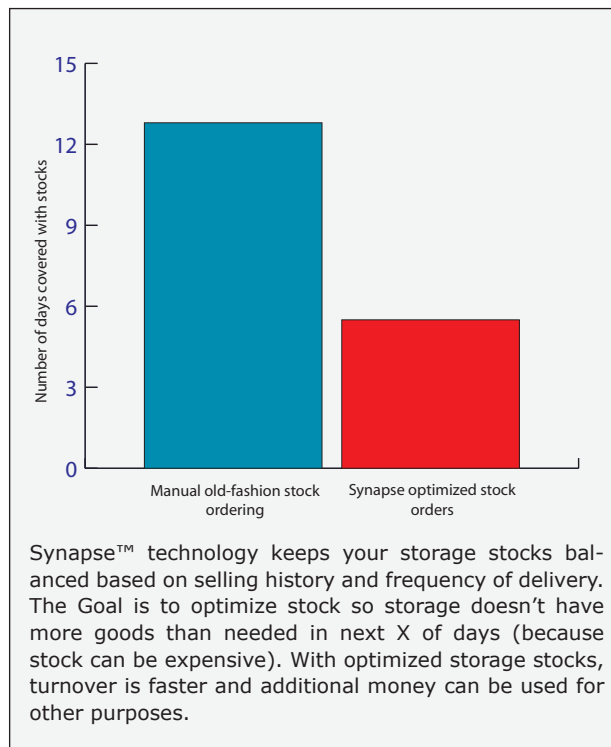
Education of Tisak d.d. personnel was easy and very fast. We educated 80 people within 1 hour. It was simple. For the other 120 persons we sent only a brochure with the detailed user-manual and on the first day all users responded with correct reports.



**Project goals were: (table)**

- Optimizing inventory/stocks costs. It has resulted in business storage costs being reduced by 32%,
- Save time used for preparing and process reporting. It has resulted in a time saving by 72% (average),
- Reduce distribution and communication costs (printing cost, distribution of paper forms for reports, collection of filled reports, input data from filled reports to database). It has resulted in over 35% reduction in costs.

**Synapse has proven to be a very reliable and efficient business solution.**



Varaždin County is one of 11 branches of Tisak in Croatia. In our branch Tisak is covering 720 shops, and in Croatia around 5000. **After Synapse system was integrated in our distribution centre, costs have decreased rapidly.** First, there are no additional hours because each economist doesn't spend time on tasks such as entering data from paper to computer. They can focus on better distribution. Paper-use is reduced. Different financial reports and graphs show which shops are working well and which have been stagnant. Stock optimization is much better than before. The value of goods on storage stocks has been reduced by 32%. Branches of Tisak d.d that use Synapse have articles on stock for 5-6 days and others for 8-14. None of the shops are missing any articles.

Mirko,  
Tisak d.d., Managing Director

Since we began using Synapse, doing inventories has become faster. We are not walking around with a pen, paper and calculators. Everything we need is on our mobile phone. There is an application for inventories where we enter amounts of articles on stock and it does the calculations. At the end, it sends the inventory to the central office.

Ana,  
Tisak d.d., Saleswomen

Before using Synapse, all of my colleagues including me had to deliver empty paper forms for daily reports to 700 locations and pick up reports that shop employees had filled on the previous day. We lost a huge amount of time. **With Synapse, we are not wasting our time on paper reports, and we do not even see them so we can focus on distribution, which goes much faster today.** This is especially good now because recently we got around 50 new locations that needed to be covered.

Thomas,  
Tisak d.d., Driver

Our partners, such as tobacco companies, ask us to do market research every month. Synapse has modules for queries where we can create queries and add an unlimited number of questions on which sellers can answer with a number, text or a/b/c/d answers. We can send queries via Internet to any mobile phone, to particular regions, or to all mobile phones in our distribution network. With Synapse desktop applications, we can preview answers, print, or export to Excel. So the complete cycle from generating queries and creating questions to getting summary reports in Excel of shops is below 15 minutes. This enables us to make fast and accurate market research and sell that information to our business partners.

Klara,  
Tisak d.d., Marketing Manager

Finalizing inventories was very slow. When we got paper inventories from 720 shops each month, each containing 400-900 articles, we needed to allocate additional people from other departments of Tisak d.d. We often called one or two salesmen to help us type inventories to computer. That was 5-7 days of long work. Many additional hours were paid. So inventories were completed on the 7th or 8th day of the month. **With Synapse, when we come in the 1st day of the month to work, inventories are already in the computer at 7 AM. This is huge progress.** Before inventories were our worst job. Now we need around 20 minutes to prepare inventory' template and on the 1st day of the month, all we have to do is to press the button and data is imported to Tisak's database.

Mirjana,  
Tisak d.d., Economist

Synapse has sped up our daily work. Before we spent 2-3 hours every morning entering daily reports on commercial goods and orders from shops. Also, reports were 1 day old because drivers picked reports from the previous day, so they weren't accurate. With Synapse **stock reports and orders come from the shops to the database within a few minutes. We don't have to spend hours on rewriting it into the computer.** Synapse supports the Automatic Ordering Module and the Stock Optimization Module, which orders based on amount of articles in the shop and its weekly sale rate.

Renata,  
Tisak d.d., Economist

Systems based on desktop computers have many disadvantages. To buy a desktop computer for each shop, you need to make a much larger investment than you would to buy a mobile phone. Also, computers needs modems, licenses for operating systems, monitors, etc. **Maintenance of hundreds of mobile devices is cheaper and simpler than the maintenance of hundreds of computers.**

Goran,  
Tisak d.d., Software Administrator





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Synapse™