



Case study: Cre8

The background

Based in Dubai, Cre8 are a design and event management company. Their design work ranges from corporate identities, branding, brochures and newsletters to websites, packaging, publicity material and more. They specialise in working for clients in the hotel and catering industries. In the last three years, they have expanded from three people to a team of ten.

The challenge

In their early days, Cre8 relied on manual business systems. They used different software for quotes, invoices and timesheets and a very basic balance sheet. As they grew and became even more successful, it was hard to use this approach - so it was important for them to resolve the issue.

The solution

They looked at several solutions – one of which was Synergist from Express Systems. When they enquired about it, they didn't have to wait long for an answer. "Jay, literally within 45 minutes of receiving my e-mail, had replied back," recalled Cre8's Managing Director Richard Shirazian, who was impressed by this fast response from Jay Neale. Cre8 then found out all they needed to know about the system after Jay set up a useful online demonstration for them.

There were several reasons why Richard felt Synergist was right for Cre8. One was the approach of Express Systems' directors Jay, and Steve Vincent. "I felt they were very passionate about it and on the ball." Cre8 also liked Synergist's wide range of features and the attractive payment options. "It just seemed like the right product and the right service," said Richard.

The Express Systems' project manager for Cre8 went to their offices in Dubai to provide initial training and now the company use Synergist every day. "The whole package is very good," said Richard.

It's saved them both time and money. Before Synergist, they were quoting on a job basis. Now they're tracking hours, they can see that they'd been under-quoting in some cases and have been able to address that. They've also found another benefit in Synergist's time-saving features. "It gives us an edge in our response time to clients," said Richard.



Synergist makes it much easier to send out quotes to a wider range of suppliers too, providing an opportunity to cut costs by sourcing cheaper quotes.

Another feature Cre8 have found particularly valuable is the contacts database. They do quite a lot of work for one client and, once all the contact details are set up, it's very easy for them to incorporate these into new quotes. Synergist also makes it very simple to amend quotes, for example adding new phases.

Richard is sure there's still more they can use Synergist for. There are some reports they haven't tried yet, although they already find it useful to be able to search through the extensive information that Synergist puts at their fingertips.

Richard is also impressed with the Synergist helpdesk. He comments that they are "...most helpful ... If we have any issues, they're very responsive."

Richard has found Synergist to be an excellent choice for the company. "I can't praise it enough."

The result

Richard believes that Synergist now plays a vital role for Cre8. "We absolutely couldn't live without it. It's become integral to the lifeflow of the business."