



Taking Your Business
to the Next Level

Tel: +44 (0) 1329 235846
Fax: +44 (0) 2392 271009
Email: info@lynq.co.uk
<http://www.lynq.co.uk>

5 The Potteries
Wickham Road
Fareham
Hampshire PO16 7ET UK

Customer Testimonial

Jase Lewis – Business Systems and Network Administrator – Ambion (Europe) Ltd

KnowledgeSync – Business Event Management

- EXAMPLES OF USES
- HOW EASY TO SET UP / RUN?
- IS IT SECURE?
- HOW FLEXIBLE?
- WHAT SAVINGS / ROI?

Supply chain orders/acknowledgements

"We use KnowledgeSync extensively in our supply chain. We have remittance advices going out automatically to our vendors and monthly statements running out automatically to our customers. At point of sale, every time an order is placed we have automated order acknowledgement running out on email to each customer – and that is just the basic announcement side of things we use KnowledgeSync for."

"The order acknowledgement used to be done manually by our customer services department and KnowledgeSync has saved a hell of a lot of time here as the department processes in the region of 160-180 orders per day."

"In the past, one of the customer services representatives would manually type out an email acknowledgement for each order to confirm the order, customer and delivery details. This had an opening for error of course, particularly with quantities whereby the customer services department would incorrectly input the customer order. This is now done fully automatically with KnowledgeSync which saves time and ensures customer order and acknowledgement tally up and are automatically entered into our existing CRM and ERP systems."

"We have found that this feature alone has saved a lot of man-hours and reduced the error count significantly. Not only does this reduce costs, it improves our customer's experience of ordering from us."



Taking Your Business
to the Next Level

Tel: +44 (0) 1329 235846
Fax: +44 (0) 2392 271009
Email: info@lynq.co.uk
<http://www.lynq.co.uk>

5 The Potteries
Wickham Road
Fareham
Hampshire PO16 7ET UK

Payment Chasing

"After the remittance advice has gone out, KnowledgeSync has been set up that, after a set period of time, if we have not received payment into the system it automatically sends out a reminder - again fully automatically. No one has to check who has and who has not paid and that has again saved a lot of man hours. Obviously we can set up bypasses for particular customers or set different parameters for the reminder depending on the terms of agreement with that customer."

IT/Network admin

"On a more personal level, what save me most time as network administrator is using KnowledgeSync to automatically update our ERP system. I have to update each country within our ERP databases - and there are probably 8 or 9 different places that have to be updated for each change of country data. To further complicate the issue, we have multi-lingual customer service here and to give an example of the complexities that incurs in updating the database - there are nine different ways of spelling 'Austria'."

"Once you have set the parameters for KnowledgeSync to work to it saves trawling through 8 or 9 places, in several different tables, potentially in several different languages. KnowledgeSync now handles all this fully automatically for me, saving time and improving consistency. The beauty of KnowledgeSync is that you can connect it to anything that you can make an ODBC data source with which, for a creative network administrator, opens up a lot of possibilities for automating tasks and improving workflow across the company."

How easy is it to set up / run?

"At a basic level KnowledgeSync is very easy to get to grips with - but from the outset it is as easy or as complicated as you want to make it. It can be as simple as setting up a rule that when a certain email arrives (or email containing a certain word/phrase/name etc) that the system notifies someone that the email is here." "KnowledgeSync is very flexible and it actually needs someone who is quite creative to best use it within a particular business. A programmer is so logical they will probably come up with logical queries, reporting features, access and display. I think it is the creative people that will get the most out of it with creative and unique uses that no other software can replicate."

"It can be a real basic reporting tool that anyone can use at any level, or it can be a comprehensive development tool that can be programmed by a developer or configured with SQL scripts by an experienced database administrator. Once you have bought into the KnowledgeSync concept you can make of it what you will."



Taking Your Business
to the Next Level

Tel: +44 (0) 1329 235846
Fax: +44 (0) 2392 271009
Email: info@lynq.co.uk
<http://www.lynq.co.uk>

5 The Potteries
Wickham Road
Fareham
Hampshire PO16 7ET UK

Is it secure?

"KnowledgeSync is also very secure because although you are opening up databases to access data it is easy to only provide end users certain level of access or simple view-only status. If you give it to a sales manager to report on sales based business statistics and management, you can disable the „modify“ and „action“ modes of the database in question or alternatively you could create SQL views or view-only databases. As a tool for our sales people to have on-going access to figures KnowledgeSync is highly flexible without compromising the security or integrity of the databases being queried."

How Flexible is it?

"I am most impressed with KnowledgeSync's flexibility. You can have it read from or write to emails, update websites, post-up intranet pages or send out notifications across the network as emails, an instant message or even SMS." "We are currently looking at ways to implement KnowledgeSync for on-site engineers and the issues that being in different locations away from base causes. For an IT person travelling from site to site simply acquiring a part for a server can be fraught. We are writing a KnowledgeSync query that allows the engineer to send an email from a Blackberry to a dedicated email address at base. KnowledgeSync looks at the email, checks stock inventory against the required part, and emails the results back to the engineer immediately. It will also send a dispatch request to the logistics department and update the ERP system accordingly. We anticipate substantial benefits in speed and efficiency as well as reduced error and reduced man-hour costs over processing the parts request manually."

"KnowledgeSync really ties a lot of systems together, rather than being a direct replacement for any single piece of existing software. In its rawest form it is a reporting tool and at its most advanced it is a powerful and flexible application that can be created and shaped however you want. Its only limitations are how creative you can be in applying its benefits to your current business infrastructure to get the most out of it. They say you use 1/10th of your brain in your whole lifetime. Well, I have been using KnowledgeSync for two years now and I am not yet even using a tenth of what it is capable of."

"If I ran an IT dept (as opposed to being just a one man Net Admin) and was offered this tool, I would take someone off their daily duties to sit there and investigate the possibilities. I would task them with coming up with a whiteboard full of conceivable uses and email each corporate department regularly to ask what they need automated or what process they would like to see simplified. For every hour put into developing uses for KnowledgeSync I would conservatively estimate you would save three hours in work time somewhere in the company. The bigger the company, the greater the time saving."

What Savings / ROI?

"The statements alone are saving us a fortune in admin and postage costs. Before KnowledgeSync we were mailing out, across Europe, 250-350 statements monthly – and



Taking Your Business
to the Next Level

Tel: +44 (0) 1329 235846
Fax: +44 (0) 2392 271009
Email: info@lynq.co.uk
<http://www.lynq.co.uk>

5 The Potteries
Wickham Road
Fareham
Hampshire PO16 7ET UK

the vast majority of these now go out automatically on email. There are still some customers who want statement on paper but the majority want it electronically, monthly."

"We have also set KnowledgeSync to then flag up a warning if there has been no payment within another set period after the initial reminder has gone out. Realistically this has not been used as the automated reminder system has improved the cash-flow and allowed us to manage poorly paying accounts from the outset."

"We also use KnowledgeSync to send all the daily sales reports at 4pm. The sales managers get a total list of sales done everyday by all the sales staff, while individual sales people only get the sales list done by themselves – and that is all automated. The query splits up depending on who is using it. In simple time, the savings for me personally are substantial. Previously I would have to write two separate Crystal Reports and run them manually every day a 4pm. The report writing is a good day and then 20-30mins every day running them and distributing the results to the right people. At that is just one KnowledgeSync task!"

"In terms of quantifiable figures, I have calculated that the automated statements and chasing payment emails is saving Ambion between 17 and 20 man-hours per month. That is time we would have staff otherwise tied up in collating, printing and addressing paper mail, and then following up unresolved statements. The savings are not just in time either. We also save around £600 a month in postage stamps alone by sending out automated emails rather than statements and confirmations on paper."

"At Ambion KnowledgeSync paid for itself in the first year on just this one task alone and we now have a host of other automated tasks, reports and system queries we now running on it. It started earning its money back in month one and I would estimate that, two years on, it saves about 50% of my time alone- which would have otherwise meant employing another Network Administrator to cope with increased business over that time."

"More importantly a lot of the events it does manage are the sort of tasks that would have been put aside or put off due to pressures on my time. It is hard to put a value on that but the improvement in general business efficiency and our basic customer relations have been tangible."

"If you looked at every single KnowledgeSync task we have running here at Ambion, if I had to do them all manually I would write off at least 50% of my time alone plus incidental time of incidental departments that have benefited like customer services. That is how much it is saving us in man-hours alone at the moment – and we are always working on new queries to further automate and improve business."