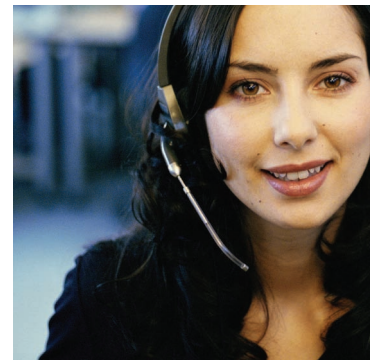


The Cincom Synchrony™ partnership opportunity

The right market, the right product, the right program,
the right partner



“For service providers to achieve adequate margins when targeting small to medium-sized businesses with hosted solutions, they should deploy multi-tenant solutions, such as Cincom's Synchrony Customer Experience Management suite.”

- Robin Goad, Senior Analyst, Contact Centers and CRM, Datamonitor

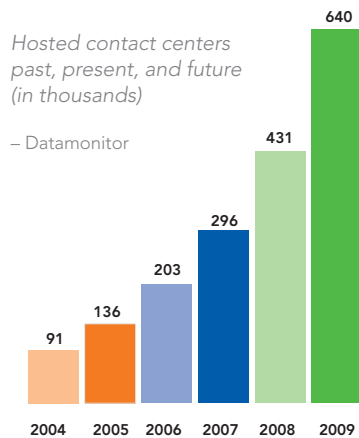
The right market

Hosted contact centers in high-growth mode

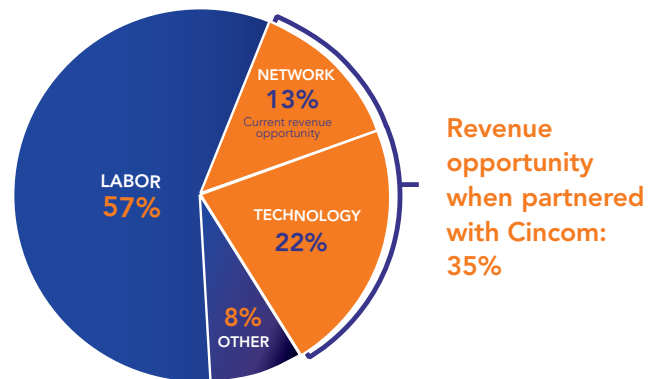
According to DataMonitor, by 2008, the global market for managed and hosted contact services will double from its 2003 value, with annual spending exceeding \$5 billion. Additionally, Datamonitor believes that service providers that offer a managed or hosted contact center solution can capture up to 35 percent of that spending versus the current 13 percent. That translates into a significant revenue and profit growth opportunity.

As a Cincom partner, you can seize the Synchrony opportunity to:

- Gain access to new and rapidly growing markets
- Generate revenues by selling new applications and services
- Exploit existing network investments and generate more loyal customers



Hosted contact center revenue is projected to grow to \$5B worldwide by 2008.



The right product

Architected for success

Synchrony was designed specifically for partners and service providers. Key architectural differentiators include:

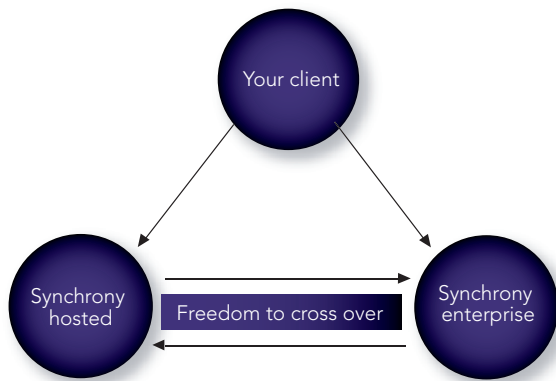
- **Hosted or On-Premise delivery options** – Flexibility to move from hosted to On-Premise seamlessly, because the functionality is the same for both.
- **Proven technology** – Synchrony is a pioneer in the hosted contact center/CRM market and has been providing substantial and sustainable returns to customers for over six years. It is recognized by customers, partners and industry analysts as one of the most stable and flexible solutions on the market.
- **Multi-tenant** – Hosting partners can implement multiple clients and/or client programs from a single database and application instance. Inherent economies of scale deliver higher profitability.

Hosted makes it easy for your customers to say YES!

- Low cost/low risk
- Quick implementation
- Operational budget versus capital budget
- Minimal IT requirements

The Synchrony delivery model drives long-term relationships

Building long-term client relationships means being flexible and growing with your customers. With Synchrony, your client can move seamlessly from hosted to Enterprise without incurring major issues with configurations, upgrades, integrations, etc. This capability will give your clients considerable peace of mind knowing that they can start with hosted as a low-risk/rapid ROI beginning, with an eye to the future when they determine that they want an On-Premise solution. Margins are profitable for you in both scenarios.



partner program is designed to accommodate a variety of business models, significantly expand business opportunities, and increase your revenues and profits.

Lead generation, pre-sales support, flexible pricing, rapid licensing, rapid deployment options, and generous margins help build fast partner profitability.

Program benefits

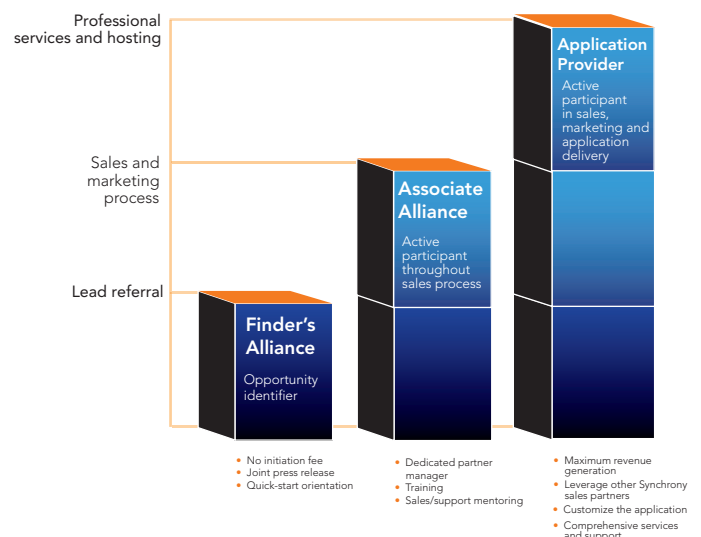
- **Low risk, low cost, high return** – Cincom is committed to supporting your business objectives by providing a lucrative partnership program. With Synchrony, you can realize significant return on your investment – quickly!
- **Support** – Cincom provides 24/7 support for thousands of clients globally. As a partner of “The World's Most Experienced Software Company,” you have access to resources that can supplement your growth needs where and when you need them – worldwide.
- **Marketing** – Collaborative market planning and campaign execution. Cincom is committed to investing and supporting the marketing efforts of partners globally.
- **Training** – Cincom offers sales, pre-sales, implementation, and development training, consultation, and certification.
- **Operations** – Comprehensive architecture planning and consultation on how to effectively and efficiently build the best Synchrony hosted solution for your market.
- **Cincom** – Nearly 40 years of experience, offices and resources globally, 24/7 support, and the most talented and knowledgeable experts in the industry ... all on your team.



The right program

Pliable to your business model

Cincom's Partner Program has been designed to deliver all of the support, tools, resources, and incentives that our valued partners want and deserve. We have combined Best Channel Practices with our dedicated professional staff and technology offerings to encourage the best of the best partners to join with Cincom. We offer resources in the key areas of marketing, sales, technology, education, and support. Our



The right partner

Tap into Cincom

With a history that spans nearly 40 years, Cincom is the world's most experienced business solution software provider. Cincom has a proven track record of helping companies worldwide substantially increase and sustain productivity and profitability. Through our partner program, you have access to our legacy of experience, resources, and support.

Experience

Cincom is a financially strong and stable company founded in 1968, now being among the largest 2% to 3% of all software firms worldwide. Over 900 professionals are employed across 18 countries, and thousands of customers are supported in almost 100 countries. Backed by this experience and proven track-record, you can be confident in partnering with Cincom.

Resources

A devoted team of specialists stands ready to assist you in selling and supporting your Synchrony business. Through this team, you have access to some of the industry's most knowledgeable contact center and CRM experts, who in turn draw upon the company's worldwide marketing, sales, and technical resources to ensure your success. Effective partnering is the best way to fully exploit the opportunities of the hosted market; Cincom is committed to putting the right resources behind our partners.

Cincom's service and support is a key differentiator."

- Gartner

24/7 support

With an international customer base, Cincom pioneered the "follow the sun" concept in 1971. For critical systems like the Synchrony contact center, Cincom has the infrastructure in place to assist you in providing 24/7 support. Cincom also offers tools such as Cincom SupportWeb®, an internet-based system designed to help answer product- and usage-related questions.

A partnership with Cincom extends your reach to new markets and new customers, as you leverage our offerings, our experience, our resources, and our support. To take full advantage of the escalating hosted contact center/CRM market, it makes sense to partner with a long-standing, reliable company that has a history of financial strength, security, and success. A partnership with Cincom will help you win new sales, build customer relationships, and ultimately become even more profitable.

For more information, visit www.cincom.com/partners or call us at 1-800-2CINCOM.

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