



An Australian Government Initiative



Shaping Business, Transforming Industry

CLIENT JOURNEY

SYNENGCO PTY LTD

Spring Hill, QLD 4000

Enterprise Connect helps Synengco navigate uncertainty in the business environment and diversify sales to other industry sectors.

Background

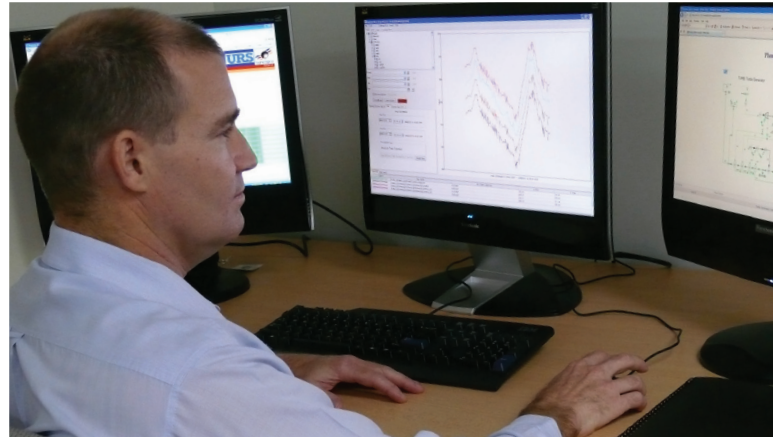
Synengco – a wholly owned subsidiary of Synergetic Engineering Pty Ltd – is a specialist engineering firm which helps industry improve return on investment in plant and knowledge, reduce risk, and reduce emissions through a range of solutions provided via their award winning SentientSystem® software and consulting services in engineering, software and modelling.

The firm provides holistic solutions for clients ranging from operational reporting and plant optimisation to measuring greenhouse gas emissions and reliability monitoring. The SentientSystem® software is used to manage more than \$8 billion of assets worldwide.

In 2010, deferral of emissions trading legislation in many countries and uncertainty surrounding future investment in energy infrastructure adversely impacted Synengco's operating business environment and exacerbated challenges the company was facing from contractual difficulties with major clients.

When Synengco CEO, Don Sands, learned about the Enterprise Connect Business Review and advisory services offered at no charge to companies, he took up the opportunity to meet with Business Adviser Greg O'Connor and learn more.

Greg conducted a comprehensive Business Review for Synengco after a number of meetings with company executives, a detailed evaluation of strategic, operational, and financial plans, and full review of the operating industry environment and company reports.



Don Sanders, CEO, Synengco, using their award winning SentientSystem® software.

Outcome

In addition to the full Business Review report, Synengco received both technical specialist advice and market research. The market research report provided a full, yet concise, analysis of the market in Australia and Europe, industry players, market drivers, SWOT analysis, and demand forecasts among other key data. Details of potential contacts and key areas the business should focus its resources on were presented.

For CEO, Don Sanders, the Business Adviser and Business Review report gave their business "a moment to take a breath, with the market research creating some focus in particular areas which...allowed new contacts to be established."

The information and knowledge gained from Enterprise Connect influenced the Synengco leadership's future planning and decision making. Don explained that the services let them "slow down and provided a strategic awareness that gave strength and confidence to move forward." Branching out to new industry sectors was an important strategy which allowed the company to unbind it's services from a volatile sector and diversify sales to new markets.

Further Information

Visit www.enterpriseconnect.gov.au or call the hotline **131 791**