



## Marketing messages for 2024

### Zway – Simple messages.

“Small business owners, running their business, rarely have time for anything else in life, due to their involvement in each decision, process, and task. Zway provides an online productivity suite where tasks for the whole business can be distributed and automated. On average, each of our clients get an hour back each day, so they can read their kids a bedtime story.”

“Smaller businesses need to use business automation wherever they can to compete with bigger companies. But the cost of traditional SaaS apps is prohibitive. Now you can access the same apps on a pay-once offer and save thousands of pounds every year. Same apps. Same quality. Just without the constant monthly payments!”

### Zway Business Productivity Software. More detail.

“Zway is on-line productivity software for small businesses, so you can run an efficient business and still have time left for other things in your life. Zway aims to return one hour each day to you, and the staff in your business, by using digital processes and managing information flow. Zway knows the importance of home working (especially in this challenging environment) and has produced an alternative to the myriad standalone applications and spreadsheets currently eating your time. Zway is delivered as Software as a Service and can be accessed on any device from anywhere through [www.zwayonline.com](http://www.zwayonline.com). These same solutions are used by some of the World’s largest companies and are now available to your business in a task-based management suite for less than the price of one side of A4 printed and copied paper each day. Paper you will no longer need. Using Zway ensures your business becomes a saleable asset, not just a lifetime job for you.”

### Over-arching note to consumers

“No single task on Zway takes more than a minute.  
Every task on Zway can be completed in less than a minute.”

### The negative / stakes-based message

The hours you lose without Zway can never be recovered. Every day you run your business without our processes and task automation, the problems you have will get bigger. Make the decision now to build your business to create an asset you can be proud of.

### Message using empathy and Authority

We know what it feels like to build a company from the ground up. Zway has been built organically using our own suite of products. We now provide an excellent level of service to



1,000's of clients with the smallest staff possible. Zway is designed specifically for the smaller business.

### Zway Applications Snapshot

- Applications of the Zway workflow are too numerous to track, users just click on any task they wish, and the system will enable.
- The Zway Business Automation Suite provides approximately 59 functions including:
- Forms, approvals, alerts, workflow, and process and enables tasks to be completed and reported on from end-to-end in the following categories:
- Zway can also offer set up and data import help on-line.
- Option to package 3rd party products into schemes such as Office 365 /Accounting packages such as Xero.
- Option to package 3rd party disaster recovery.

CRM	Documents
e-HR	Resources Management
Assets tracking and Management	Tasks, Projects and Activity planning
Contracts Lifecycle Management	Service and Help Desks

Contact management	Event management	Projects management
Sales management	Resource planning and scheduling	Full programmes
Marketing and email management	Document management	Project tasks
Employee record and personnel	Document security	Risk and mitigation
Leave and attendance tracking and holiday entitlement and approvals	Documents and attachments editing	Project budgets and burn reports
Expenses claims and reports	Document version control	Change management
Search, sort and find any item of workflow	Document collaboration	Project resource and asset allocation
Directory of employees with details about training, attendance and health and safety	Create templates for tasks and drag and drop reporting on status	Gantt reports and charts
Timesheets and job timers for employees and sub-contractors	Major account sales and prospect reporting and management	Website links for calendar and appointment integration
Extranet portals to enable 3 <sup>rd</sup> parts self-service	Products, parts and services creation, editing, pricing and management	Website links to scrape contacts and populate lists and email campaigns
Sales forecasting and reporting	Sales team management	Client account reporting and management
Opportunity quoting templates and proposals to clients	Invoicing and accounts integration	Cashflow reporting and monitoring processes
Sales orders send and acceptance	Asset usage and reports	Asset monitoring
Purchase orders and supplier management	Supplier due diligence and compliance reporting	Client communication and information request process and monitoring
Service level agreements	Knowledge base and query management	Service desk management
Automatic service announcements and requests	Adjustable help desks for sales, service, accounts, and personnel	Full asset management with ability to rent, loan and track asset condition and whereabouts
Stock management	Stock adjustments	Stock in and out documentation with integration points to logistics
Stock in / out delivery tracking	Warehouse management and stock grading	Stock-Shelf life and lifecycle management
Contracts lifecycle management	Contracts repository	Contract expiry alerts
Contracts milestones	Contracts value adjustments	Sales leads lifecycle tracking



Document signing	Meeting room and asset booking	Charts of accounts integration to top 4 products
Warehouse Management, Logistics, mapping.	Stock and inventory control	Service pricing, Time based services and Value based
Activity management	Automated email events	GDPR management