

We build **very clever**
online business software
using our rapid application
development framework.

GreyRidge

Since 2005 GreyRidge has built its business on the principle of bringing business benefits through technology to its customers and business partners. GreyRidge web technology now serves over 500 businesses and many thousands of users.



Technological Advantage.

Underpinning every system we deliver is GRAD, the GreyRidge Rapid Application Development framework, our in-house framework based on industry standard technology.

We offer a range of services to suit most types and sizes of business. You can choose from one of our products, you can cost-effectively develop something bespoke to suit you or you can develop a new product in partnership with us.

Whatever path you choose, GRAD provides a common, proven user interface, a quality assured testing framework and a reliable hosted platform allowing 24 hour access, 365 days a year.

Products.

GreyRidge has developed a range of web-based software products. Some of these are delivered “as a service” so that you can simply sign-up and get going direct from the product website.

Our products are concentrated in 4 areas:

HR – We have 2 separate human resources related products as well as a related free SME HR information service. *BaseforPeople* is an online service sold directly by GreyRidge as a service for HR consultants. *Answers HR* is the fruit of a partnership with international business resource specialists, *Answers in a Box*.

Franchising - *Franchise 360* is the UK's leading franchise software product. Based on our GRAD framework, *Franchise 360* contains all the core functionality you need to manage your business and deliver services to franchises and customers and can be tailored to your exact business model.

Projects/Time – *Enterprise 360* is a software product designed for professional services industries. Clients include a range of SME consultancies as well as larger organizations such as the National Trust. *Enterprise 360* helps boost the profitability of these customers by automating much of the process of logging costs against projects and subsequently passing these costs on to clients.

ISO – *ISO in a Box Activ* is a perfect example of one of our successful product partnerships. Developed in partnership with Equas SmartPro, *ISO in a Box Activ* provides an ISO9001 / 14001 / 18001 certification system, online with 24 x 7 access anywhere in the world.

Bespoke.

GreyRidge offers an exceptional software tailoring service called GRAD Bespoke. Using largely pre-built components, we can build reliable and secure web-based software systems extremely quickly.

GreyRidge allows you to make a the right choice for your business; either choose from one of our online products or decide to have something built expressly for you. Our bespoke products are based on a common framework and come at a refreshingly competitive price.

Every system we produce is based on the GRAD framework; a suite of rapid software building tools based on the industry-leading database Oracle. This means that choosing GRAD Bespoke is a safe option and why it has become a byword for reliability, security and responsiveness.

Since 2004 we have been busy developing a number of standard features and extras that benefit any system built using GRAD. This means that as standard, our bespoke systems include core things like secure managed hosting, CRM, great support and project/ job management but you also have access to some handy extras such as routing tools, workflow and mobile integration.

Partnerships.

We can be your technology partner

GreyRidge has a successful track record of working with other businesses to develop new software products which are usually delivered as services via the Internet – “Software as a Service” or SaaS for short.

Our partners bring specialist knowledge and often an existing presence in a specialist market – typically serving other businesses. GreyRidge brings proven technology, rapid application development and research and marketing expertise to determine the prospects for a proposed partnership and help make it a success.

In a partnership, Greyridge can provide a range of services: software development, Internet hosting, international payment mechanisms, accounting as well as the management reporting and information structures that turn an idea into a viable business.

Partnerships are proving to be good for our partners and good for GreyRidge. They illustrate the innovative thinking we bring to the relationships we enjoy with all our customers and business partners and clearly show how we deliver competitive advantage.

In Practice.

Equas SmartPro - an existing Greyridge client with an established business in the field of quality assurance and ISO certification – approached us to look at ways they might expand their business. It quickly became apparent that their existing paper-based distribution mechanism was a major brake on growth.

Together, the original paper “ISO in a Box” brand was turned into a tested, working software system called “ISO in a Box Active” in just five months.

With Active now available on-line as a SaaS product to anyone worldwide, 24 hours a day, Equas recently used it to win a deal with an international engineering company worth almost four times the size of any previous contract.

On the strength of our partnership, Equas is now actively expanding its business around the globe.

If you would like to find out how we can help you to **Grow, Manage and Succeed** with your franchise business, please contact one of our people.

Let's discover the advantages of working together.

GreyRidge Software Limited

Cobalt Business Exchange, Cobalt Park Way, Newcastle upon Tyne, NE28 9NZ

t. 0800 804 7473

w. www.franchise360.co.uk

e: info@greyridge.com