BECAUSE YOUR DATA JOURNEY IS YOUR BUSINESS,

It's as simple as that.

It is not surprising that business leaders feel overwhelmed. Where they know that they need to guide their enterprise into the future and not competitors get ahead, much of the information available is confusing and unhelpful.
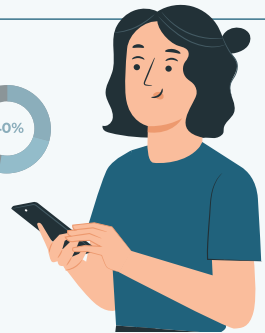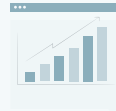
Our approach is different.

Before we embark on the journey, we ask why you would do so.

At Synthesis, we question the business case, consider the goal, and imagine how Intelligent Data can be a tool to scale, to answer the needs of customers, to please customers, and to give you the edge.

What is Data to Synthesis?

Data is not a buzzword:

- It's a ticket to the future
- It's insurance against irrelevance
- It's a managed process
- It sets you apart
- It's what we do
- It's our language

Synthesis Intelligent Data creates solutions for organisations that require real-time insights to make business decisions. We help our clients create and activate new sources of value.

How do we do this?

By solving complex data problems, removing organisational silos, ensuring that businesses have appropriate use of their data, assisting in prioritising business use cases, optimising processes, implementing AI, ML, GenAI, and Data Governance, and assisting businesses in their maturity journey.

Data Strategy	Data Streaming	Data Engineering	ML / AI
• Data Governance • Data and AI CoE	• Ideate and use case discovery • Educate and technical audits • Architecture advisory and enablement • POC and MVP Structure Approach • Multi-Cloud and Federated Clusters deployment • Reactive Application Real-time AI	• Data Platforms in cloud • Data Analysis and Exploration • Data Ops • Maturity Assessment	• ML modeling • ML Ops • AI disruption framework • Galaxy • AI Launchpad • CCI • LABS and RnD

synthesis

Overview of Offerings

Pre-sales offerings:

Data Maturity Assessment: A data maturity assessment is a comprehensive evaluation of an organisation's data management practices and capabilities which helps determine how effectively an organisation collects, stores, manages, and uses its data.

Consulting offerings:

Rethink AI: Design thinking-led approach to uncover data/AI use cases to create new sources of value.

Data & AI Strategy: Most organisations strive to become Data-driven, however converting or transforming an organisation into a data-driven institute is not a process that occurs in isolation.

Project offerings:

AI launchpad: Rapidly prototype and productionise AI use cases and products including GenAI.

Contact Centre Intelligence (CCI): Synthesis Contact Centre Intelligence combines artificial intelligence (AI) components such as natural language processing (NLP) and Automatic Speech Recognition (ASR) with business processes to enhance customer service experiences.

Data Platforms Accelerator & Data Migration: Future-proof your data cloud strategy through foundational, scalable data frameworks and industry best practice patterns.

Data Streaming Accelerator: Stay ahead of the event-driven architecture domain by leveraging Synthesis's streaming accelerators that will provide you with several different tried and tested methodologies that have been tested and deployed at highly scalable enterprise organisations.

Licenced offerings:

FIX Connector with Confluent: The Synthesis FIX Kafka Source Connector bridges the gap between FIX (Financial Information eXchange) protocol-based data providers and the Kafka/Confluent ecosystem.

Deep dive into discovery workshops, conducted in collaboration with stakeholder interviews spanning across business and technology divisions. Work with us to create a technical roadmap that leverages are solution accelerators curated from the

Synthesis suite and Synthesis's AI use cases. Our approach includes design thinking to validate hypotheses and a thorough data assessment to ensure alignment of data, technology, personnel, and processes with the identified use case.

Synthesis Delivery Plan

Discover
Understand business, users & tech

Project Kickoff
Build a strong partnership, define the direction and focus, develop a high-level project plan.

Research
Understand and map the business goals, as-is customer experience and data landscape through:
• Stakeholder interview
• User reaserch
• Technical assessment, understanding architecture, and technical story mapping.

Define & Validate
Define & validate the hypothesis

Design the problem
Statement & prioritise the use cases

Data Validation
• Detailed technical assessment
• Exploration Data Analysis
• MVP architecture CapEx and OpEx Analysis Business case initiation

Ideate & Prototype
Design & build hypothesis

Design the Ideal Experience
Persona development Journey mapping workshops

Prototype & Demo
Build prototype (based on data inputs available & ideal user journey)

Business Case
Delivery plan for product design and development
• Scope
• Cost
• Roadmap / Timeline
• Delivery squad structure

Build
Dev & test an optimised version

Product Design
Informal architecture, wireframe, usability testing, interface design

Product Development
Develop, deploy, monitor, measure

We aim to achieve global recognition as the foremost technical experts in cloud-native, real-time, responsive AI applications.

We prefer to be your business guide on your data journey. We prefer to simplify the process so that your company is future enabled. Because if you want your business to be successful, you want to maximise the value of your data.

READY TO KICK START YOUR JOURNEY?

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