



SYNAPΤΥΧ

DELIVERING REAL BUSINESS IMPACT WITH AI

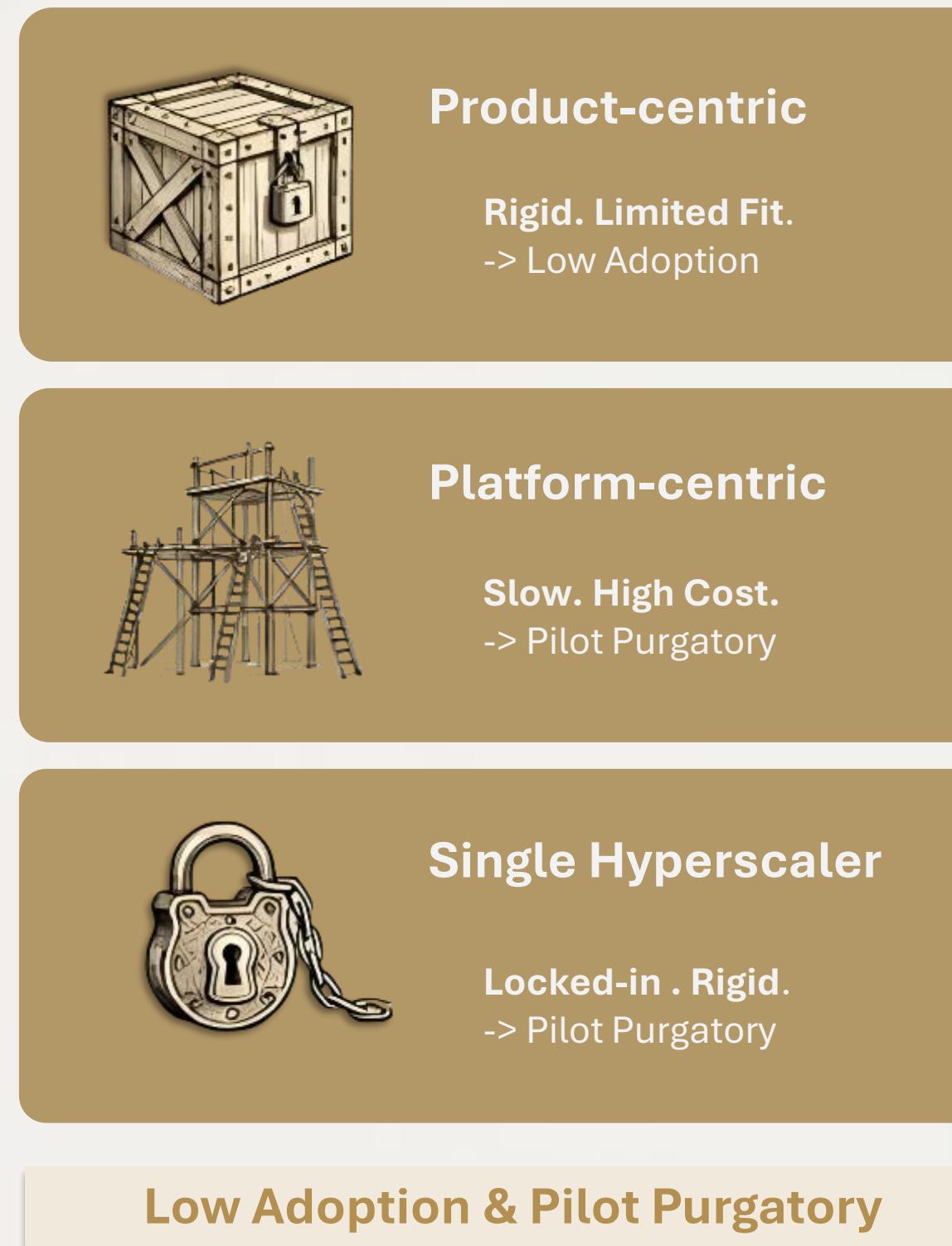
EXECUTIVE OVERVIEW

DELIVERING REAL BUSINESS VALUE WITH AI

January'26

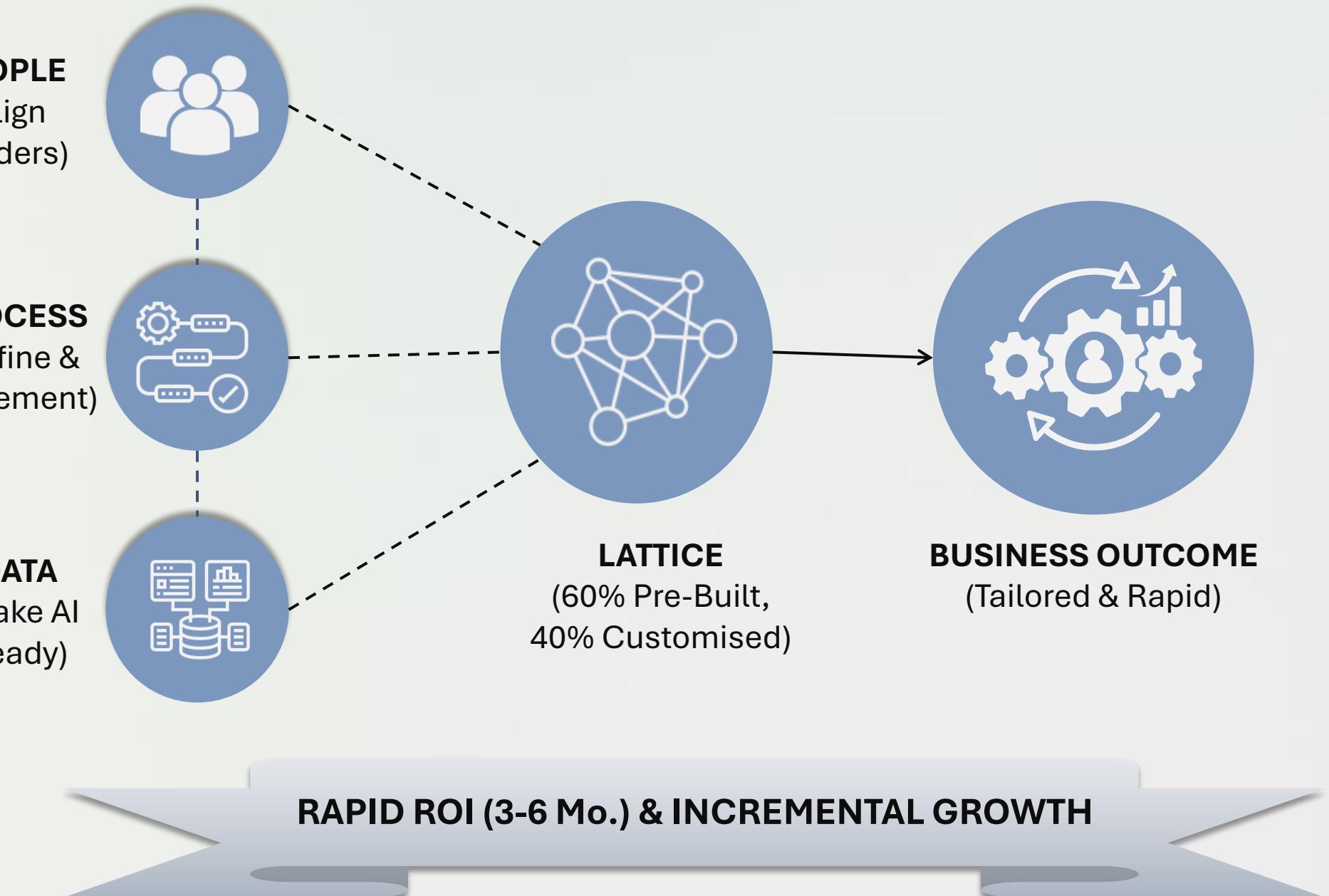


Common AI Pitfalls



SYNAPTYX: The Better Way For AI Success

Your AI Implementation & Growth Partner



AI success is **70% People & Process, Only 30% is tech, data & algorithms***. **We bridge the gap**

Meet **SynappyX**: You are backed by a team that has led digital transformation for decades



Business-Outcome based Contracting

AI-Powered Enterprise Impact

AI Advisory

AI Data Intelligence Services

AI-infused Analytics & Insights

Custom AI Solutions

.... *with a pragmatic lens.*

100+
Combined Years of Experience

Fortune 500
Enterprise Client Experience

Global
Market Expertise

Coverage through our
Partners

Headquartered in
London, UK

Deployment &
Service centre in
Bangalore, India

Coverage
through our
Partners



**Sudheesh Narayanan -
Advisor**

Tech Entrepreneur driving
Innovation AI, IoT, Big Data
and Cloud Technologies.



EKTA SRIVASTAV – CEO & Founder

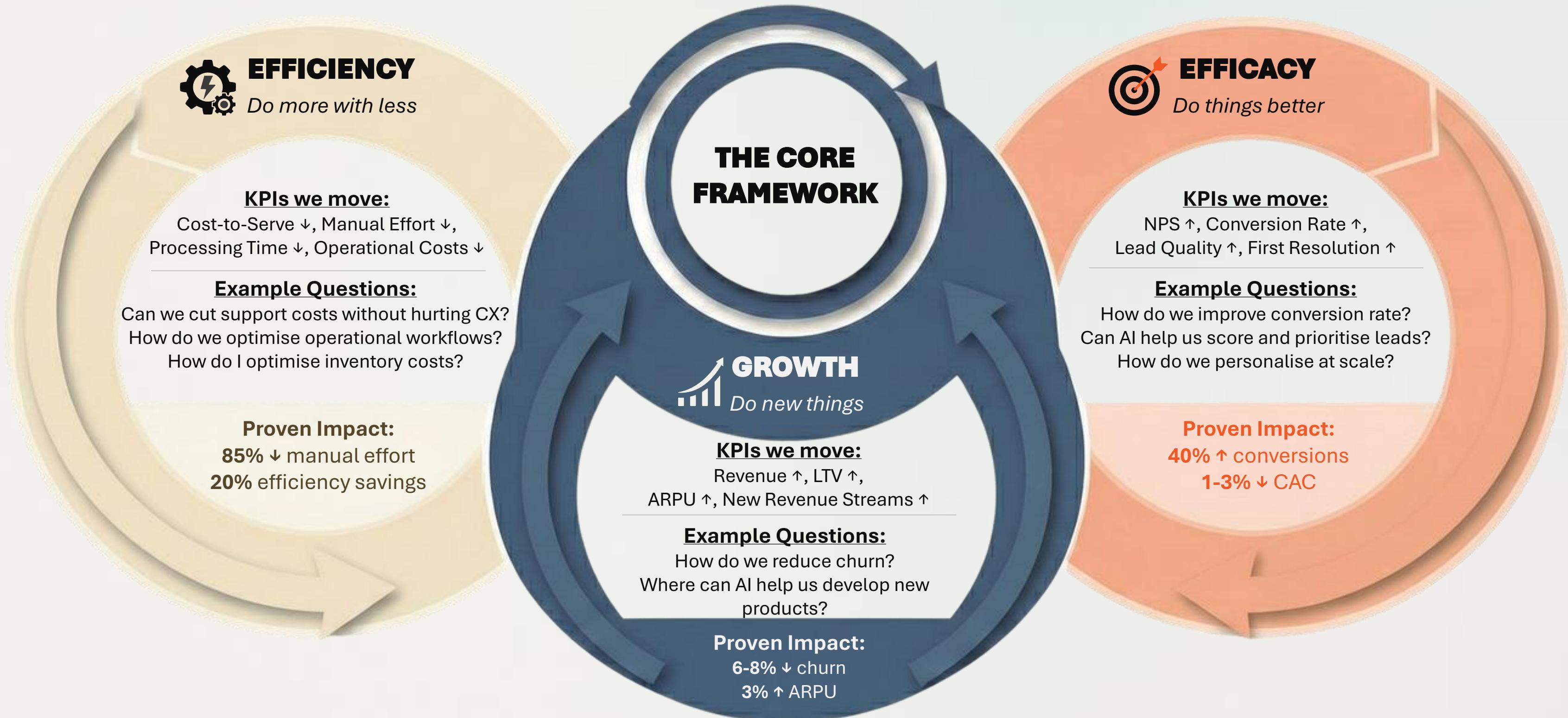
22+ years in Enterprise Advisory &
digital transformation sales, ex-PwC
and IBM, visionary with deep
enterprise experience.



Amitabh Ray- Advisor

Strategic business leader
with 30+ years driving
global transformation at
Ericsson, IBM & PwC.

We focus on the only three metrics that matter: saving money, working better, and growing faster



And all of this with an accelerated payback within 3-6 months

From first roadmap to final implementation, we handle the heavy lifting

 "We don't start with AI. We start with your business and your people."

What We Do

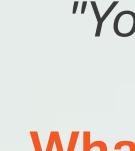
- Business alignment (WHAT-WHERE-WHEN-HOW-WHO) framework
- Immersion & Use case Prioritisation
- **90-day quick wins** plan

 "Analytics that work like a conversation, not a control panel."

What We Do

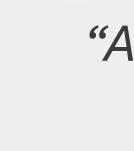
- **Self-service analytics** accessible to non-technical users via **Natural Language Query (NLQ)** interfaces
- **Agentic** Decision Support



 "Your data strategy and AI strategy are the same strategy."

What We Do

- **Bidirectional AI ↔ Data approach:** AI discovers, cleans, and enriches data
- **Data readiness assessment & governed data layer creation**
- **AI-ready data products** creation

 "Accelerators, not templates. 4-8 weeks, not 6-12 months."

What We Do

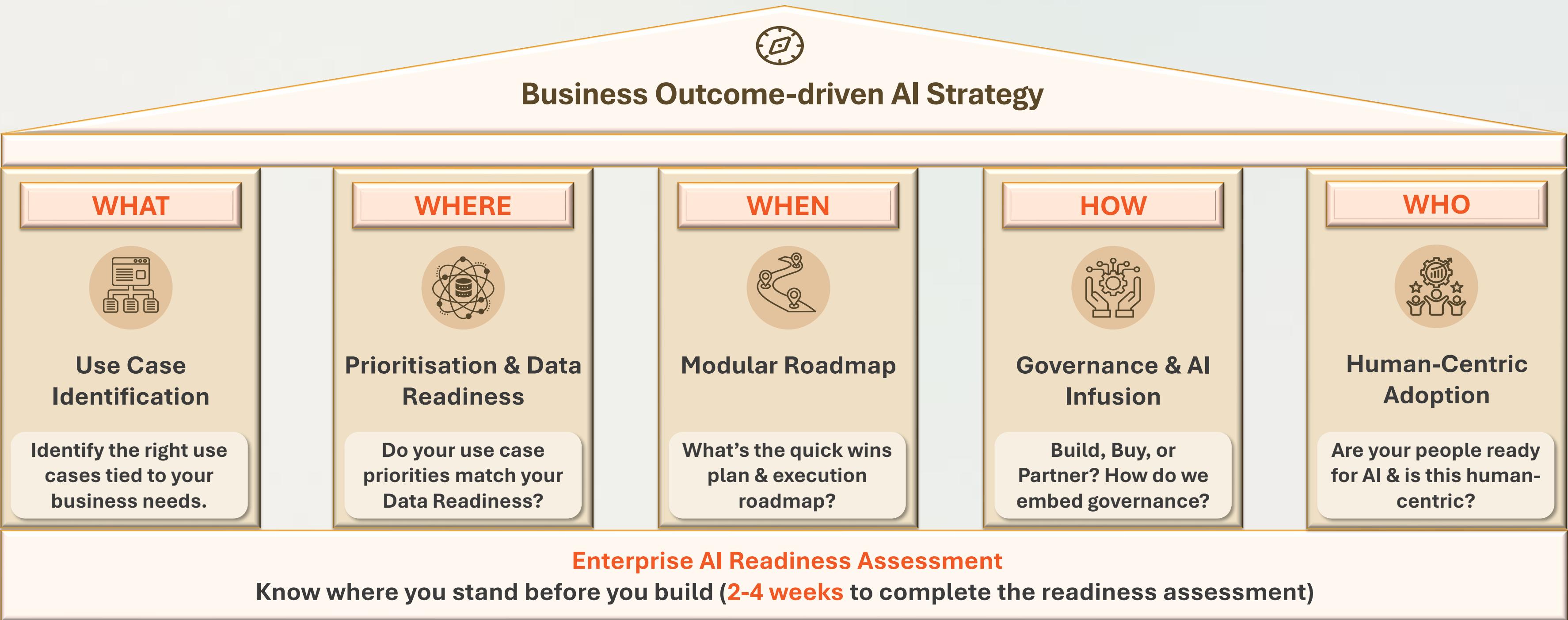
- **Lattice™ Agentic AI framework:** 60% pre-built; 40% customisable
- **Plug-and-play accelerators:** Fraud Analytics, SynStruct, SynHire, and many more...



Comprehensive Program Management, Change Management, and Governance to ensure adoption & long-term value

AI Advisory & Strategy: We don't start with AI. We start with your Business & your People.

30% of GenAI projects fail at POC due to "unclear business value" *



And we do all of this using an AI first approach with our AI infused analytics tools for a fuss free, quick engagement

Data Intelligence Offerings: We transform your scattered data into an "AI-ready" foundation & then use it effectively for AI

92.7% of executives cite data as their #1 barrier to AI success*

AI TO DATA



Strategy & Data Readiness Assessment

Prioritise AI use cases, baseline data health, deliver a readiness roadmap



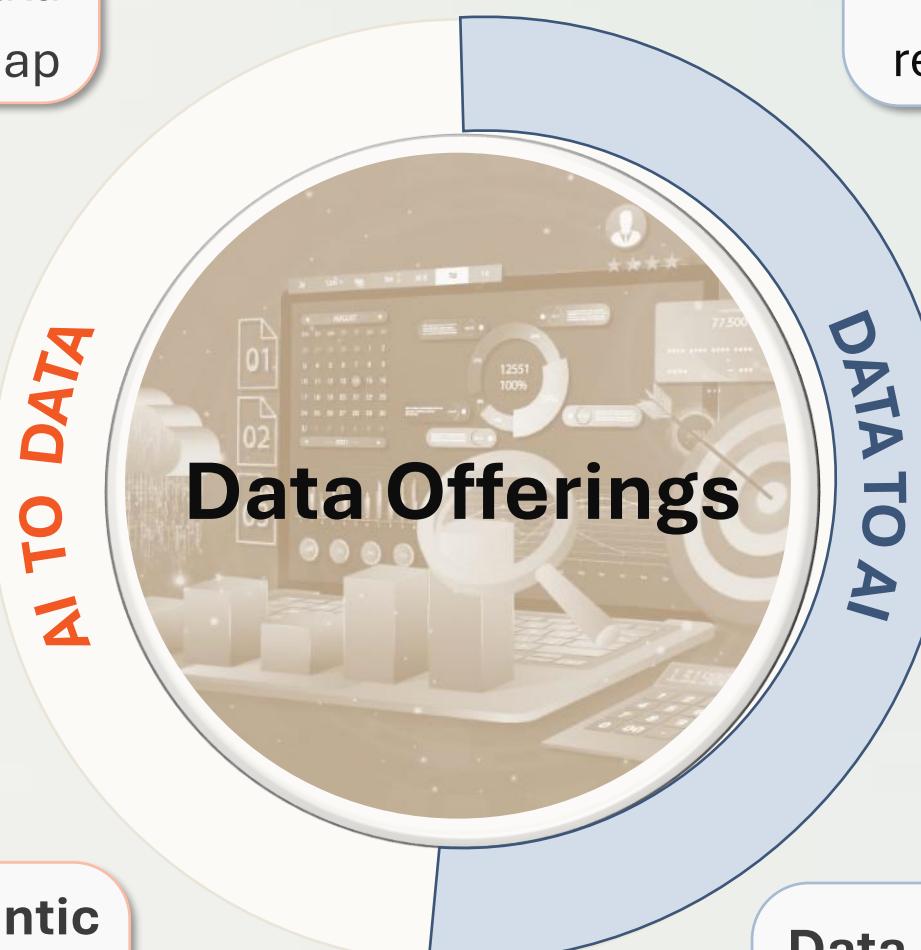
Data Collection & Integration

Discover sources and unify schemas to build a governed data layer



Data Quality & Semantic Standardisation

Automated data cleansing, validation, and align to domain semantics



Enrichment & Data Product Factory

Enrich data; ship governed, AI-ready reusable data products



Insights & Knowledge Consumption Studio

Consumable data products with self-service access and governance



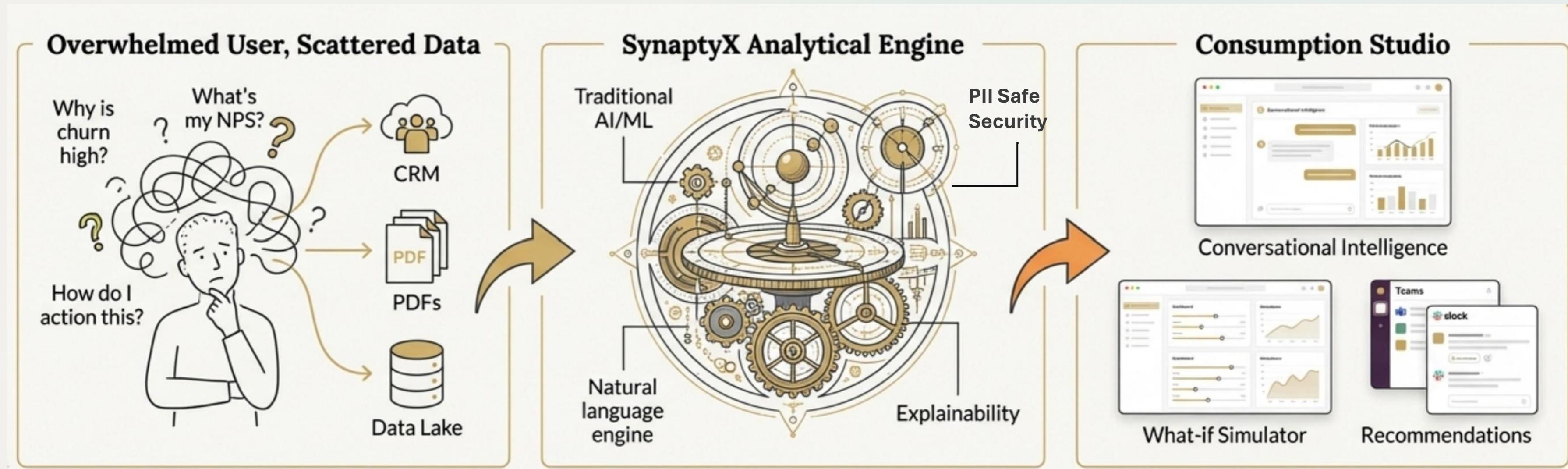
Data Product Monetisation & Marketplace

Monetise datasets and APIs with storefronts, subscriptions and tiers.



Analytics & Insights : We help you get from Data Chaos to Clear Answers you can actually use

*Explainable analytics: 2.8x more trust, 23x more customers—and why Forrester predicts 50% of AI will pivot back to deterministic approaches.**



The Four Modes of Interaction

 **ASK:** Self-serve conversational insights.

 **ACT:** Predictive alerts and what-if scenarios.

 **EXPLAIN:** Exposed logic so leaders can validate.

 **LEARN:** Reinforcement learning improves results over time.

Proof Point

"REAL VALUE: "Explainable analytics lead to 2.8x more trust and 23x more customers." – MIT/BCG, 2025

Our Impact:

1-3% ↓ CAC • 60-80% faster time-to-insight • 40% ↓ BI backlog

++ Business-specific Outcomes

Custom AI Solutions using **Lattice™** : 60% Pre-built ;40% tailored

Enterprises using Accelerator-based platforms achieve 50% faster implementation, 2.5x higher revenue growth, and 3x greater scaling success



Production in Weeks

Accelerators reduce build time and rework



Deploy anywhere

Cloud Agnostic



Built to Fit You

Tailored outcomes, not off-the-shelf limits.



Deterministic or Agentic

Choose what's needed



Reliable & Governed

Gated·Tested·observable

Pre-built Accelerators (composable building blocks)



Battle-tested daily in
Synaptix engagements



Enterprise Q&A



Contract Analyser



Structured Data Extractor



Intelligent Doc Processor



Hiring Intelligence



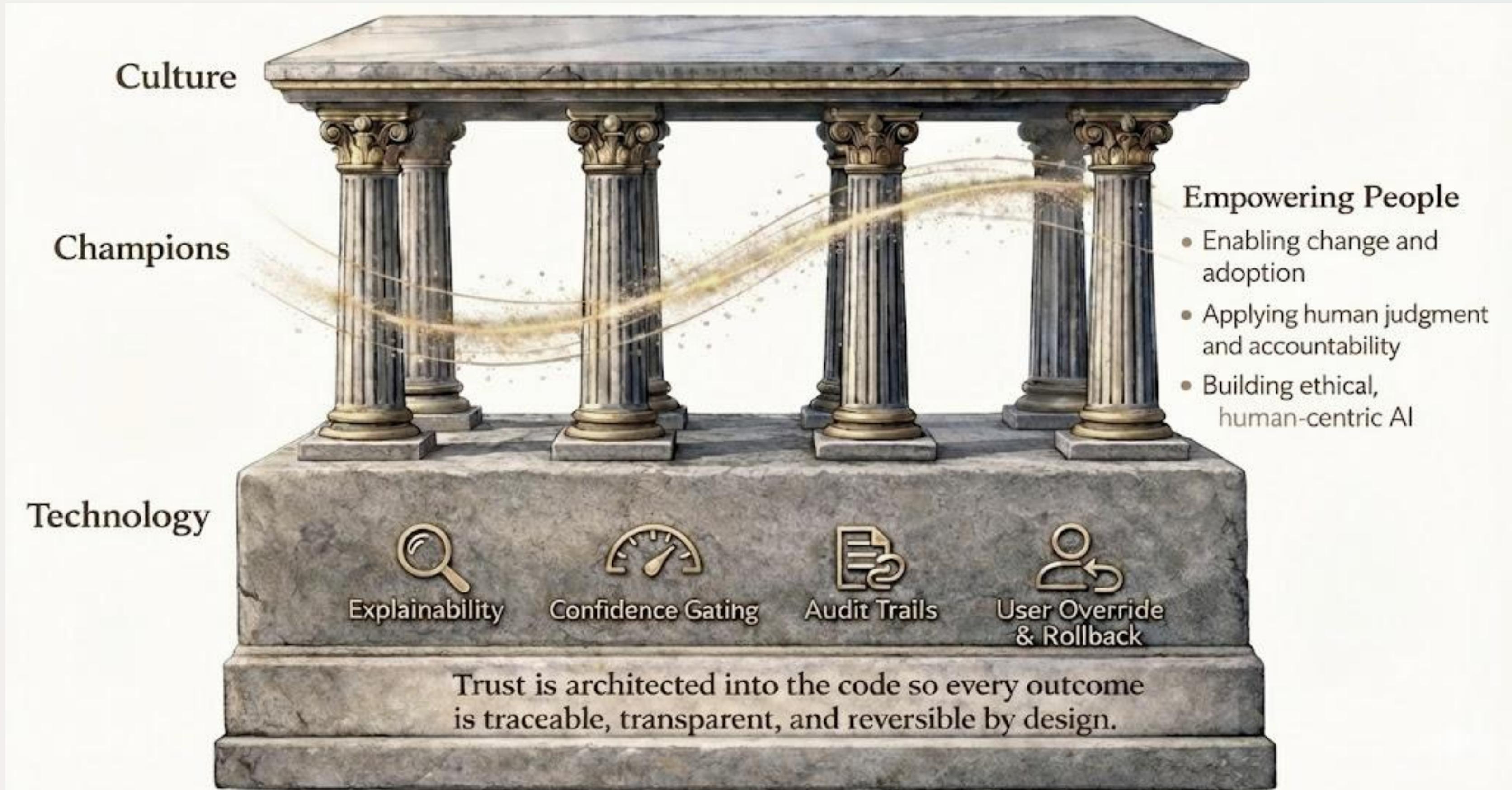
And many more...

Built in: Hallucination Gating · Guardrails · Security & Privacy · Observability & Evals · Test harness · GDPR/DUAA aligned



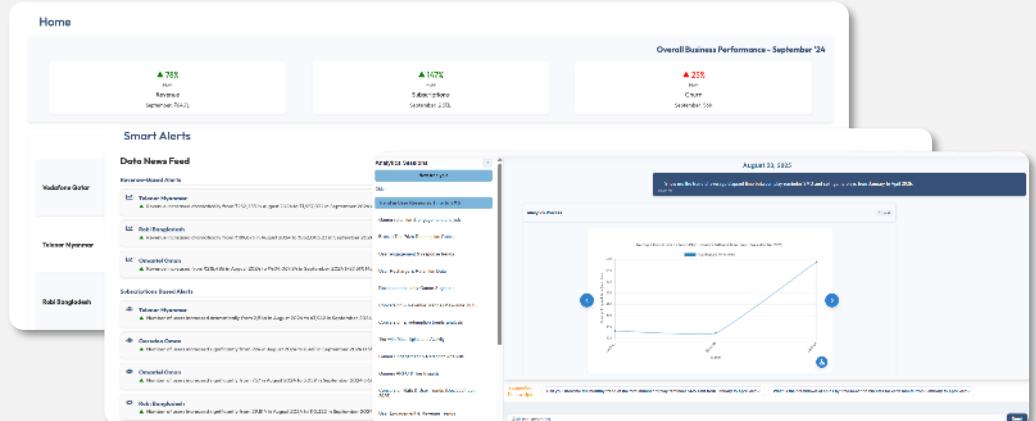
No customer data used
for model training

At SynapyX, we ensure AI aligns with the right purpose for the right reasons - by anchoring ethical values in verifiable technology



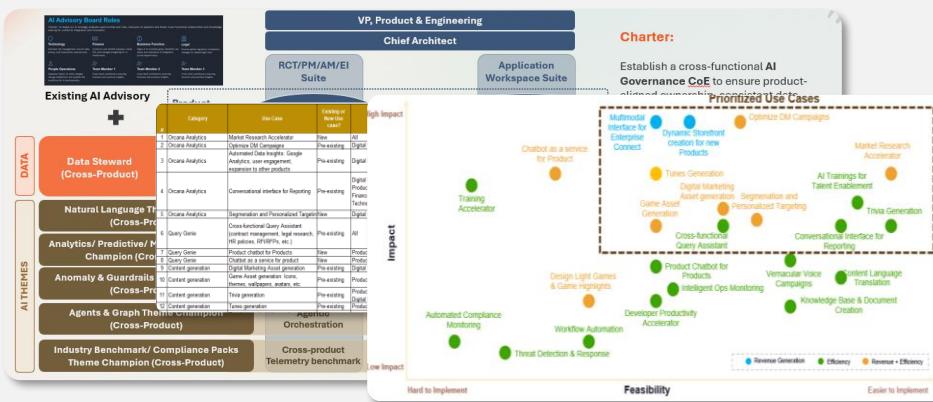
We've already delivered measurable ROI across marketing, finance, and operations

Digital Campaign Optimisation & Conversational Analytics



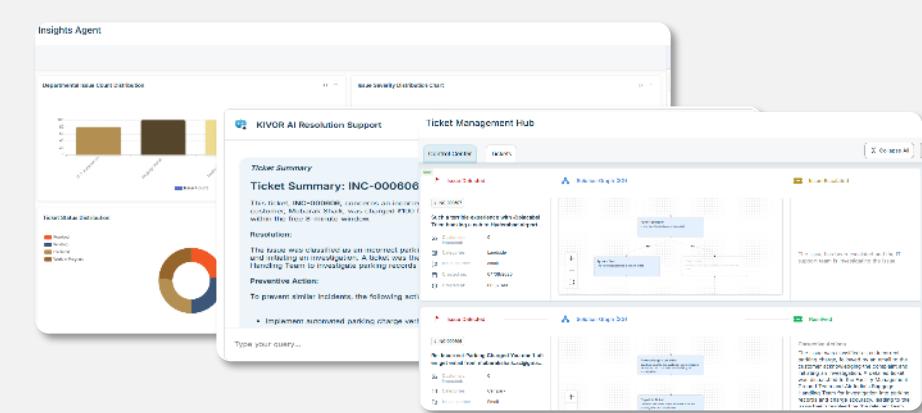
1-3% CAC reduction | 10% efficiency savings within 3 months

Product AI Advisory & AI CoE setup



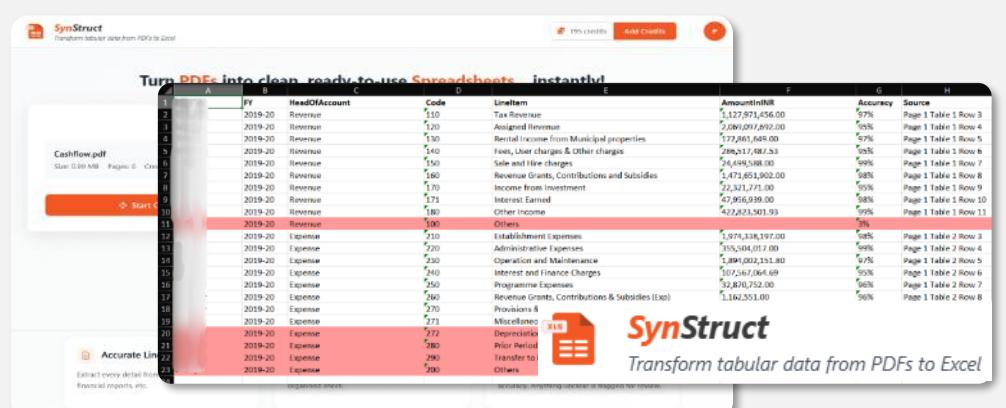
Governance-first AI Strategy | 85% Adoption | 20+ Leaders trained | Operational in 4 months

Automated Ticket Management & Conversational Analytics



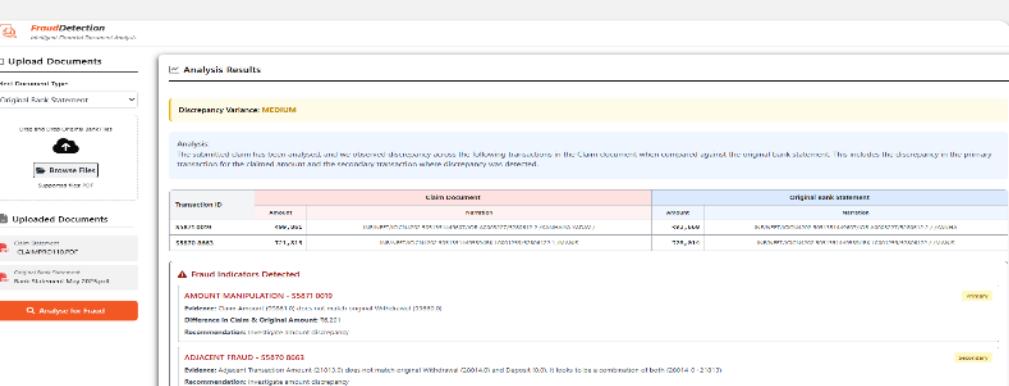
↓ 60% FTE reduction | ↑ 90% + Triage accuracy | ↑ 99% faster RCA creation

Financial Statement Digitisation & Analytics



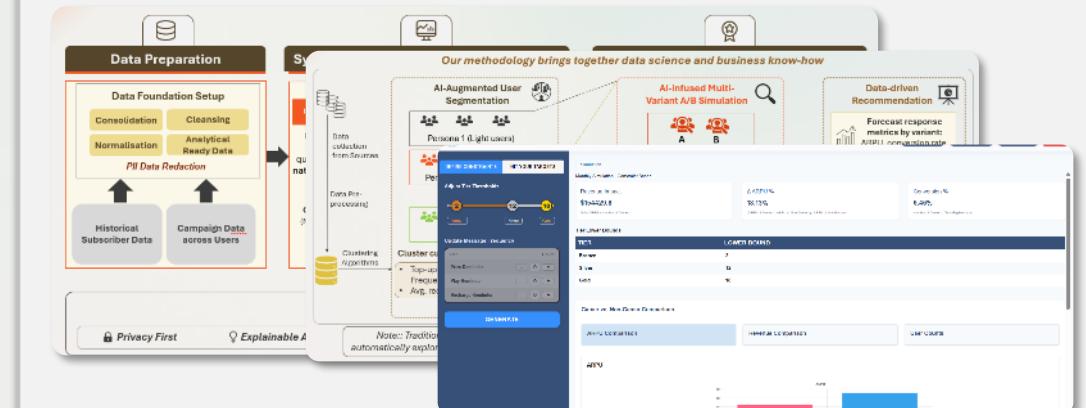
Manual effort ↓ 85% | 4500+ Cities scaled | Faster Decisions ↑ 60%

Fraud Detection & Analytics



Manual effort ↓ 40% | ↓ 20x false positives | ↑ 3x Fraud detection

AI-powered A/B Simulations & Recommendation



12% increase in top-ups | ARPU ↑ | 6-8% ↓ Churn

3-6 month-payback period across implementations

Why choose SynaptX : We have skin in the game: you pay us for outcomes, not just effort



The SynaptX Difference: Pragmatic Partnership



100+ years of combined Big 4 advisory experience with deep AI delivery capability.



Advisory-led, execution-focused, results-driven Holistic model (ABOTE: Advise → Build → Operate → Transfer → Enable.)



Business Outcome-based Contracting – You pay for value, not effort. Our success is tied directly to your outcomes - guaranteeing measurable ROI.



Proven Impact

TIME.TECH

JANAGRAHA

Recast

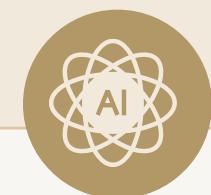
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brillio

imtac



Scalable, Secure, and Future-Ready



Agentic Intelligence at the Core

Our agentic systems don't just analyse - they act. Lattice enables autonomous decisioning, continuous learning, & adaptive optimisation across enterprise workflows.



Accelerate with Confidence

Plug-and-play accelerators, reusable data models, consulting advisory frameworks, and proven agentic AI frameworks ensure fast, scalable deployment across use cases and industries.



Built for Trust, Security & Scale

Our architecture ensures transparency, compliance, and governance—combining human oversight with self-improving AI systems for lasting reliability.

Big 4 strategic thinking + Startup agility + Accountability = We succeed only when you succeed

What it is actually like to work with usIn Our Clients' Words...

“

“Disciplined, Transparent, Business-First”

“

We engaged with **SynaptyX** to help us define our AI strategy on product differentiation. They conducted a detailed, systematic research of our product landscape and operating environment. They spoke with the leadership, product and engineering, customer success and other functions and used an objective, weighted methodology to run their analysis. The deliverable was a high quality, clear, thoroughly documented artifact with recommendations, including an executable roadmap. They were disciplined, transparent, and business-first in their attitude and we are happy with the outcomes.



Rashmi Sharma
VP - Engineering, *Recast Software*

“

“From Data to Real Business Value”

“

"When we engaged **SynaptyX**, we weren't just looking for a vendor - we needed a partner who could truly understand the complexities of our business. From day one, their team demonstrated an exceptional grasp of our commercial challenges and worked alongside us to design a solution that delivered measurable results within months. What impressed us was their ability to translate our business problems into actionable analytical strategies, and their collaborative approach made the entire journey seamless. I'd recommend **SynaptyX** to any organisation serious about turning data into real business value."

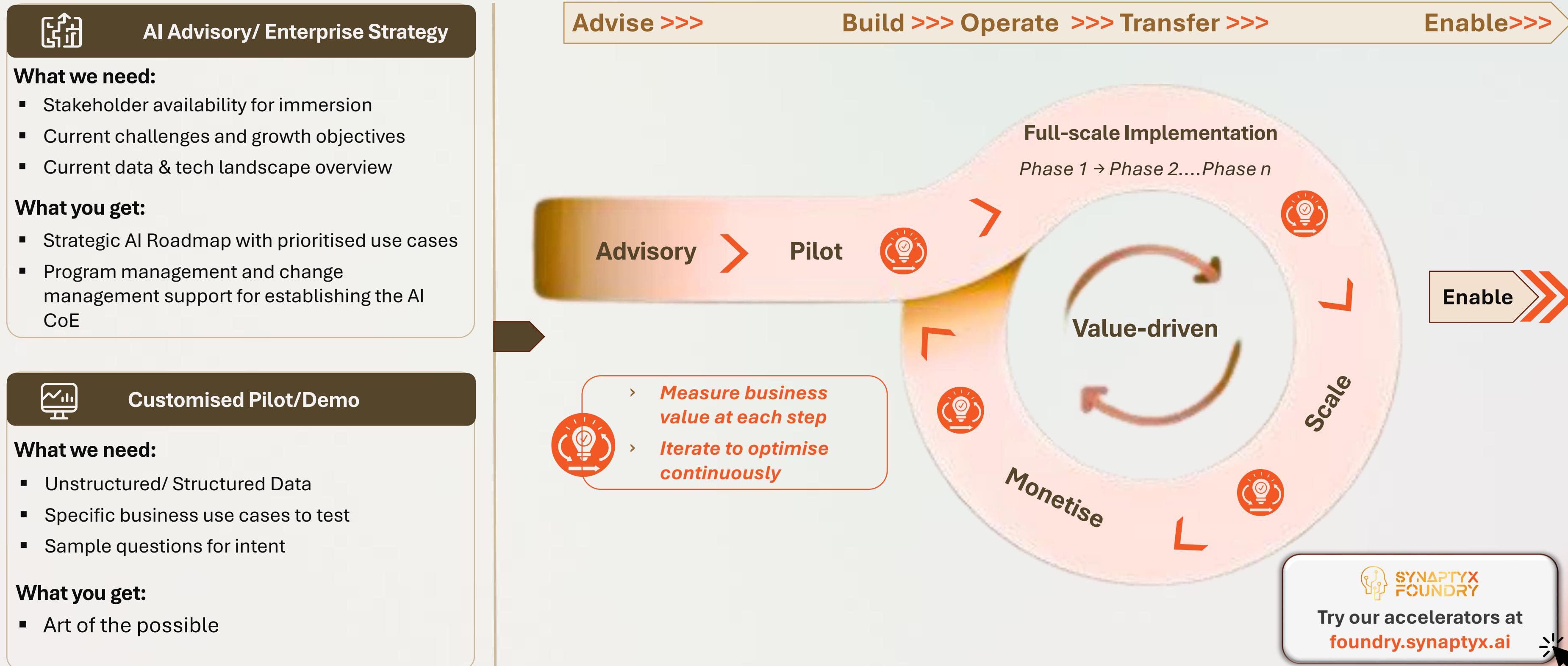


Paulo Salgado
Chief Innovation Officer, *TimWeTech*

CALL TO ACTION!


Ready to get started?

Our Engagement Model: ABOTE



CONTACT US



UK: +44 7756 699 352



www.synaptyx.ai



corp@synaptyx.ai

UK: 7 Bell Yard, London, WC2A 2JR, England



India: 10116, Tower 10, Prestige Shantiniketan, Whitefield, ITPL
Main Road, Bengaluru 560048, Karnataka

