

## Data Insights (BI and AI)

### Enlightened Decision-Making From Dependable Data

Synoptek offers a complete range of BI, predictive analytics, AI as well as prescriptive and preventive maintenance services combined with expertise in data management and data integration to provide information that is tailored for your needs. We capitalize on robust BI technologies such as Microsoft BI Stack (SSIS, SSRS, SSAS), visualization and self-service BI through Microsoft Power BI for Office 365, Azure Data Factory, Azure SQL Data Warehouse, and Azure Analysis Service, coupled with predictive analytics techniques through sales forecasting models, IoT, and machine learning services.

Accelerate digital transformation by taking advantage of the power of data analytics, AI, Internet of Things, machine learning, and cloud computing.

#### Delivering a Complete Suite of BI and AI Services

- Data Warehouse Management and Analytics
- Predictive Analytics
- Machine Learning
- Cognitive Services

Microsoft  
Partner



Gold Application Development  
Gold Application Integration  
Gold Cloud Platform  
Gold Data Platform  
Gold Data Analytics



#### Make Quicker, Informed Decisions

Dig into your data and gather insights into various external dynamics and market factors with predictive analytics



#### Better Visualization of Your Data

Build enterprise-scale analytic solutions and deliver comprehensive dashboards, scorecards, and reports



#### 360-Degree View of Organization

Manage business data effectively and efficiently by providing an integrated, centrally managed, and trusted data source

# Delivering Business Results for Clients:



Sales Forecasting Tool  
using Predictive Analytics  
Techniques



Azure Data Services and  
Power BI



Lead Scoring and  
Campaign Optimization  
using Power BI

*“Synoptek, a trusted partner, has helped Champion put together our BI strategy for complete visibility into operations including sales, marketing, financial, and manufacturing performance. It was a great experience working with Synoptek and the BI team.”*

**Dave Hofmeister (CIO), Champion Windows**

## Why Choose Synoptek?

- **Implementation Best Practices** with deep industry knowledge, advanced statistical methods, technologies and platforms like Azure, Power BI, SQL data warehouse, IoT, and Machine Learning to build exceptional BI solutions.
- **Adaptability and Flexibility** to deliver optimum business results using our agile development approach.
- **Resource Expertise** in developing standard BI tools and building advanced analytics and AI-based solutions.
- **Capabilities and Competencies** including Microsoft Gold competency in data analytics and expertise in Microsoft Power BI and data warehousing technologies.
- **Complete Suite of Services** that allow you to build an enterprise-wide analytics culture.

## About Synoptek

Synoptek is a Global Systems Integrator and Managed IT Services Provider offering Comprehensive IT Management and Consultancy Services to organizations worldwide. Our focus is to provide maximum “business value” to our clients enabling them to grow their businesses, manage their risk/compliance, and increase their competitive position by delivering improved business results.