Synoptek

White Paper

THE SYNOPTEK PLATFORM

Accelerate Implementation with World Class Operations

Introduction

The world arguably overuses the term “platform”. What is a “platform”? A platform is a foundation that elevates. It provides a foundation that you can stand on to achieve your objectives and does not have to be rebuilt every time you need it.

The Synoptek Platform is a set of common processes and systems that enable a common experience for Synoptek customers across all practice areas for planning, project implementation, and technology management and support. The platform is built to enable clients to leverage top-notch technology innovations, accelerate business results, and maximize return on investment.

The Synoptek Platform is the reason Synoptek exists. The platform provides a set of capabilities that can be leveraged by our customers and our practices to elevate project and service delivery. This foundation prevents both our customers and our delivery teams from having to build those capabilities from scratch to deliver a new project or operate a new system every time.

The Synoptek Platform is now leveraged by over 500 organizations globally to achieve improved business results, more IT services function, higher service levels, and reduced cost of operations.

Leverage Synoptek’s $10 million investment - Over the past two decades, Synoptek has invested in building and refining the Synoptek Platform. This included investing in multiple capabilities, designing, and implementing sophisticated program management, and ITIL-based processes to enable an enterprise-caliber IT organization. This required an investment of over $10 million.

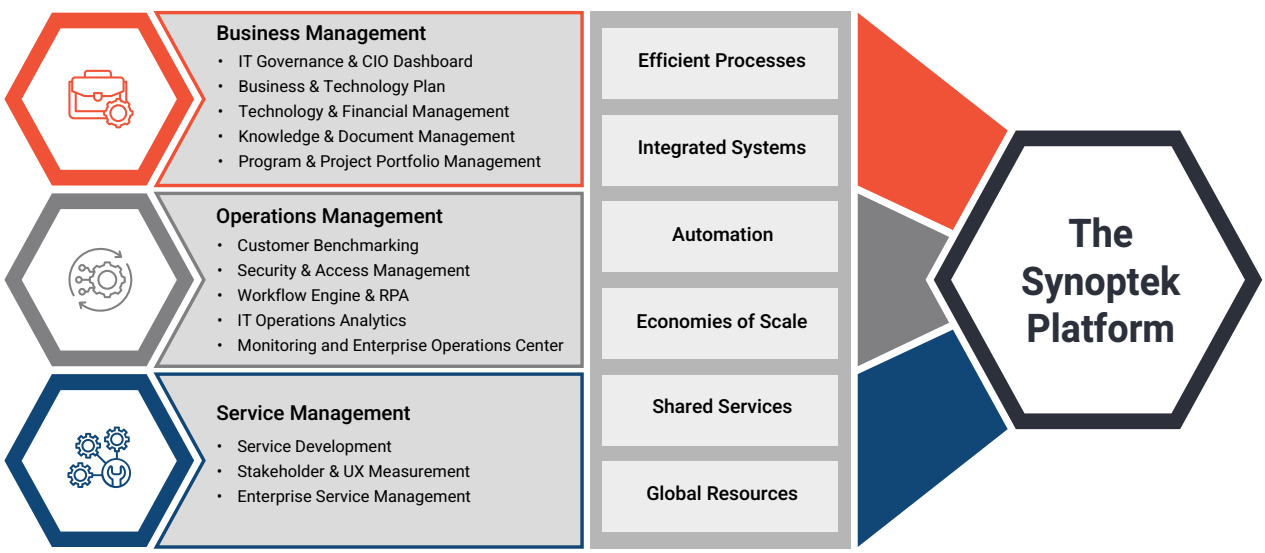
Increase Technology Service Function and Service Level by 10-20% - leveraging the Synoptek’s Platform. Synoptek will baseline your current processes and systems to show you exactly how you can leverage the Synoptek Platform to manage the evolution of your technology and operations more effectively. The Synoptek Platform changes how your organization consumes technology, increases your ROI, and enables you to accelerate your IT organization. Ultimately, you will deliver improved results by better managing your technology investments and expenses.

Increase Investment and Reduce Operating Expense, The Synoptek Platform enables you to deliver more value to your organization by enabling technology to meet your business needs and reduce implementation and ongoing operational costs. By leveraging our global delivery operations, economies of scale with technology providers, and our knowledge of the latest market trends, Synoptek can reduce your technology implementation and operational costs while delivering higher value.

Business Results, Guaranteed: Synoptek will partner with you to re-imagine your processes, technologies, and culture in response to your changing needs, technical debt, and internal or external pressures. A recent study sponsored by Synoptek and executed by The Everest Group demonstrated that organizations achieve 1.3-1.7x higher business results when they develop and execute against a clear business results-driven technology strategy and blueprint. We believe so strongly in our capabilities, our ability to execute, and the underlying Synoptek Platform that we guarantee to deliver a business-driven technology strategy with quantifiable business improvements that help you grow revenue, reduce costs, improve profitability, and reduce risk. Synoptek will not charge for the associated consulting assessment if we are unable to identify a material business improvement that returns 5X our fees for the engagement. Additionally, Synoptek will credit the assessment consulting fees to any resulting project if the customer chooses Synoptek as a technology partner for implementation and program management, and the business benefits identified are not realized.

The Synoptek Platform

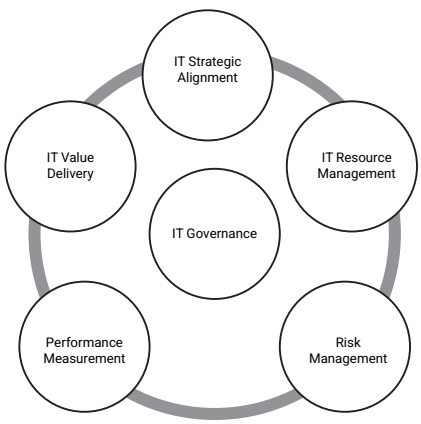
Synoptek has built a specific set of capabilities that enable our customers and Synoptek as their extended planning, implementation, and IT operations partner to manage and operate technology leveraging enterprise-class processes and systems. These processes and systems enable Synoptek to provide tangible reporting on technology investments and programs, service levels, and long-term business results and unearth visibility into the ROI our customers are getting from their technology investment and operational spend.



a. Business Management

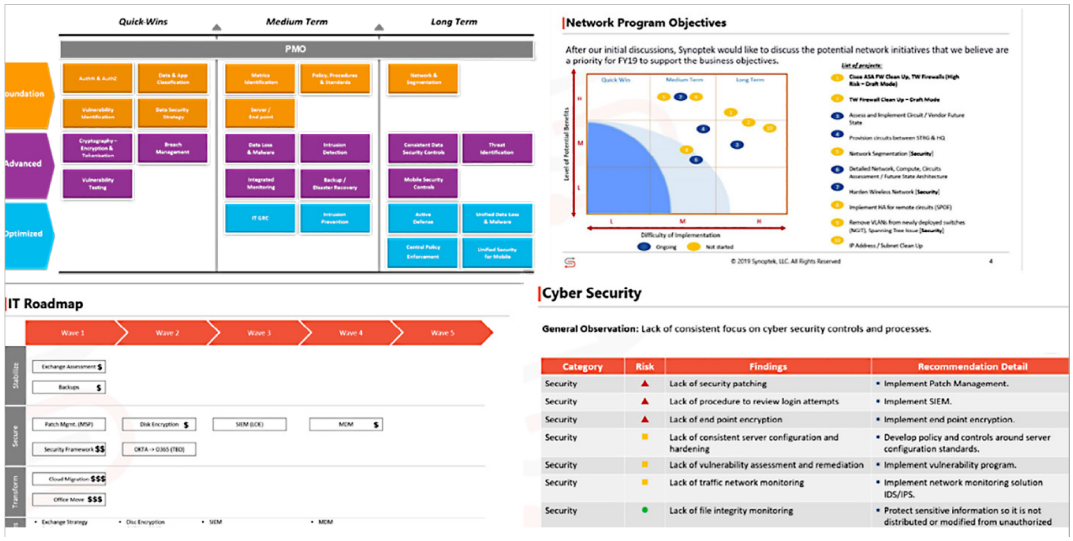
IT Governance and CIO Dashboard

Synoptek provides an IT governance framework that provides visibility into gaps, program execution, and service levels along with access to key executive stakeholders. The framework helps organizations prioritize their investments, track program execution, and oversee IT service level operations. Synoptek typically chairs and facilitates quarterly IT strategy and governance meetings on behalf of our customer organizations. Consistent focus and follow-through enable longer-term business results.



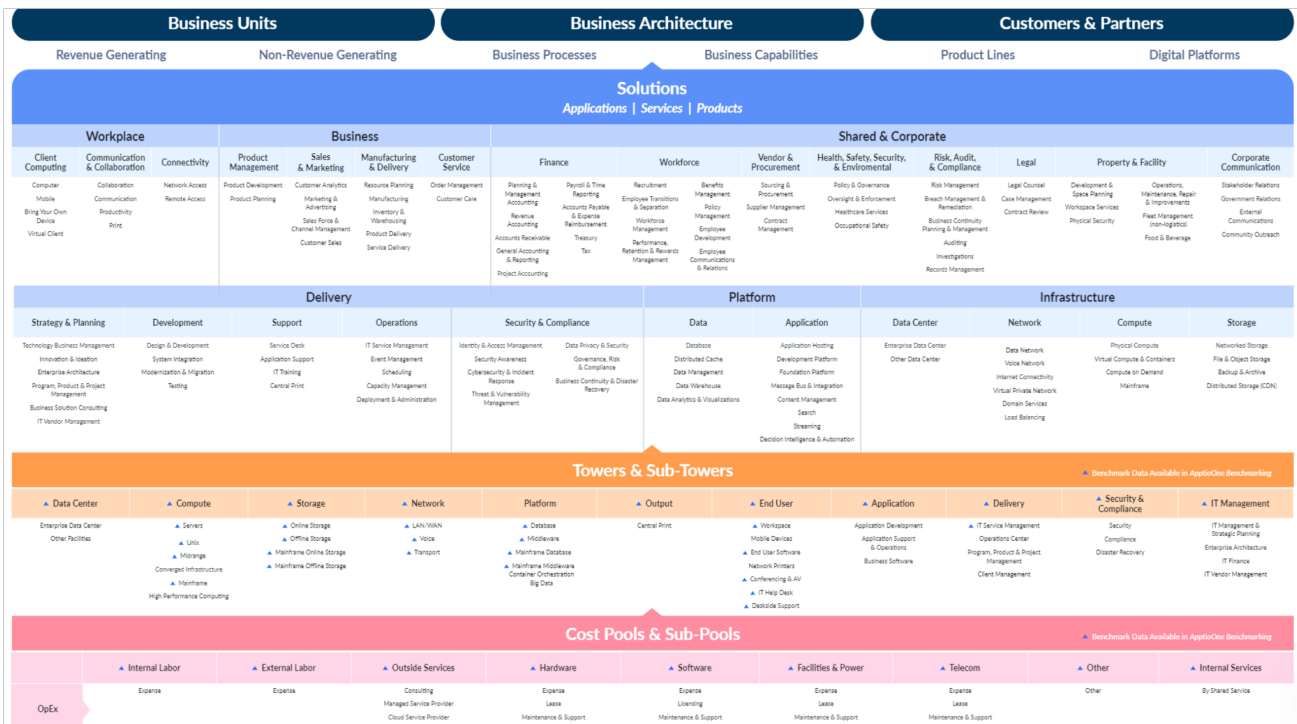
Business and Technology Plan and Roadmap

Synoptek always begins a customer engagement with a complete technology assessment and plan development. This allows us to recommend and work with the customer to develop an agreed-upon rolling quarterly technology plan and roadmap. Synoptek follows a rigorous process to maintain and update technology roadmaps and plans and conductsperiodic reviews of technology roadmaps and plans with key stakeholders.



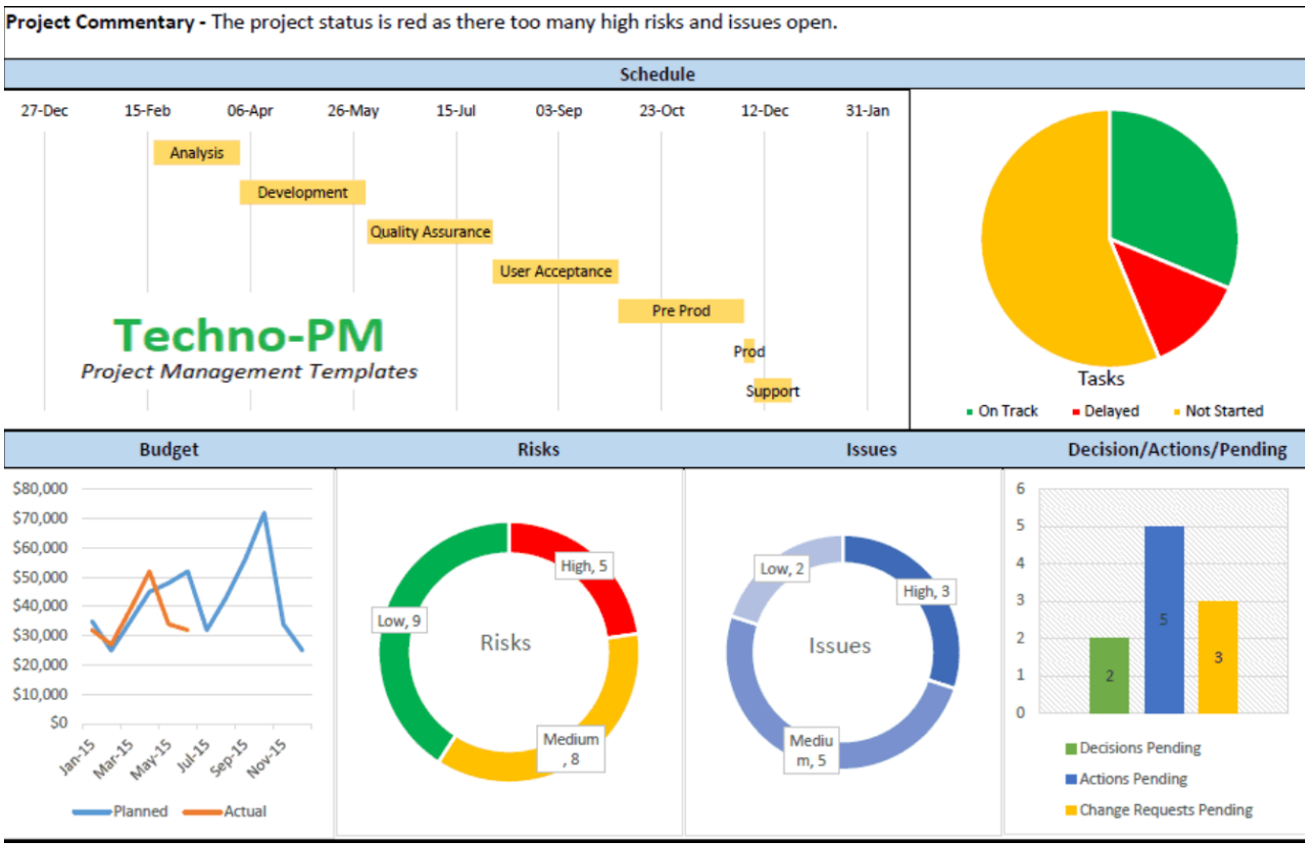
Technology and Business Financial Management

Synoptek works with the customer to develop a technology roadmap and then builds a budget for investments and ongoing operational expenses. Synoptek aims to reduce operational expenses by streamlining operations, leveraging automation, and the global delivery model. By measuring and tracking investments and on-going cost of operations for the scope of technology services, we take the right cost optimization measures. We also review investments with our customers on a regular basis in technology and business review meetings and allow our customers to access their costs in our client portal at any given time.



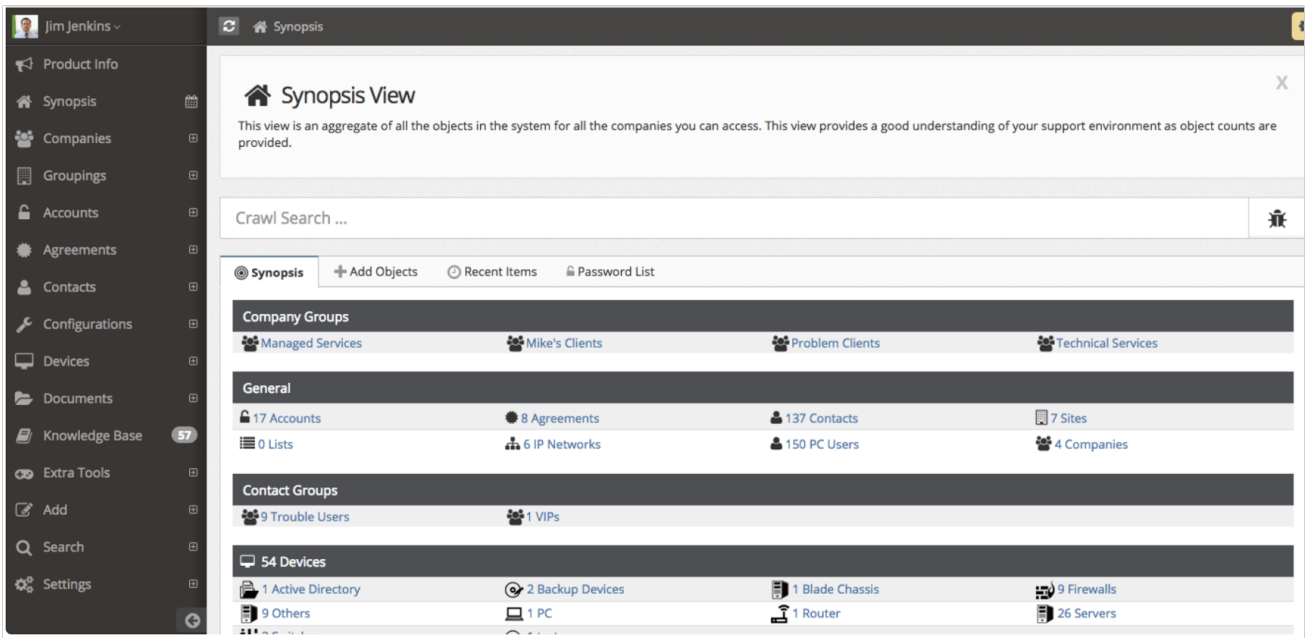
Program and Project Portfolio Management Framework

Synoptek follows a standard program and project management methodology. We leverage an enterprise project management solution to track the progress of projects and follow standard guidelines to build out work-break-down structures, risk analysis, and mitigation plans to enable common reporting across projects. In addition to regularly scheduled project updates, customers can log in to their customer portal to view details on all active projects. Synoptek surveys customers at the conclusion of each project stage to ensure the project is on track and that the intended results are achieved.



Knowledge and Document Management

Synoptek rigorously documents and maintains an updated list of our customer platforms and systems. During the initial customer transition and onboarding to Synoptek services, all systems are reviewed and documented. This includes establishing an IT operational baseline, the generation of a comprehensive assessment, a thorough review and documentation of all applications, and a review of all infrastructure. Some of this discovery and documentation is automated during the initial deployment of our monitoring tools which integrate with our ITSM platform. Called the SynopDocs, this document enables the Synoptek team to provide adequate support to any customer on any managed technology by any resource at any time of the day. As projects are completed and the customer's IT composition changes, the SynopDocs knowledge base is updated based on the new technology.



b. Operations Management

Customer Maturity and Capability Benchmarking

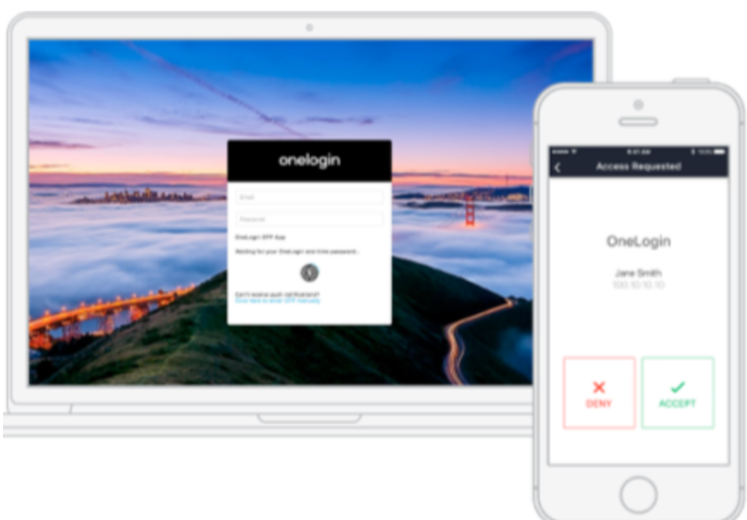
Synoptek measures overall customer IT service delivery operational maturity. During the initial customer transition to Synoptek services, Synoptek benchmarks existing capabilities against Synoptek's standard IT maturity model. We then monitor and report on IT maturity improvements over the course of the engagement and enable customer stakeholders to report on overall IT maturity improvement over time. In addition, Synoptek completes an annual customer technology management and capability benchmark that enables us to showcase where the customer falls in the spectrum of IT utilization and enable compelling business results accordingly.

	LEVEL 0	LEVEL 1		LEVEL 2	LEVEL 3	LEVEL 4
MATURITY	Chaotic	Ad-hoc	Awareness	Defined and repeatable	Integrated services	Optimized business partnership
PEOPLE	Random	Fire fighting	Roles and responsibilities defined	Process centric governance	Business focused	Entrepreneurial focused
PROCESS	None	Ad-hoc	Dependent on tools	Repeatable basic automation	Automated, extending beyond IT	Agile, business innovation
TECHNOLOGY	No strategy	Basic tools, poor investments	Defined for each project	Formal policies	Shared services, capacity management	Real-time
STRATEGY	Just survive	Reactive budgeting	Project level budgeting	Metrics, KPI, SLAs	IT costs managed & monitored	IT business contribution metrics
	BASIC IT is a cost center		**STANDARDIZED** IT is an efficient cost center	**RATIONALIZED** IT is a business enabler		**DYNAMIC** IT is a strategic asset

KEY QUALITY METRICS - WHAT GETS MEASURED GETS MANAGED		
Operations	**IT Management & Leadership**	**Customer Satisfaction**
Monitoring	IT Strategy and Roadmap	Net Promotor Score
Systems	Policy and Procedure for Key ITIL Processes	CSAT Meaurement
Patching	Risk Management	
Backups	Project Management and Governance	
Business Continuity and Disaster Recovery	Technology Posture	
Ticket Volumes	Security Posture	
Capacity		
Service Levels		

IT Controls, Security and Access Management

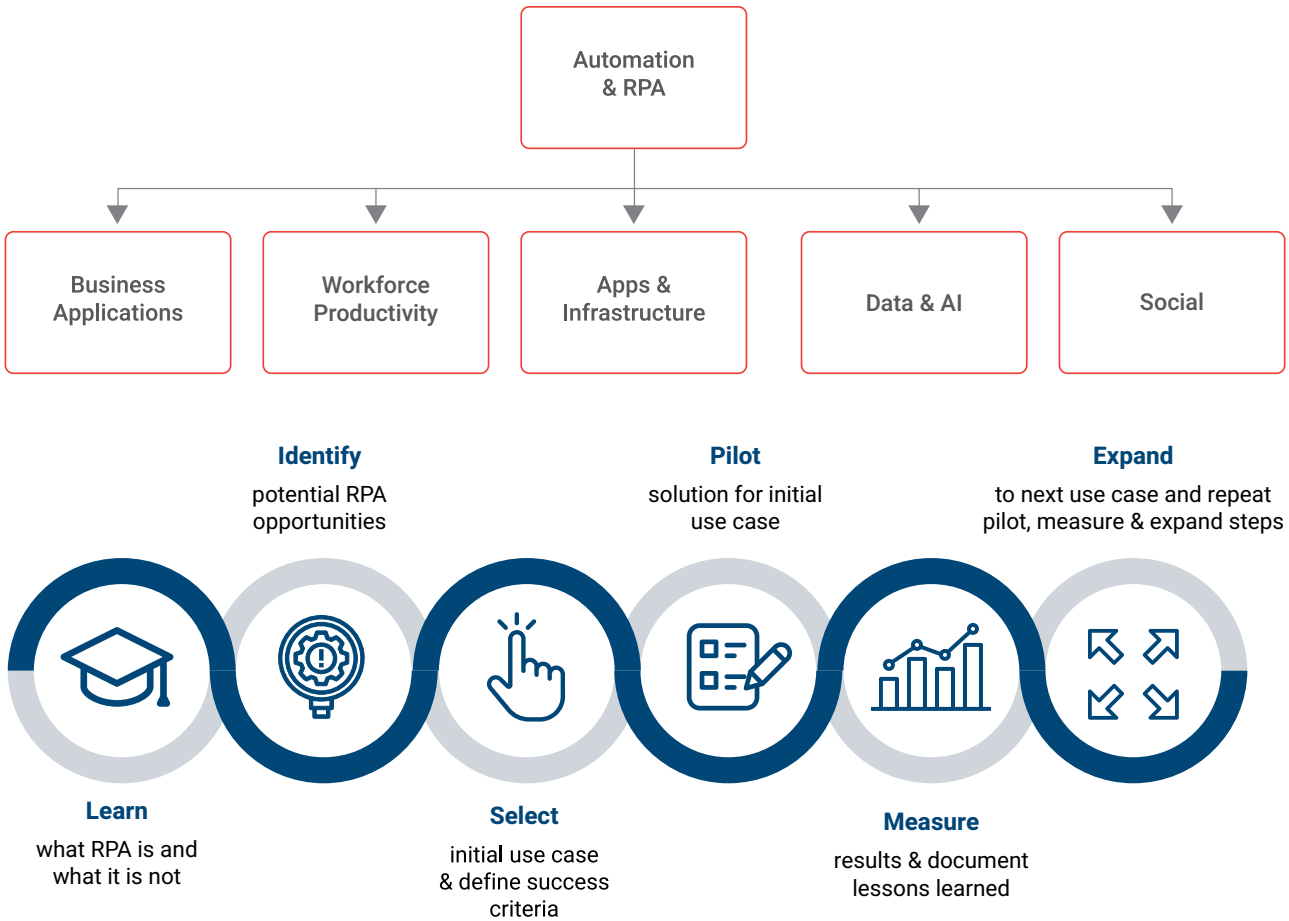
Synoptek leverages a standard portfolio of compliance and security processes across all practice areas and customers. Synoptek deploys a standard set of access control and security processes for each customer across end-point protection and security, including anti-virus and malware. We recommend that our customers employ MFA for all private network access and critical application access and follow the least-privileged access protocol. In addition, Synoptek customers have the option to adopt and consume additional security services from our cybersecurity practice.



AICPA Service Organization Control Reports℠
AICPA
SOC 2
Formerly SAS 70 Reports

Workflow Engine and Robotic Process Automation

Synoptek leverages enterprise-grade workflow and automation engines to automate processes that may be laborious and challenging for our customers today. Synoptek has a team of dedicated engineers seeking to expand our use of automation, RPA, and new technologies to improve the quality and execution efficiency of the services provided to our customers. Standard automated processes include incident management, service request management, change management, and problem management. In addition, custom workflows for new employee onboarding, employee role changes, and employee termination are created to account for customers' specific requirements. These workflows and automation enable consistent execution of standard processes and procedures.



IT Operations Analytics

Synoptek collects data from the operational systems that are used to manage our customer's systems and aggregates that data into a data warehouse that is used to provide operations analytics for our customers. In the future, Synoptek intends to leverage predictive analytics to recommend actions to take proactively to prevent incidents and improve systems capabilities. Such analytics might help identify recurring issues (or problems), replacement needs, upgrade needs, or other problem areas.

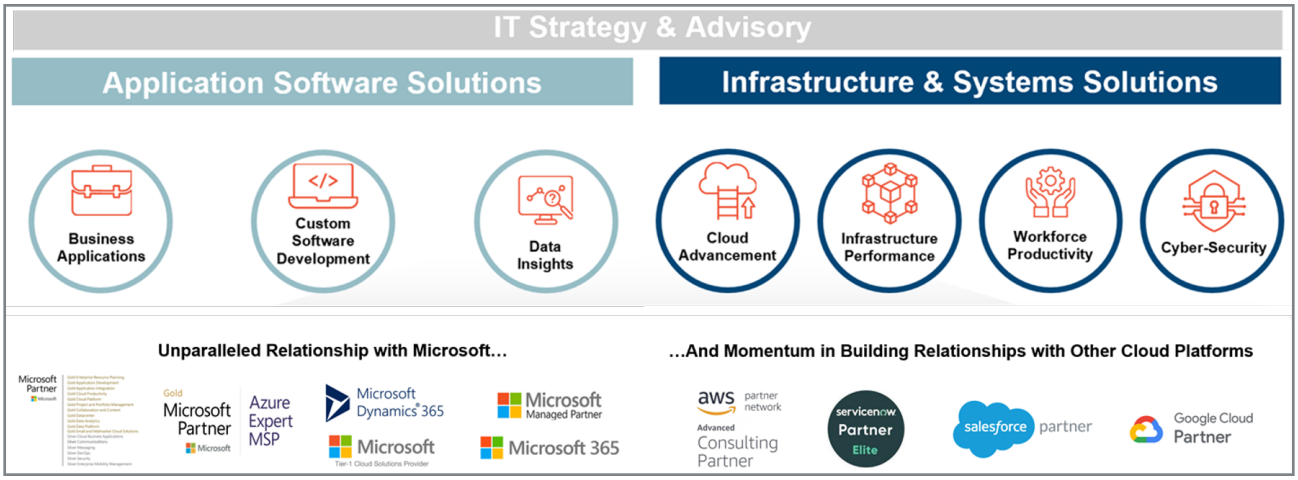
Monitoring and Enterprise Operations Center

Synoptek deploys several monitoring solutions to all the devices, systems, and applications we manage. Synoptek maintains 2 geographically-redundant enterprise operating centers (EOC) that consistently watch our monitoring systems globally and triage alerts that get generated. If an alert is unable to be resolved within a few minutes, it is escalated to the appropriate team to investigate further and resolve.

c. Service Management

Service Development and Enterprise Catalog Management

Synoptek continuously monitors the technology landscape and develops new and updated services that our customers can leverage to achieve greater technology service function. Synoptek has built out a portfolio of professional and managed services across nine practice areas with specific services in each designed to meet the majority of our customer needs. These practices and the respective planning, implementation, and managed services offered are intended to provide a comprehensive solution for our customers. Standard services in Synoptek's service portfolio may further be leveraged to configure tailored solutions for our customers to quickly price and quote those offerings. We also have the capability to design custom solutions for our customers where appropriate. Synoptek's global service portfolio offers flat fee pricing for standard service offerings as well as the ability to apply custom pricing based on billing rates for specific resource skill sets across our global team.

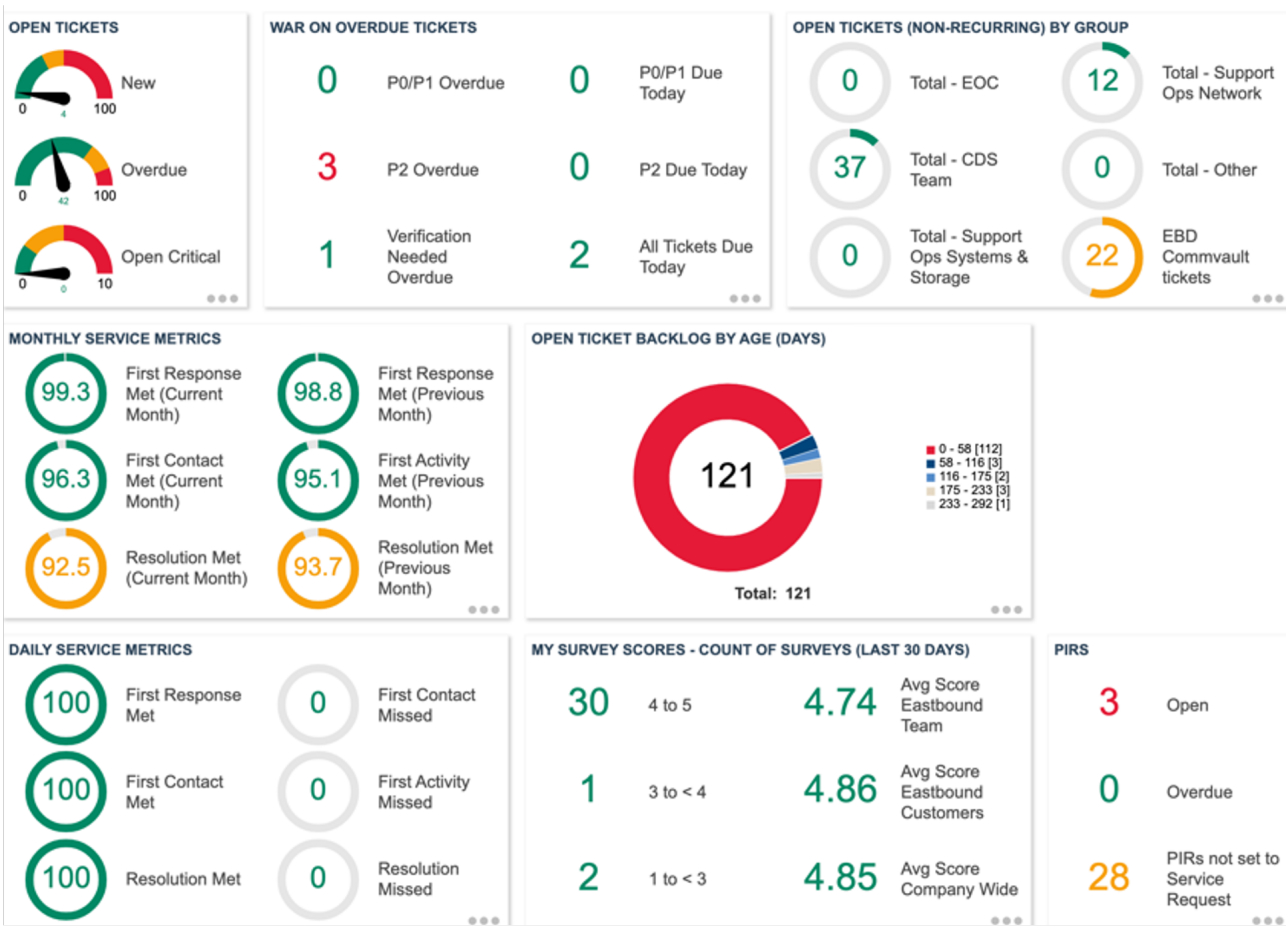


Stakeholder and User Experience Measurement

Synoptek surveys key business stakeholders as a part of our Net Promoter Score (NPS) program on a regular basis. Our objective is to achieve a 75% response rate among key stakeholders. Synoptek also surveys individual users after every interaction to measure overall satisfaction (CSAT) with technology service delivery. For these individual surveys, Synoptek asks five specific questions to ensure their service was timely, professional, competent, and effective. The combination of NPS to measure the state of our key business relationships and CSAT reporting to measure day-to-day performance is key to having a comprehensive picture of our relationships. NPS and CSAT performance are both available on customer dashboards. Automated processes exist to ensure any and all sub-par responses are immediately escalated to Synoptek executive management and delivery teams for immediate follow-up.

Enterprise Service Management: Incident, Problem and Request Management

Synoptek applies rigorous ITIL-based processes to service management. The company trains all its new employees on ITIL foundations and categorizes ticketsas incidents, service requests, and problems. Problem tickets are used to track efforts to analyze and resolve repeating incidents to help reduce overall ticket volume over time. We have a set of standard SLAs for responding to and resolving incident alerts, service requests, and problems. Synoptek rigorously tracks and measures service levels, providing dashboards for reporting available on our customer portal and reports that are provided to customers during regular operational meetings. We leverage robust ITIL-based processes to report on service levels overall, by priority of ticket, and by the nature of the incident. Synoptek also tracks time spent on any tickets and projects, so we know how much a project or incident costs each month.



Building the Business Case for the Synoptek Platform

Leveraging the Synoptek platform enables both qualitative and quantitative results across the customer relationship lifecycle. By developing a robust technology plan and managing the execution of that plan with clear measurable objectives, organizations achieve specific and measurable results over time. This can and often does include increased competitiveness, revenue growth, improved service level, enhanced productivity, and reduced costs. Synoptek can help you build a business case based on specific and measurable business results.

Benefits

As a key stakeholder in a business, you are always looking for ways to improve your company. You know that information technology should be a strategic asset. Here are few of the key benefits that can be achieved using the Synoptek Platform:

Keeping Pace

In almost every facet of business – from how we connect and collaborate to the systems we use to market, sell, deliver, and produce our products and services – we have all become more reliant on technology over the past few years. The technology environment is evolving rapidly, and many organizations struggle to keep up with the technology change. The Synoptek Platform can be leveraged to better plan, transform, and evolve your technology service capabilities in a more purposeful way.

Managing Risk

As organizations become increasingly dependent on technology, technology service availability becomes a business threat. Service availability failure due to outage, information privacy and compliance risk, and cybersecurity threats all represent business risks for technology-intensive organizations. The Synoptek Platform can be used to better track, manage and report on key business risks including cybersecurity, compliance, and service availability risk.

Managing the Customer Experience

If you manage an information technology team, you know that customer expectations are growing. Your systems and the teams that support them are expected to be available 24x7. They must be responsive to a growing number of support channels - not just email, phone, and monitored alerts but also texts, instant messaging, and chat. The Synoptek Platform allows you to take proactive steps toward improving customer satisfaction. By having well-defined and tested processes in place, the platform empowers organizations to deliver speedy resolution to customer service requests and incidents.

Managing Cost

Many organizations lack robust technology investment planning, tracking, and operational expense management capabilities. The Synoptek Platform provides visibility into business results, technology investment, and ongoing operational costs. Ultimately, this enables our customers to calculate, track, and optimize return on technology investment.

Achieving Results

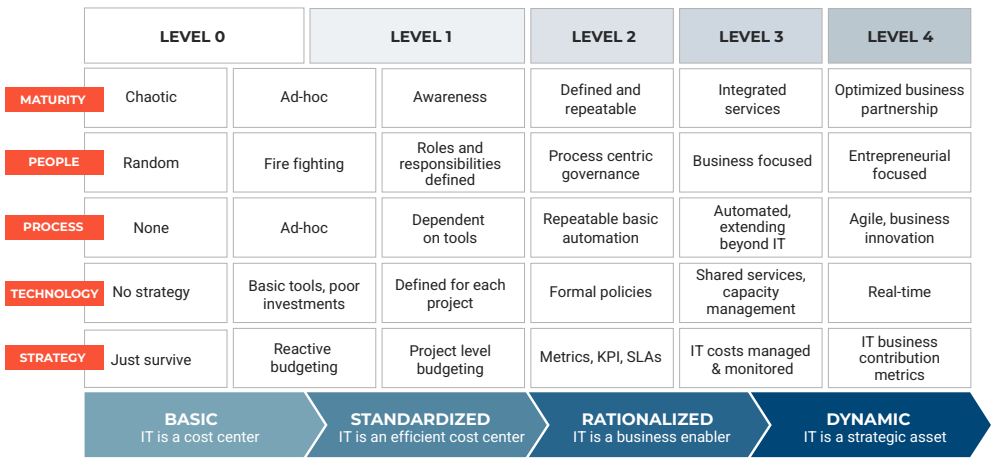
Maybe even more worrisome than a lack of investment in technology is the struggle to show the return on the investments that are being made. Without a concerted focus on understanding the total cost of ownership of your systems and measuring the results accurately, justifying the next set of improvements to your investors is even more difficult. The Synoptek Platform helps you fuel the growth you envision using a strong plan that can transform your technology ecosystem and drive the innovation you desire.

The Results

Many managed service providers can make claims about their platform's ability to address the challenges that face your business. But claims without documented results aren't worth the paper they are printed on or the digital space they occupy. Below are the results of two case studies documented by independent, recognized third parties that attest to the results achieved by Synoptek customers through use of the Synoptek Platform.

Innovation in Managed Services Strategic Adaptation

Synoptek provided a gamut of Global IT and Managed Services, helping a non-profit healthcare organization modernize their environment, enhance employee productivity, improve operational efficiency, and drive increased revenues - all while reducing overall IT expenses.



Synoptek's Capability Maturity model

In addition to our comprehensive set of services, we also offer a unique service delivery platform, called the Synoptek Platform, that provides an overall program delivery and technology operations framework. Any organization can leverage Synoptek Platform's capabilities and stimulate growth, productivity, risk reduction, and cost reduction.

We leveraged our time-tested, proven Capability Maturity Model and Synoptek Platform to assess the client's current IT maturity level and deliver a suite of ITaaS accordingly. Our assessment allowed us to conclude that the customer was at a maturity level of zero; this meant that there was no discernible IT strategy or leadership. Based on this, we developed a solution roadmap that helped the customer standardize and automate processes, improve service levels, and optimize resource utilization by allocating dedicated, shared, and fractional IT resources. We also provided IT Leadership and Management Services to reduce cost and risk and position technology to drive sustained business results.

Overview

Prior to engaging with Synoptek, the customer struggled to maintain a stable technology environment. Despite spending over 5% of annual revenue on IT-related expenses, the customer could not advance the technology environment forward. The internal team lacked key skills needed for infrastructure and application management, user support, and overall IT leadership and management. Most of their efforts were focused on modernizing the legacy system.

In addition, slow systems and frequent downtime restricted employees from efficiently performing their jobs, which also resulted in lost revenue opportunities. Since deploying a cloud-based analytics platform was unsuccessful, the customer ended up working with multiple network vendors across 10 locations, which led to exorbitant fees and inefficient management of networks. Employee productivity was extremely low, and there were growing concerns regarding cybersecurity threats that further impeded day-to-day activities.

We provided the customer with the required IT resources, who took on the task of modernizing and optimizing their IT environment and made sure technology was a driver for, and not a limitation of, business growth and success.

Envision
Strategy and Design

- Service Definition
- Service Portfolio Management
- Demand and Financial Management
- Service Level Design
- Capacity and Availability Management
- Information Security Management
- Program and Project Management

Transform
Service Enablement

- Change Management
- Asset and Configuration Management
- Knowledge Management
- Release and Deployment Management

Evolve
Service Delivery

- Event Management
- Incident Management
- Problem Management
- Request Fulfillment
- Access Management

Customer challenges

"We are struggling to maintain a stable technology environment for our employees."

"Slow run times and frequent down time hinder employees' ability to perform their jobs."

"The fees and management of our network is extremely 'ugly' and 'inefficient'."

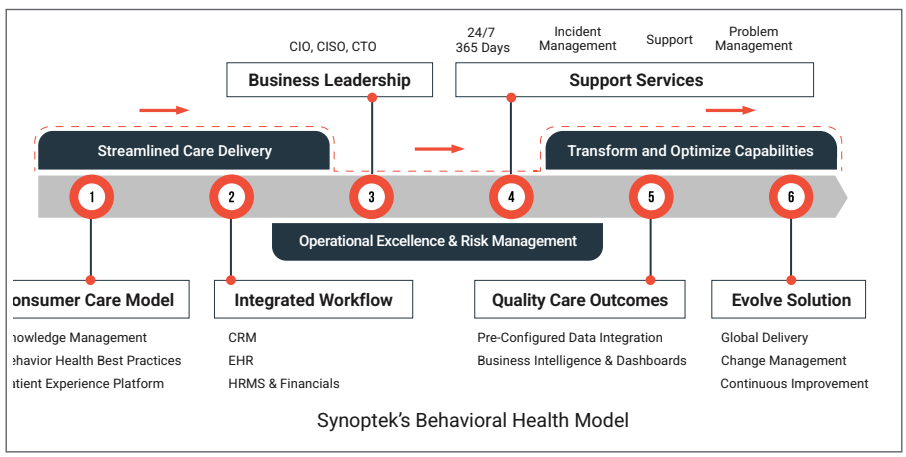
Our global delivery team provided 31 resources with knowledge and experience across different technologies and domains. To overcome the many challenges, we provided a gamut of Managed Services via global IT outsourcing, including:

Our bundle of services helped the customer in reducing risk and costs as well as improving the quality and efficiency of IT support. Our plan was based on advancing the customer's technology capabilities and evolving their IT from being a cost center to a business enabler and potential strategic asset.

Business Impact

Behavioral health, as an industry vertical, is not very competitive and has never had a unique IT model; most organizations work in a collaborative manner and learn from one another. Synoptek saw the need in the marketplace and aims to help change how the vertical, as a whole, uses technology to achieve individual missions and objectives better.

With this project, we developed an innovative industry expertise that is fairly exclusive. We have created a unique IT model that can be applied to any behavioral health organization – with little or no customization. Our IT model will help us increase thought leadership, enhance footprint, and place us in a unique position to drive the behavior health vertical forward via our unique qualifications and expertise.



Synoptek's Behavioral Health Model

Customer Impact

> "We were able to dip in and leverage technology expertise that we never would have had an opportunity to have and that really pushed us further along across the board."
>
> — CIO

Synoptek's Managed Services enabled the customer to enhance the reliability of their IT infrastructure, which led to an increase in employee productivity, better operational efficiency, and enhanced revenue.

With Synoptek's support, the customer has been able to:

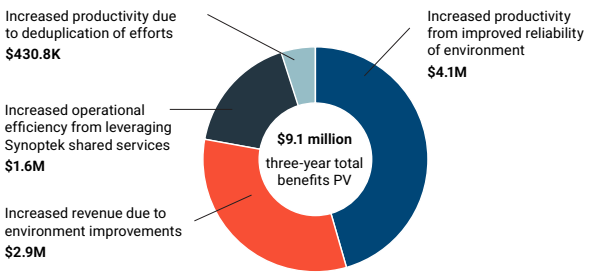
1. Increase productivity from improved reliability of the IT infrastructure
2. Improve organizational stability as well as enhance strategic vision
3. Boost technology oversight and streamline project management
4. Increase revenue from IT environment improvements
5. Increase operational efficiency

Total Benefits	Year 1
Increased productivity from improved reliability of environment	$920,333
Increased revenue due to environment improvements	$956,250
Increased operational efficiency from leveraging Synoptek shared services	$641,716
Increased productivity due to deduplication of efforts	$173,239
Total benefits (risk-adjusted)	$2,691,538

ROI
188%

Benefits RV
$9.10M

NPV
$5.94M



Business Results

TECHNOLOGY ENVIRONMENT STABILIZATION
in **90** days
from level 0 to level 2

REMOTE WORK ENVIRONMENT
for **640** employees

EMPLOYEE PRODUCTIVITY INCREASE
161 hours per year

REVENUE INCREASE
$2,934,847
over three years

OPERATIONAL EFFICIENCY INCREASE
from leveraging Synoptek shared services by over
$1.5 million

ACCELERATED RUN TIME AND MINIMIZED DOWN TIME
$4,134,890
over three years

Innovation in Enabling Customer Outcomes - Professional Services

Synoptek provided an array of IT Services to a logistics solution provider, helping them consolidate their business, enable automation, and improve productivity. Using our time-tested Global Delivery Model, we have been able to provide cutting-edge Application Development, Product Engineering, Analytics, and RPA Services that created tremendous impact on the client's business. Not only has the solution helped in boosting revenue, it has resulted in improving productivity by over 110%, along with the ability to generate and support more business at 50% of the team size – compared to a year back.

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Overview

Prior to partnering with Synoptek, the client was using various systems to manage business operations across Shipment Process Management, Customer Management, Carrier Management, Freight Tracking, and Accounting – which resulted in poor visibility across different processes; the client had a difficult time in sharing data across isolated systems. In addition, most of the day-today tasks were carried out manually which was not only time-consuming; the approach was also extremely prone to error. Incoming support requests and queries also had to be addressed to and solved manually, which took a lot of the support team's time.

Application Development

Synoptek implemented a centralized, modern, and comprehensive Transport Management System (TMS) for the client, which automated most of the manual processes, improved integration, and broadened visibility. We helped the client integrate 21 major applications and enabled a gamut of new technology features. The client was successful in leveraging near real-time reports and dashboards on a day-to-day basis to meet their reporting needs post-implementation.

Analytics as a Service

With the TMS system generating massive amounts of data, Synoptek provided an array of BI and Data Warehouse Services to enable the client to get insight into key metrics. We also provided dedicated support and maintenance to monitor existing ETL jobs, maintain performance, support issues, perform data validation, and develop new reports/dashboard. In addition, we helped expand their data warehouse to sustain and maintain the level of stability and easily address new analytics requirements on an on-going basis.

RPA

Synoptek also implemented automation bots to help the client automate the closing load process; the bots helped in extracting excel files from the TMS, processing extracted files to their internal portal, and saving populated details and closing the load. In addition, we helped automate incoming IT support requests and queries and developed the ability to track and send updates and reminders to users by creating a workflow.

Customer challenges

Several isolated business systems

Poor enterprise visibility

Manual processes

Lack of real-time reports

Business Impact

During the pandemic, the supply chain industry, like every other industry, had to plan for ways to drive innovation; they had to enable digital transformation to rethink their entire business process and drive efforts towards connecting the ecosystem end-to-end.

The client CEO is a visionary; he had a new vision for the industry and by working with Synoptek, they wanted to make that vision a successful reality. By working on this project, we learned how we can help the client deliver innovation at a fast pace. We helped the client in not just eliminating waste, but also in organizing their ecosystem and making them more efficient.

We have defined and developed a unique, supply chain enablement model for the fast-growing trucking and transportation industry. Our model, along with the technology platform we have developed for the client, is exactly the kind of just-in-time transportation fulfillment solution the transportation industry needs in the post-pandemic era.

Customer Impact

> "The Cash Application feature developed by Synoptek has helped us reduce Accounts Receivable invoicing workload by 45%. Thanks to Synoptek, we have been able to process over 46,000 shipments, supported over 21 million miles of truck driving and serviced 400+ customers using over 5000 carriers.
>
> Overall, this has been a very successful partnership and very effective business relationship; it has given us a platform and the IP for integrated business operation that will allow us to be nimble, agile and competitive in the rapidly evolving Logistics industry and propel us to the forefront of technology evolution."
>
> — CIO

The relentless efforts of Synoptek's highly qualified and experienced Professional Services teams have enabled the client to be nimble, agile and competitive in the rapidly evolving Logistics industry and propel them to the forefront of technology evolution.

With our support, the client has been able to:

1. Improve overall business efficiency through the integration of 21 different third-party systems with a single web application.
2. Improve employee productivity and customer service outcomes by cutting down on manual efforts and automation of day-to-day activities.
3. Improve freight tracking accuracy and take timely action via alerts received for any transit exceptions or unforeseen delays.
4. Unearth real-time insight into day-to-day operations and successfully respond to business disruptions caused due to micro and macro-economic conditions.

5. Ensure timely shipment to customers via automation and achieve end-to-end visibility into rep and carrier performance.
6. Enjoy virtually no down time or performance issues with dedicated support of BI and Data warehouse systems and components.

Business Results

Sales/Carrier Representative performance improved by **35-40%** in 12 months

Over **110%** improvement in productivity post-pandemic

The solution helps the client build over **60%** of shipments automatically

Reports/Dashboards, KPI, matrix improved efficiency by **20-25%**

TMS solution operates **24x7** without any issues

Near real-time **(30 min)** data analytics for just-in-time decisions

80% of the client's trucks are tracked automatically

Terminate **60%** of licenses for the legacy system in **45 days**

RPA bot reduced time to upload 100+ invoices

from **3 hours** to **30 min**

with 99% accuracy

About Synoptek

Synoptek delivers accelerated business results with enabling transformative full-life-cycle systems integration and managed technology services. We partner with organizations worldwide to help them navigate the ever-changing business and technology landscape, build solid foundations for their business, and achieve their business goals.

Learn more about our service offerings:

Consulting, IT Leadership, and Management	Business Applications	Data Insights	Product Development
Workforce Productivity	Cybersecurity	Cloud Advancement	Infrastructure Performance

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