Transforming Businesses with Meaningful Technology
Synoptek’s Winning Formula

A staggering 70% of digital transformations fail because organizations are unable to align their business and technology needs. Security breaches have increased by 67% in the last 6 years because of the lack of the right controls in place. These stats show that even though modern organizations are becoming increasingly dependent on technology, they struggle to formulate robust technology strategies, execute them, and enable business results. This is where Synoptek helps you really understand your business goals and vision and build a tailored business-driven technology strategy to achieve them.

As you navigate challenges...

Modern organizations depend on technology and face a variety of challenges realizing improved business results enabled by technology.

We hear you!

As a partner and advisor, we listen to our customers and leverage our comprehensive capabilities to deliver extraordinary results.
Synoptek’s Capability Maturity Model

Synoptek uses an in-house Capability Maturity Model to learn how well an organization uses its technology, people, and processes to achieve its business objectives. Using this maturity model and a comprehensive set of assessments, we can determine how mature your IT is and recommend the right steps to take your technology and business to the next level of maturity. Our comprehensive set of service offerings and a highly experienced global team make your IT evolution faster.

<table>
<thead>
<tr>
<th>LEVEL 0</th>
<th>LEVEL 1</th>
<th>LEVEL 2</th>
<th>LEVEL 3</th>
<th>LEVEL 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>MATURITY</td>
<td>Chaotic</td>
<td>Ad-hoc</td>
<td>Awareness</td>
<td>Defined and repeatable</td>
</tr>
<tr>
<td>PEOPLE</td>
<td>Random</td>
<td>Fire fighting</td>
<td>Roles and responsibilities defined</td>
<td>Process centric governance</td>
</tr>
<tr>
<td>PROCESS</td>
<td>None</td>
<td>Ad-hoc</td>
<td>Dependent on tools</td>
<td>Repeatable basic automation</td>
</tr>
<tr>
<td>TECHNOLOGY</td>
<td>No strategy</td>
<td>Basic tools, poor investments</td>
<td>Defined for each project</td>
<td>Formal policies</td>
</tr>
<tr>
<td>STRATEGY</td>
<td>Just survive</td>
<td>Reactive budgeting</td>
<td>Project level budgeting</td>
<td>Metrics, KPI, SLAs</td>
</tr>
</tbody>
</table>

A Leading Full-Service Technology Partner

Synoptek has built a set of capabilities to support modern organizations and help them achieve their business goals.

At the apex of our engagement is our IT Strategy and Advisory approach and our Envision, Transform, and Evolve model. We envision your future state and build a plan around it, transform your business outcomes through efficient technology implementation, and help you evolve your business via continuous improvement and ongoing management. In short, we bring the full life cycle of our management capabilities to enable you to achieve your business results.

Our solutions are backed by deep competencies and expertise in best-in-class cloud platforms and technology infrastructure and cybersecurity solutions. Our Technology Services are governed by a very rigorous enterprise-caliber, ITIL-backed program and project management – known as the Synoptek Platform.
Unparalleled expertise in major Cloud Platforms while maintaining deep competencies in Technology Infrastructure and Cybersecurity solutions
The Synoptek Platform

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.

We Deliver Sustainable, Profitable Results

Steered by our guiding principles, we always deliver sustainable and profitable results for our customers.

Growth
Our customers have seen an average of 20% growth in revenue in 2 years.

Optimization
Our customers have experienced 20-30% savings on overall project cost with the Synoptek Platform.

Protection
86% of our clients rely on us for data protection.

We also boast of extraordinary CSAT and NPS scores. Our NPS scores are well above industry standards for the IT service industry. According to ClearlyRated’s annual industry benchmark study, in 2022, IT services clients (those working with MSPs and VARs) reported an NPS of 44% based on overall satisfaction with their providers.

NPS in 2022 - 50
CSAT in 2022 - 4.93/5
Serving our Customers with Measurable Business Value

Here are a few of our customers, that have benefited from our services over the past few years. They’ve achieved tremendous business results through the efficient execution of the right technology platforms by a diverse set of subject matter experts from Synoptek.

Zippo, a manufacturer and distributor of lighters, initially engaged Synoptek to provide functional application support which expanded into an engagement to build a comprehensive technology plan aimed at modernizing and standardizing business applications across its main lines of business.

- **20%** Reduction in Delivery Delays
- **15%** Top Line Revenue Growth
- **20%** Reduction in Inventory Stocking for Optimization

ShopGoodwill.com, the first e-commerce auction site, engaged Synoptek to assess ADA compliance of the ShopGoodwill e-commerce platform in 2019, ultimately leading to a recommendation to modernize the overall ShopGoodwill platform to meet dramatically changing business requirements.

- **$244M** E-commerce Revenue
- **450K** New Customers
- **>6M** Items Sold

Cresco Labs, a production company focused on the Cannabis industry, engaged Synoptek to provide guidance and operational capabilities around technology needs as it navigated through a period of rapid expansion via acquisition and organic growth. Synoptek then used an M&A playbook to standardize acquisition integration.

- **58%** Reduction in IT Cost Per User
- **600%** Top Line Revenue Growth
- **58%** Improvement in SLA Compliance vs. Internal Team

CHCS, a long-term care insurance plan administration services (TPA) was acquired by Teleo Capital who then engaged Synoptek to perform pre-acquisition M&A due diligence and develop a plan for transitioning the technology services from its previous parent company, Capgemini.

- **$7M** Cost Savings
- **>$50M** Enterprise Value Created
Industries we serve

- Financial Services
- Manufacturing and Distribution
- Software Product
- Retail
- Professional Services
- Higher Education
- Non-Profit
- Media and Entertainment
- Healthcare

Synoptek – The Last Technology Partner You’ll Ever Need

Synoptek is a business and technology consulting firm that helps companies envision, transform, and evolve. As a global systems integrator and managed technology services provider, Synoptek partners with organizations worldwide to help them navigate the ever-changing technology landscape and build solid foundations for their business. With its comprehensive offerings, global workforce, and strategic technology partnerships, Synoptek helps organizations grow their business while optimizing and protecting their ecosystem. With growth, ownership, inclusivity, and philanthropy embedded in its DNA, Synoptek is committed to delivering improved business results and unmatched service to all its stakeholders.

| 50 | Customer NPS |
| 1100 | Highly Skilled Technology Professionals |
| 300+ | Projects Completed in 2022 |
| 4.93 | Customer Satisfaction |
| 15 | Global Offices (USA, Canada, & India) |
| 28 | Clients with $1 Billion Plus Revenue |
| 1.3 – 1.7X | Return with Business Results-driven Technology |
Global Presence

- Irvine, CA
- Sacramento, CA
- Boise, ID
- Las Vegas, NV
- Denver, CO
- Chicago, IL
- Boston, MA
- Rochester, NY
- Atlanta, GA
- Saint John, Canada
- Ahmedabad, India
- Pune, India

Service Delivery Accolades

Crosslake – IT assessment benchmarked Synoptek as an industry leader across 4 of the 6 tracks assessed (top 16%). Synoptek was identified as a track leader in Managed Services with a score of 93.

TSIA – Managed services industry benchmark against 145 peers. Synoptek was identified as an industry leader in 3 areas and a pace-setter in one area.

Third-party Audits – Synoptek participates in multiple third-party audits.

Synoptek delivers accelerated business results through advisory-led transformative systems integration and managed services. We partner with organizations worldwide to help them navigate the ever-changing business and technology landscape, build solid foundations, and achieve their enterprise goals.