



# The Synthetic Data Platform for Enterprise Developers

Unlock the data bottleneck with synthetic data.  
Anonymize, augment, and simulate data with privacy-first generative AI.

## THE DATA CHALLENGE

Today, AI/ML, research, and development teams are blocked by a solitary point of failure— lack of fast access to high-quality data. Referred to as the 'data bottleneck,' the problem addresses the inability of organizations to rapidly build with data due to its availability, quality, or sensitivity. As a result, data remains out of the hands of the teams that need it most.

## THE GRETEL SOLUTION

Gretel empowers organizations to accelerate digital innovation via safe access to synthetic data. Whether enterprises require anonymization of sensitive data, augmentation of limited data, or the creation of data from scratch to solve the cold-start problem, Gretel's platform provides the end-to-end tools for generating, evaluating, and operationalizing synthetic data across use cases.

As the preferred synthetic data platform for enterprises, Gretel differentiates with:

- Industry leading generative AI models for tabular, time-series, and text data, including pre-trained models, that meet the needs of any domain-specific data.
- Tunable privacy levels, up to differential privacy, with mathematical guarantees.
- Scalability levers built to handle the largest and most complex datasets.

## WHY SYNTHETIC DATA

Synthetic data is generated by computer simulations or algorithms as a substitute to real-world data. It is often used when real-world data is too sensitive, unavailable, or of insufficient quality.



### Zero-risk data

All the statistical value of your data without privacy risks.



### Data on-demand

Instant access to unlimited supply of data to empower your teams.



### Infinite variations

Simulate new scenarios that are hard to capture in the real-world

**90k+**

Developers using  
Gretel Cloud

**900k+**

SDK downloads

**150B+**

Synthetic records  
generated

## USE CASES

Gretel's synthetic data platform solves for a wide array of modern AI/ML use cases.

- ✓ Anonymize data for lower environments
- ✓ Safely train and test AI models
- ✓ Enable private data sharing
- ✓ Augment AI training datasets
- ✓ Ensure GDPR compliance
- ✓ Safely evaluate LLMs

## INDUSTRIES

The world's leading industries trust Gretel for high-quality and provably private synthetic data.

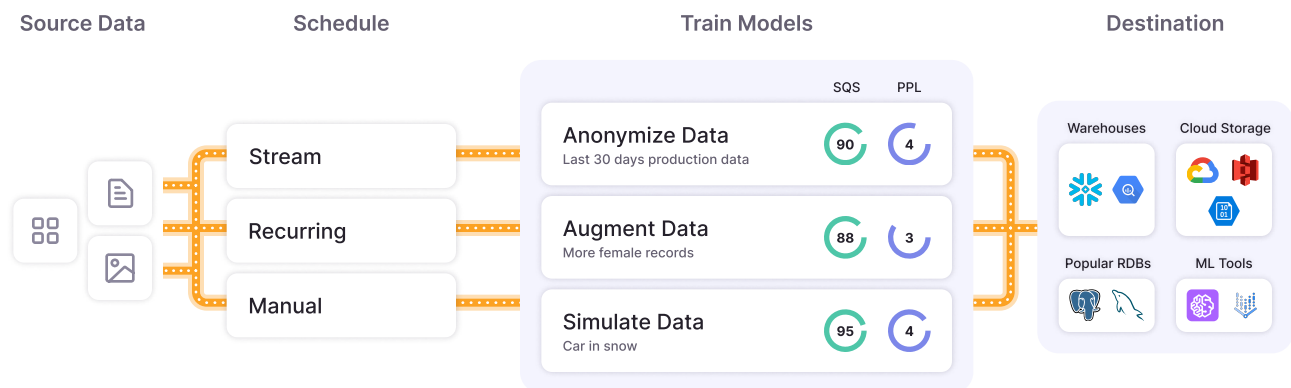
- Technology
- E-commerce
- Financial Services
- Government
- Healthtech
- Insurance

"Asking data-driven developers to exchange real-world data for synthetics requires they not only have a deep dedication to privacy, but also access to simple, intuitive solutions that return value immediately. Gretel provides all of the above."

— Chris Hymes, CIO, Riot Games

## HOW IT WORKS

Gretel seamlessly integrates into your data and AI workflows, offering you unparalleled flexibility. From pre-built connectors to popular databases and cloud service providers to automated job scheduling, operationalizing synthetic data has never been simpler.



## ABOUT GRETTEL

Gretel is the generative AI platform for creating synthetic text, tabular, time series and image data that includes tunable mathematically proven privacy and accuracy settings. Developers use Gretel to create artificial, privacy-enhanced versions of their sensitive data and to quickly generate new labeled samples to augment limited machine learning training datasets, all on-demand.

Gretel was founded in 2020 by developers, machine learning, and privacy experts with previous successful acquisitions by AWS, Netscout, and Red Hat. Gretel partners with the world's leading commercial and government institutions, including Google, Illumina, Medstar Health, Riot Games, and United States Department of Justice. Gretel is backed by top-tier investors like Anthos Capital, Greylock Partners, Moonshot Capital, Section 32, and Village Global and has raised \$67.7 million to date.

## CONTACT

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