



PRESENTATION

COMPANY PROFILE

Low Code, High Impact: Revolutionising Business Solutions for Your Industry



WELCOME TO SYNAPX



Founded in 2021 by a dynamic duo of former Accenture colleagues on a mission to automate inefficient processes.



Strong experience working with multiple vendors and products.



Specialists in the Microsoft Power Platform.



We have created our own RPA solution and Document Analysis Service.



Demonstrated expertise in creating and implementing complex process automation initiatives.



Situated in Barbican, London, and Bangalore, India, with a current staff of 24 members.



At Synapx, the intersection of consultancy and technology brings together seasoned consultants and tech innovators to create outstanding solutions.



As a Microsoft Partner, we offer expert advice on Microsoft licensing options to guarantee cost-effective solutions.



Synapx's expertise and dedication to excellence in technology are showcased through 57 Microsoft Certifications.

OUR CERTIFICATIONS



OUR JOURNEY



2021



Synapx was formed

Established in 2021 by two former Accenture colleagues with a goal to automate inefficient processes.

India

We hired our first employee in India and plan to expand our team there.



Jan 2022

Mar 2022



UK

Our team hired the first UK employee to enhance expertise.

London Office

We moved to a Barbican office to be closer to clients and focus on improving marketing strategies and internal governance.



Jun 2023

Dec 2023



End of Year 2

We completed our second year in business aiming to expand the India team while ensuring stable growth for the UK team.

Merger

Merged with Zaptica, welcomed Microsoft MVPs Alex and Charlie to enhance client value, and rebranded to Synapx.



2024

THE POWER PLATFORM



Power Apps / Power Pages

Data Capture Tool (Input)

Example: Users interact with a tool to generate data and trigger processes



Power Automate

Workflow Tool (Process)

Example: Monitors mailbox for specific emails and once detected saves the attachment to a location



Power BI

Reporting Tool (Output)

Example: Critical dependency on Project Planner



Fabric

Data & Analytics Tool

Example: Solve data warehousing, integration, real-time analytics, data science and machine learning



Connectors / Dataverse

Database

Example: Sits across all the above to hold and maintain the data



CoPilot Studio

AI User Interaction Tool

Example: High volume call centre leverages Agents to provide L1 responses

The Microsoft Power Platform, part of Microsoft 365, provides low-code app development, automation, and business intelligence in one package.

With over 500 data connectors, this platform seamlessly integrates and collaborates with various Microsoft and third-party products and tools.

WHAT IS MICROSOFT POWER APPS?



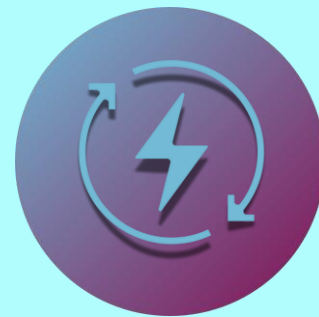
Power Apps

Power Apps is a cloud service using low-code technology for businesses to create personalised applications and integrate data from multiple systems without custom development.



BESPOKE

Tailored application development crafted to suit your organisation's unique needs and **optimised** to meet your specific requirements.



POWERFUL

Seamlessly integrate data from various systems like SharePoint, Dataverse, and Dynamics 365 with 300+ available connectors for **limitless** possibilities.



SECURE

Enterprise-ready **security** and **governance** driven by Microsoft Identity Access Management. No additional costly security set-up required.



EFFECTIVE

Link your custom app to Power Automate to instantly trigger automations and workflows to **speed** up repetitive and time-consuming tasks.

WHAT IS MICROSOFT POWER PAGES?



Power Pages

Power Apps is a cloud service using low-code technology for businesses to create personalised applications and integrate data from multiple systems without custom development.



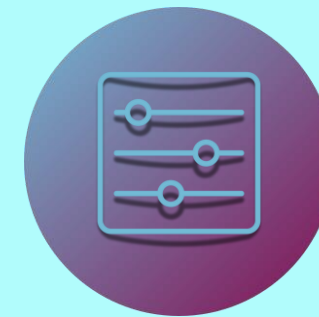
ENGAGE AUDIENCES

Organisations can utilise **data-driven** decision-making, **automate** workflows, and provide **personalised** user experiences for better outcomes.



INTEGRATED

Admins spend more time on **analysis** and less time on data management, report development, content management etc.



CUSTOMISABLE

Power Pages has the ability to be further **customised** and styled using standard programming languages such as HTML, CSS, JavaScript.



ACCESSIBLE

Power Pages is designed to be **accessible** across devices and locations ensuring a consistent, user-friendly experience.

WHAT IS MICROSOFT POWER AUTOMATE?

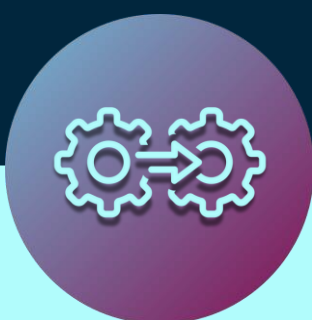


Microsoft Power Automate automates tasks across numerous apps, reducing errors and freeing up employees for more valuable work.



Work from Anywhere

Manage workflows **on the go** with the Power Automate mobile app.



Seamless Connections

Integrate all of your essential software and data systems with ease.



Automating Workflows

By **automating** routine and time-consuming tasks, businesses can significantly **reduce** the time spent on these activities.



Automation Support

Our support service ensures your automated process are functioning **optimally**. This includes troubleshooting, updates & periodic reviews.



WHAT IS MICROSOFT POWER BI?

Power BI transforms complex data into visually stunning, interactive reports to drive smarter business strategies.



Connect your Data

We can help you embrace the power of automation to **streamline** information collation across your report generation quicker and more **efficiently**.



Interactive Dashboards

We'll improve team collaboration to help your organisation easily make decisions by **transforming** complex data into clear, visually engaging dashboards.



Real-time Insights

Implement centralised reporting systems that offer a single, live version of each report, ensuring that everyone in your organisation always has access to the most **current** and **accurate** data.

WHAT IS FABRIC?



Microsoft Fabric provides a unified platform for connecting, analysing, and visualising data to optimise organisational performance.

They offer support from strategic planning to integration to help maximise the platform's potential for business growth.



Data Engineering Reimagined

Our expertise in OneLake helps unify data and users, **streamline** governance, and establish a **robust** data mesh architecture, turning data into an **accessible** asset for informed decision-making.



Your Analytics Powerhouse

We use Synapx's advanced capabilities to develop your data warehouse, support data engineering teams, and enable **real-time** analytics and **AI** insights. This helps you make **data-driven decisions** efficiently and stay competitive.



Automate Decisions, Accelerate Action

Implementing Data Activator enables real-time data monitoring for automated **optimisation** of operations. Integration with Microsoft's services enhances decision-making for **swift** adaptation to market changes.



Visualise Insights, Drive Growth

Integrate Power BI into Fabric for advanced data visualisation and analytics. Transform data into **actionable** insights to support decision-making and business growth.



WHAT IS MICROSOFT COPILOT STUDIO?

Microsoft Copilot Studio is an advanced platform for businesses to build and launch intelligent chatbots effortlessly.

These AI-driven virtual agents improve customer and employee interactions, **streamline** communication, and **optimise** human resources for strategic purposes.



Save Resources

Minimise human intervention, lower operational costs, and allocate staff to more **valuable** tasks.



Respond Instantly

Provide **quick** responses to common questions, improving user satisfaction.



Continuous Improvement

Built-in analytics and feedback tools enable continuous **optimisation**, ensuring chatbots grow with your business requirements.

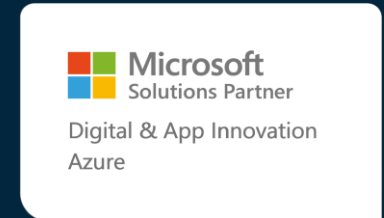
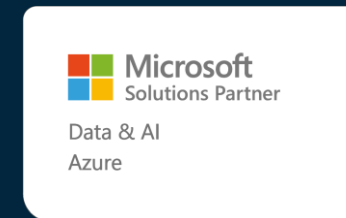


Accessibility

Retrieve and present data quickly, saving users **time** and **effort**.



MICROSOFT AI CLOUD PARTNER



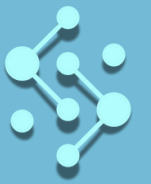
- **Business Applications**



- **Data and AI**



As a Microsoft Partner, we offer advanced solutions using the Microsoft Power Platform and Fabric. Working towards recognition as a specialised solution Partner in Data & AI and Business Applications showcases our innovative work for clients since 2021.



OUR VISION

Our **vision** is to be the **leading force** in helping businesses around the globe through **innovative applications, intelligent automation, and data-driven insights**. We strive to be the go-to partner for organisations seeking to utilise the full potential of **Microsoft technologies** to transform their operations and drive **sustainable growth**.



OUR VALUES



Kindness

Promote a culture of kindness and **compassion** towards employees, clients, and partners with **respect** and **empathy**.



Integrity

Our operations prioritise **honesty**, **transparency**, and **accountability** to build trust and safety in our relationships.



Quality

Strive for **excellence** in all work areas to meet high quality standards in products, services, and processes.



Value

Always seek for opportunities to unlock **value** for our clients and business



Growth

Strive for continuous **improvement** in our knowledge, skills and as individuals with a bias towards action



INTRODUCING OUR LEADERSHIP TEAM



Andrew Price
CEO



Matt Davies
Director of Sales



Alexandre Baker-Wong
CTO



Charlie Phipps-Bennett
Delivery Director



Maya Grozin
Head of Operations



RECENT PROJECTS

1.

Power Apps



Project Value: £130k Phase 1

Company: Global Insurance Company

Description: Timesheet Application to monitor and log resources time spent on global projects.

2.

RPA Automation



Project Value: £80k

Company: NHS Provider

Description: Given the limited API integration options, RPA was used to automate data extraction from the client's portal and post it to SharePoint for Power BI reporting.

3.

Power BI and Data Warehouse



Project Value: £240k

Company: Global Consulting Firm

Description: Synapx implemented an enterprise data warehouse for self-serve reporting in Power BI with real-time data refresh.

4.

Power Pages
/ Portals



Project Value: £20k

Company: UK Charity

Description: Replaced existing website with beautiful external facing Power Pages site and authenticated login to access tenant data.

5.

Power Automate



Project Value: £50k

Company: London Asset Management Company

Description: Automated daily feeds from multiple pricing providers via email into dataverse saving 1FTE.





Case Studies



[CLICK HERE](#)



SYNAPX MANAGED RPASM

100% Cloud Native, Powered By AWS

Our RPA solutions, powered by AWS, stand out for being fully cloud-native with serverless computing and twelve-factor apps, ensuring high availability, scalability, resilience, performance, and cost-efficiency.



Highly Available & Resilient

We ensure high availability, scalability, and resiliency in our RPA service without extra cost by leveraging AWS managed services to eliminate single points of failure and ensure built-in resiliency.



OSS

We use Open-source software, so our RPA service is transparent, reliable, secure, cost-effective – powered by the public RPA community worldwide.



Fully Managed

Some RPA vendors offer SaaS, which can still be complex and require IT support, leading to higher total costs. Our fully managed RPA service aims to provide a cost-effective solution by maintaining infrastructure and RPA scripts, reducing organizational silos for businesses.



Cost-Effective Scaling

One benefit of robots is scalability, allowing the workforce to adjust to varying volumes without limiting businesses' abilities or reducing ROI. The RPA service offered does not restrict the number of concurrent executions, ensuring reliability on busy days.



Customisable

Our RPA service can support your tenancy and hardware needs, connecting RPA processes to on-premises services securely via AWS. REST APIs enable easy integration of RPA into Microsoft Power Platform apps for task and schedule management.





**THANK YOU,
WE WELCOME ANY
QUESTIONS**