Syniti Part of Capgemini

Business-Ready Data: The Foundation for AI Success

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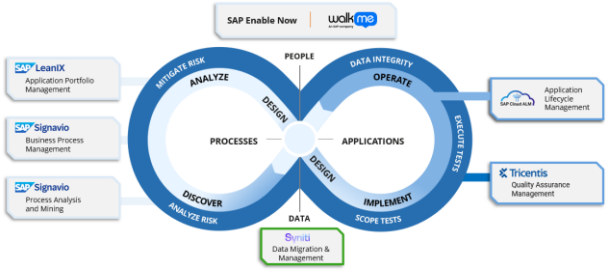
Syniti Part of Capgemini

We are a
NICHE PUREPLAY DATA MANAGEMENT COMPANY

SAP Solution Extension

SAP Platinum Partner

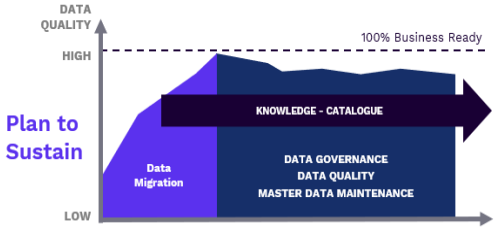
Data Partner in the Integrated / Agent Led Toolchain



WE FINISH MORE PROJECTS THAN WE START

OUR APPROACH FOR
DATA TRANSFORMATION PROGRAMMES
We focus on

1. **PREPARE** - FIND & FIX
2. **MIGRATE** - MOVE THE DATA
3. **EVOLVE** - GOVERN AND SUSTAIN



Our Focus

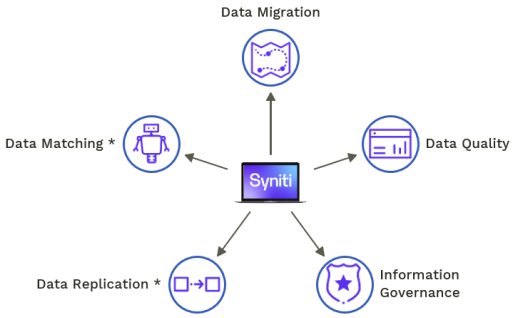
Moving Data

- Mergers, Acquisitions
- ERP Migration and Consolidation
- Moving to the Cloud

Optimizing Data

- Data Quality
- Master Data Mgnt
- Data Catalog & Governance
- Analytics-Ready Data

We are a
SOFTWARE LED, SERVICES ORGANISATION



Data Management Consultants

Syniti Methodology

SAP ADVANCED DATA MIGRATION & MANAGEMENT BY SYNITI

WHAT WE DELIVER

- **Business Ready Data**
- **Process Ready Data**
- **Enterprise harmonized data**
- **AI Ready Data**

Benefits to our customer by FORRESTER®

80% Reduction AUDIT PREPARTION TIME	**$1.6 Million** RESOURCE SAVINGS	**30% Improvement** OPERATIONAL EFFICIENCY
$4.1 Million TOTAL RISK-ADJUSTED VALUE	**218%** RETURN ON INVESTMENT Over Three Years	**$2.8 Million** NET PRESENT VALUE

A Successful Business Transformation Requires Business-Ready Data

THE GOAL

Deliver Greater Business Outcomes

1. **Deliver on the Business Case**
2. **Transform Processes**

BUSINESS-READY DATA

Is Essential to Transformation Success

65%

of digital transformations fall short of achieving objectives

With data quality cited as a dominant barrier

BUSINESS-READY DATA

Is Even More Critical for AI and Analytics

40%

Of AI projects fail from poor data quality

78%

Cite data quality as the top AI bottleneck

Sources: BCG, Gartner Data & Analytics Report, MIT Technology Review

Achieving Business-Ready Data is Hard

Complexity & Scale

- Dozens of countries
- 100's of stakeholders
- 1000's of tables

Data Quality

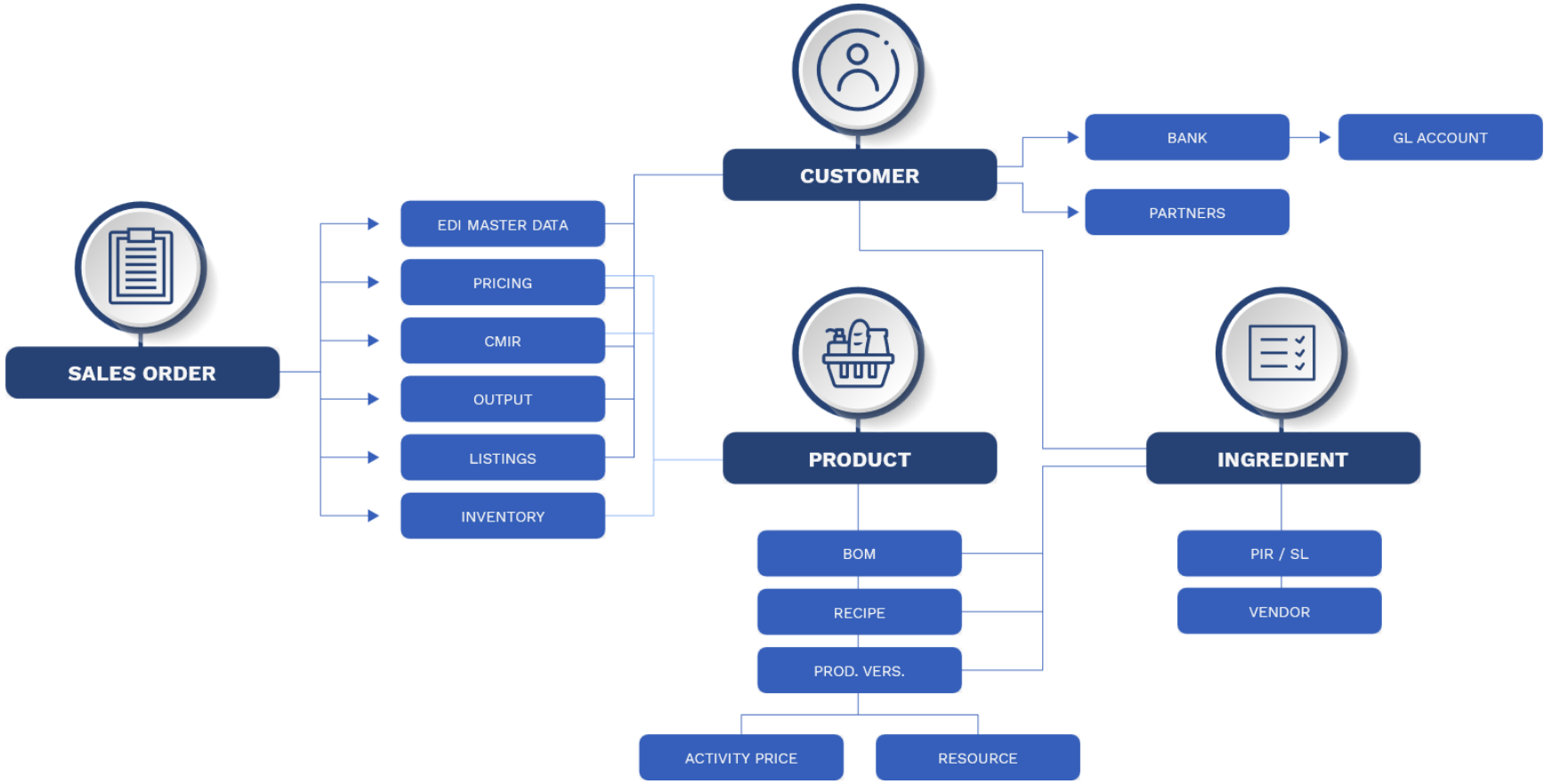
- 99.99% = Success
- 95% = Failure

Scarcity of Expertise

- Limited experts
- High project demand

Schedule Demands

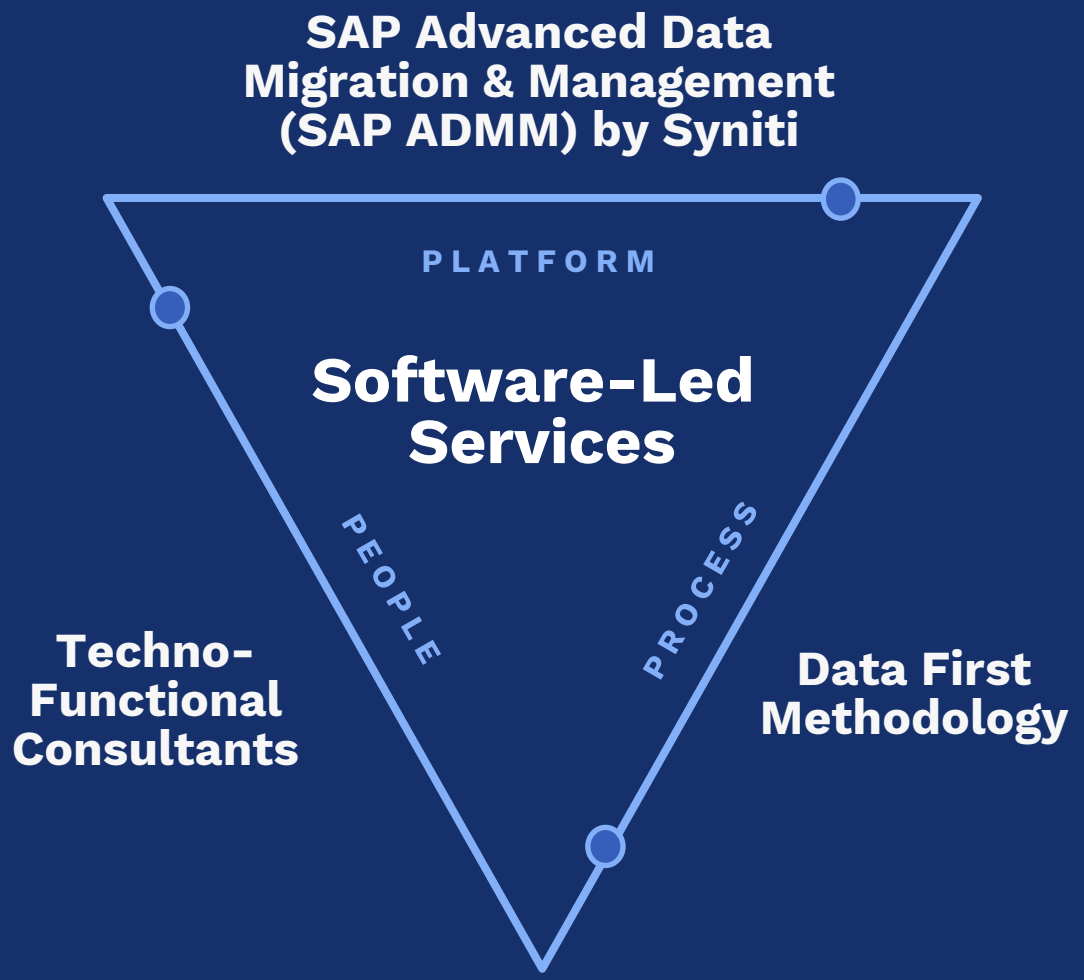
- 4-8 weeks ahead of other work streams
- Agility is #1 priority



Over **50 tables** require accurate data to process **a single Customer Order.**

One data error breaks the entire chain.

Business-Ready Data can only be delivered at scale through our software-led services model and Data First Methodology.



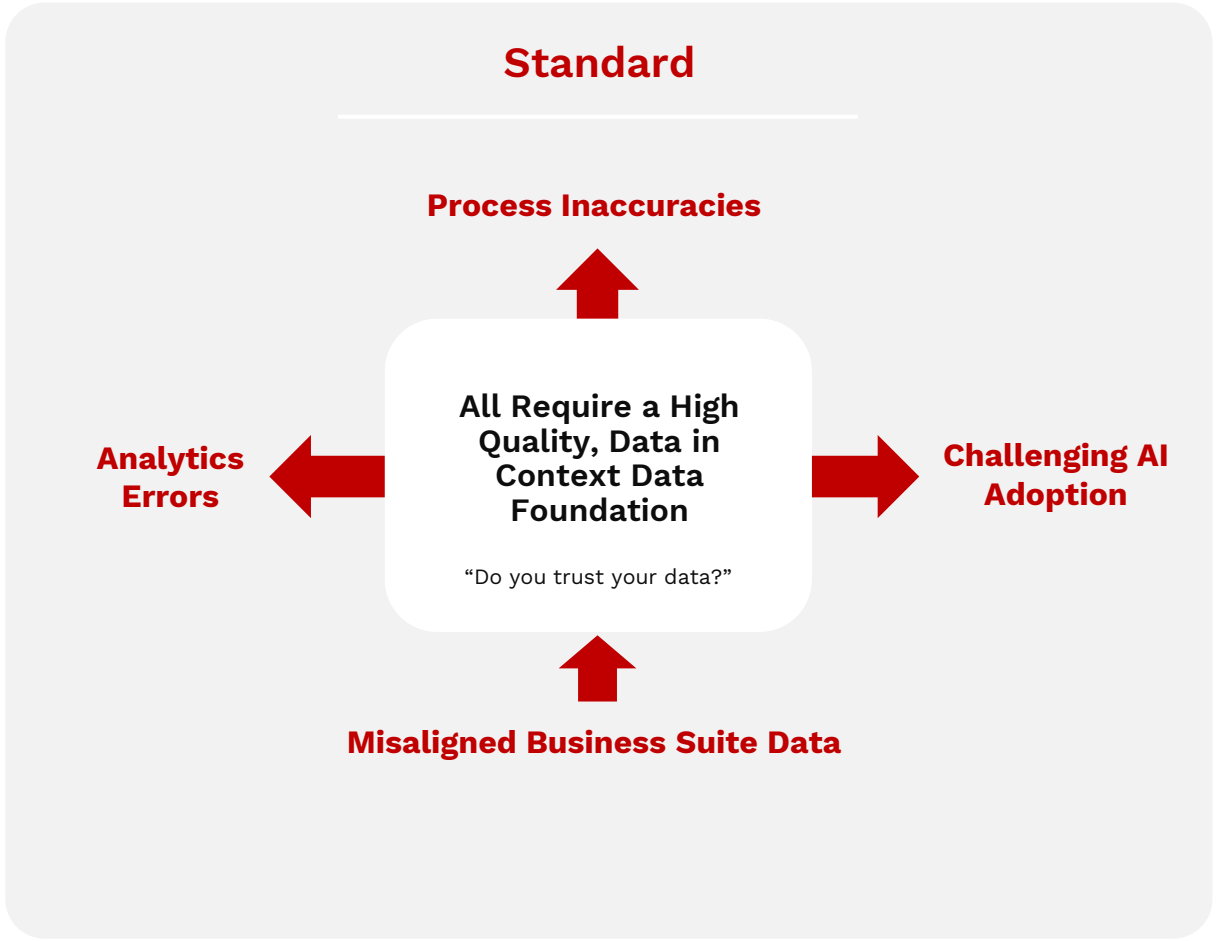
Business-Ready Data is a Superior Approach

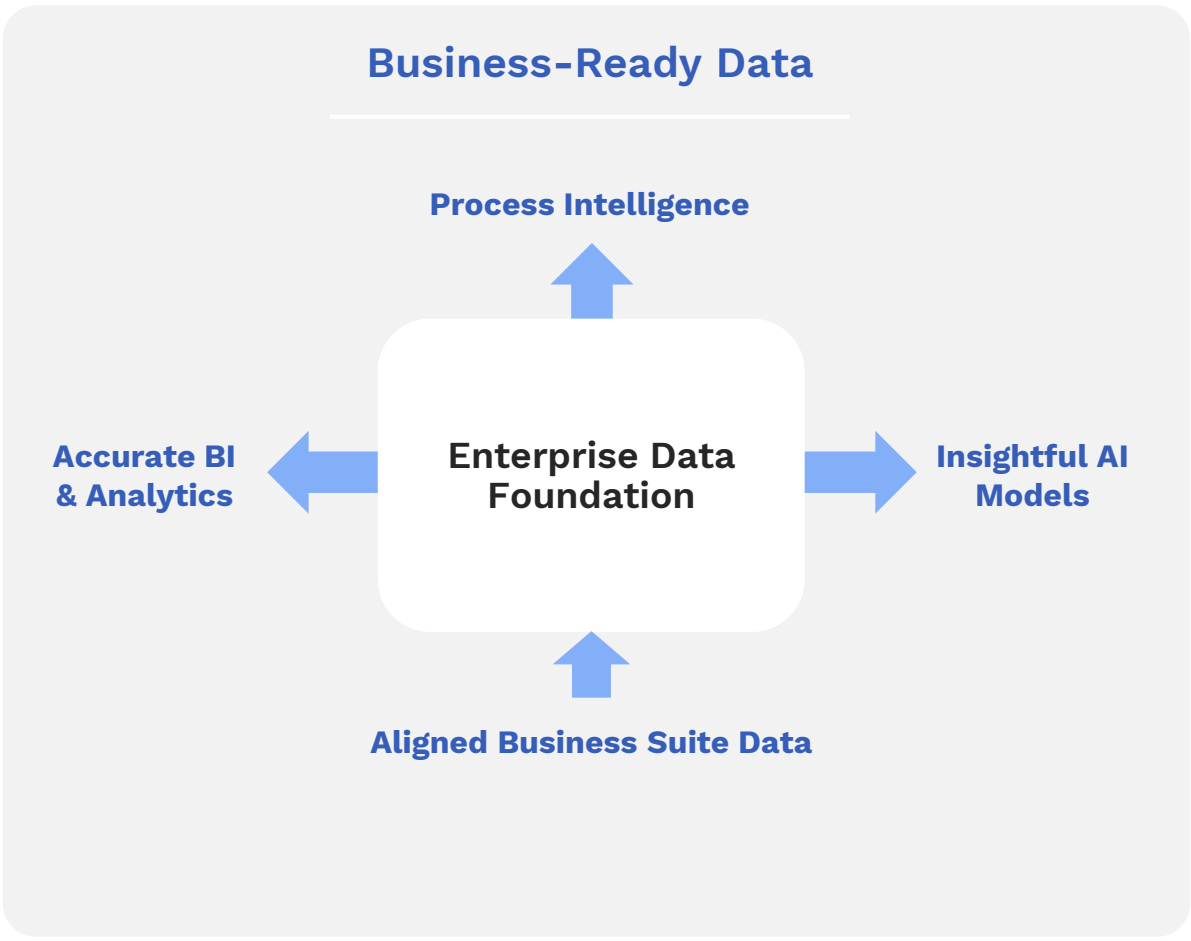
	Standard, Traditional Methodology		Syniti Methodology: Business-Ready Data
Quality Checks	Limited to none	→	**Consistent, repeatable quality execution**
Expertise	Not specific to data	→	**Dedicated career data professionals**
Platform	Standard ETL tools	→	**Data Platform that manages end-to-end**
Reusable Assets	No	→	**Centralized data intelligence and assets**
Data Load	One-time, technical	→	**Iterative refinement for flawless execution**

Data Transformation is necessary **regardless of approach.**

Business-Ready delivers lower risk, higher trust, faster results, & improved data visibility.

Business-Ready Data Delivers Superior Outcomes





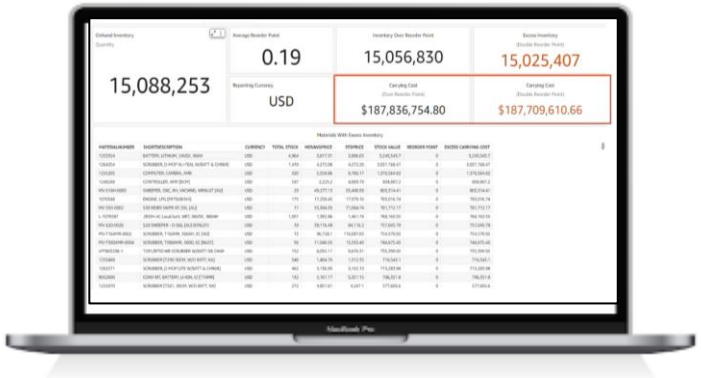
Business-Ready Data Strengthens the Business Case

Line of Business Metrics

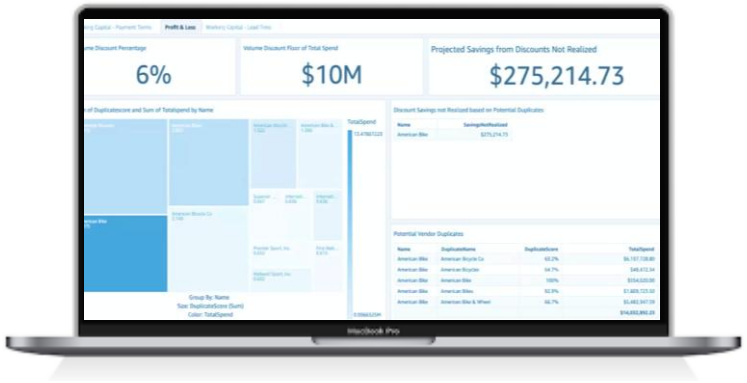
- Revenue
- Working Capital
- Inventory
- Reliability
- Cost

Project Metrics

- Time
- Cost
- Risk



Excess Inventory from Duplicate Stock Value



Duplicate Vendor Records Reducing Rebate Amounts

PREPARE :
Key steps on your transformation journey

BORING GO-LIVE®

Data Quality Assessment / ACE Analysis

Profiling / ACE Analysis

Left to Right Vs Right to Left

Migrate

Right Sizing Data Assessment

Relevancy / ACE Analysis

DQ Monitoring

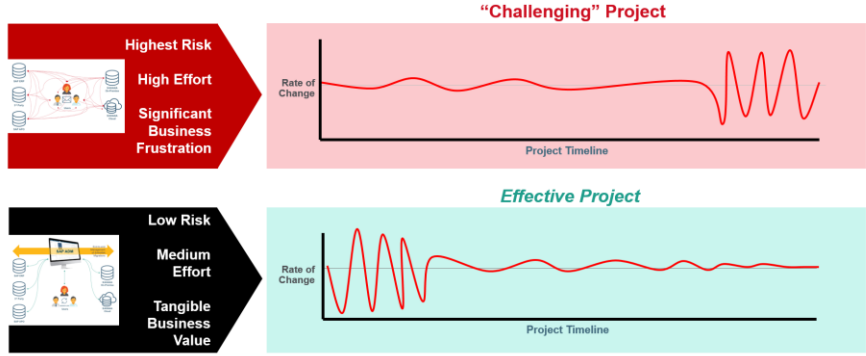
Transformation

People / ACE Analysis

Cleansing

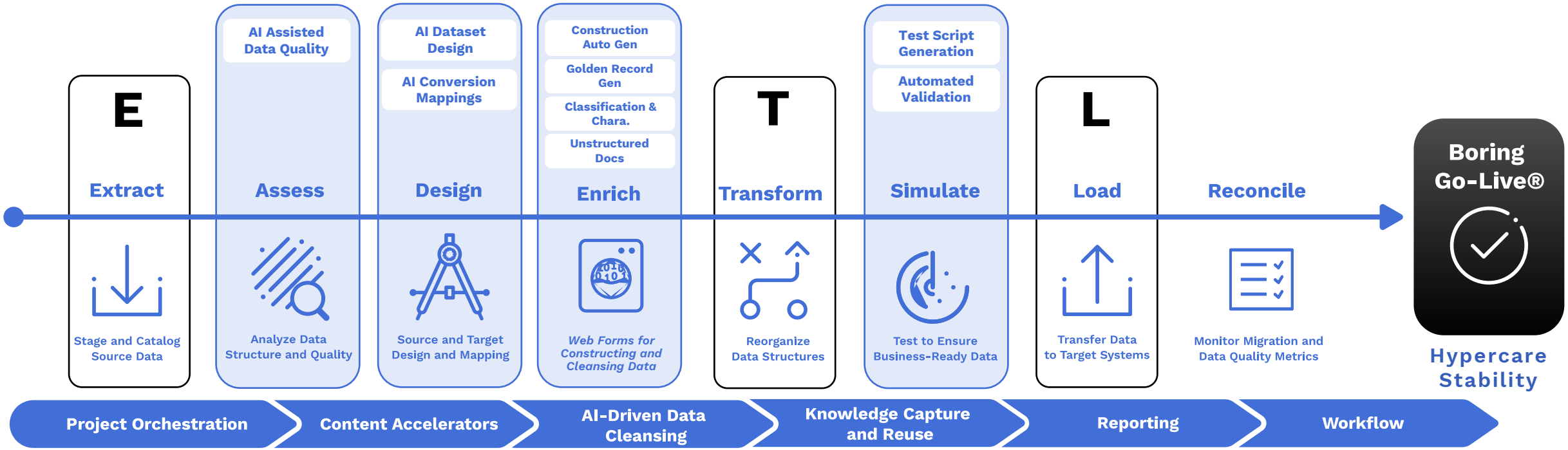
De-duplication

The Key is to **Start Early**



Start as early as possible, Do as much as possible

MIGRATE :
Key steps on your transformation journey

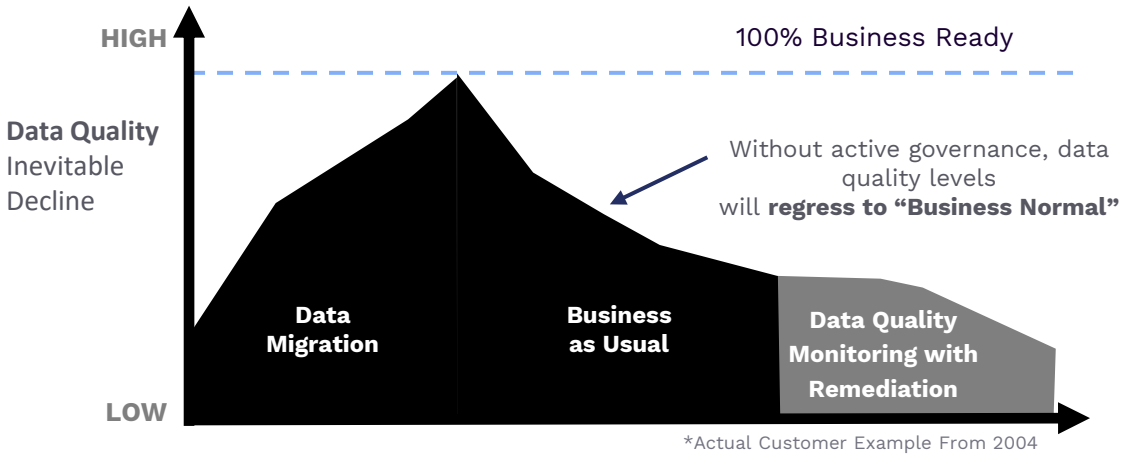


Knowledge Reuse / Centralized rules – Accelerate future data initiatives by 50%

AI Enabled Efficiencies

EVOLVE :
Accelerated, Lower Cost Downstream Projects

All metadata and every decision about data rules, policies, team members, roles, mappings, ETL code and more is available for your next migration, data quality, master data management, or data governance project.

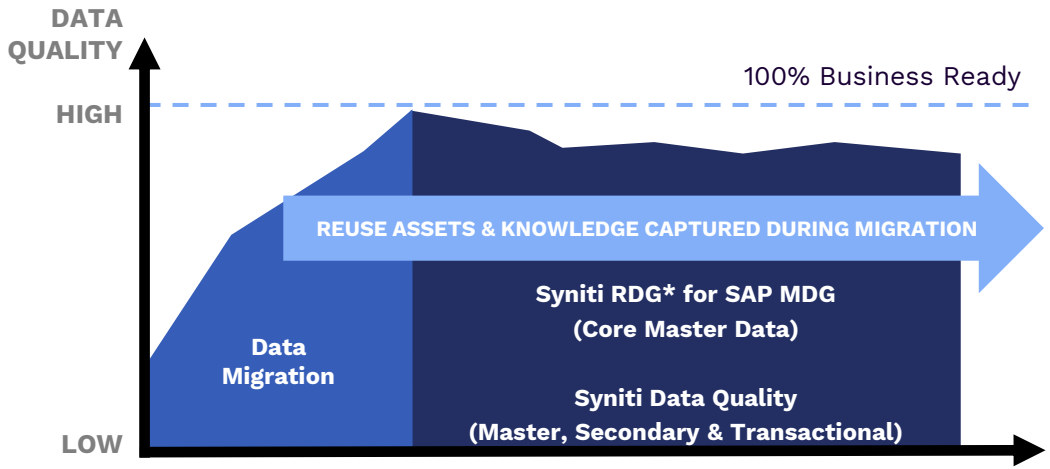


Don't Throw Away All Your Hard Work

- Re-use Knowledge
- Re-Use Target Validation Rules in Data Quality for Business as Usual

50% Faster Downstream Data Projects

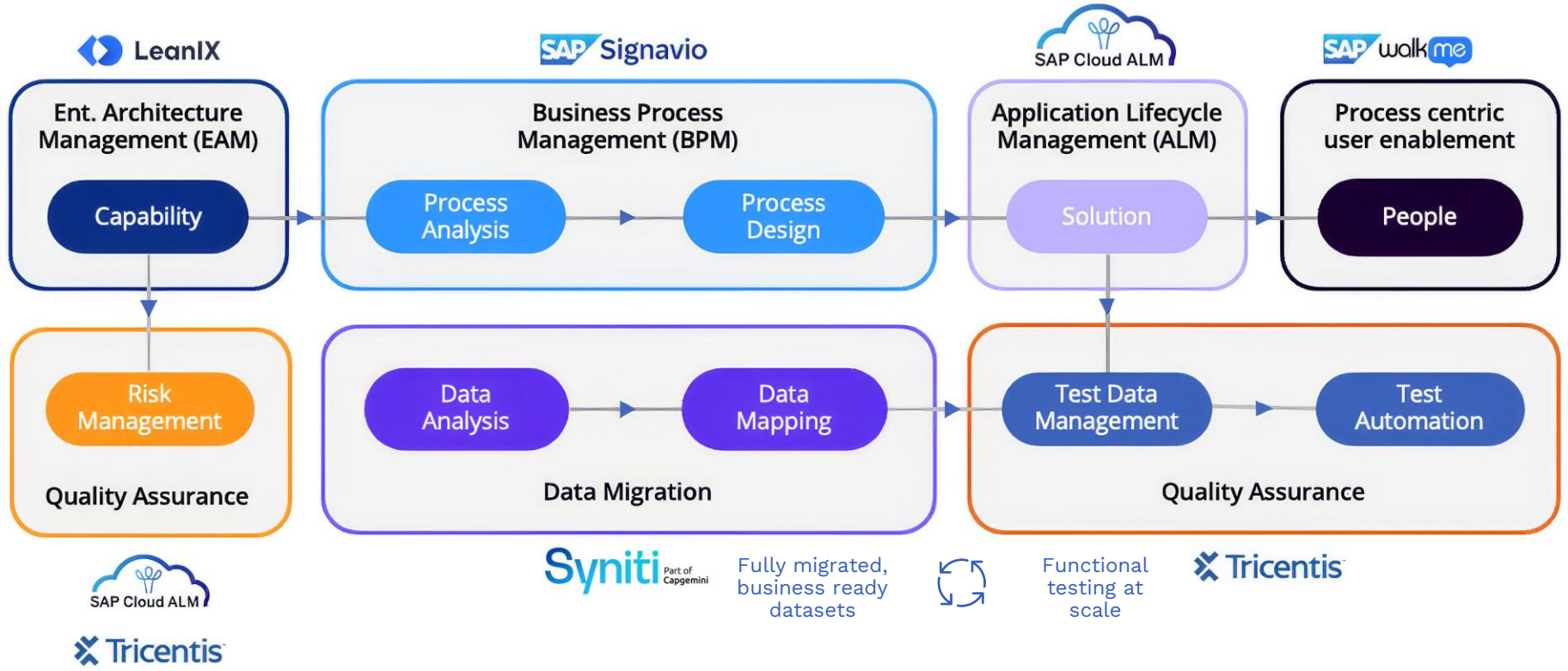
- 70% re-use of target build



**RDG = Syniti's Rapid Data Governance*

Re-Use promoted throughout the Platform

The Only SAP Data Management Solution Extension; Embedded in the Integrated / Agent Led Toolchain



Reduced Project Risk

Data and system functionality are both validated before cutover

Higher Quality Go-Live

Minimizes defects in both business data and application performance

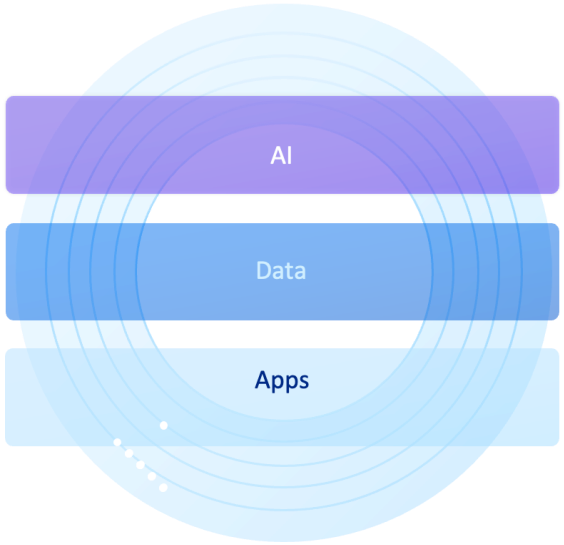
Faster Time-to-Value

Automation accelerates both data migration and test execution

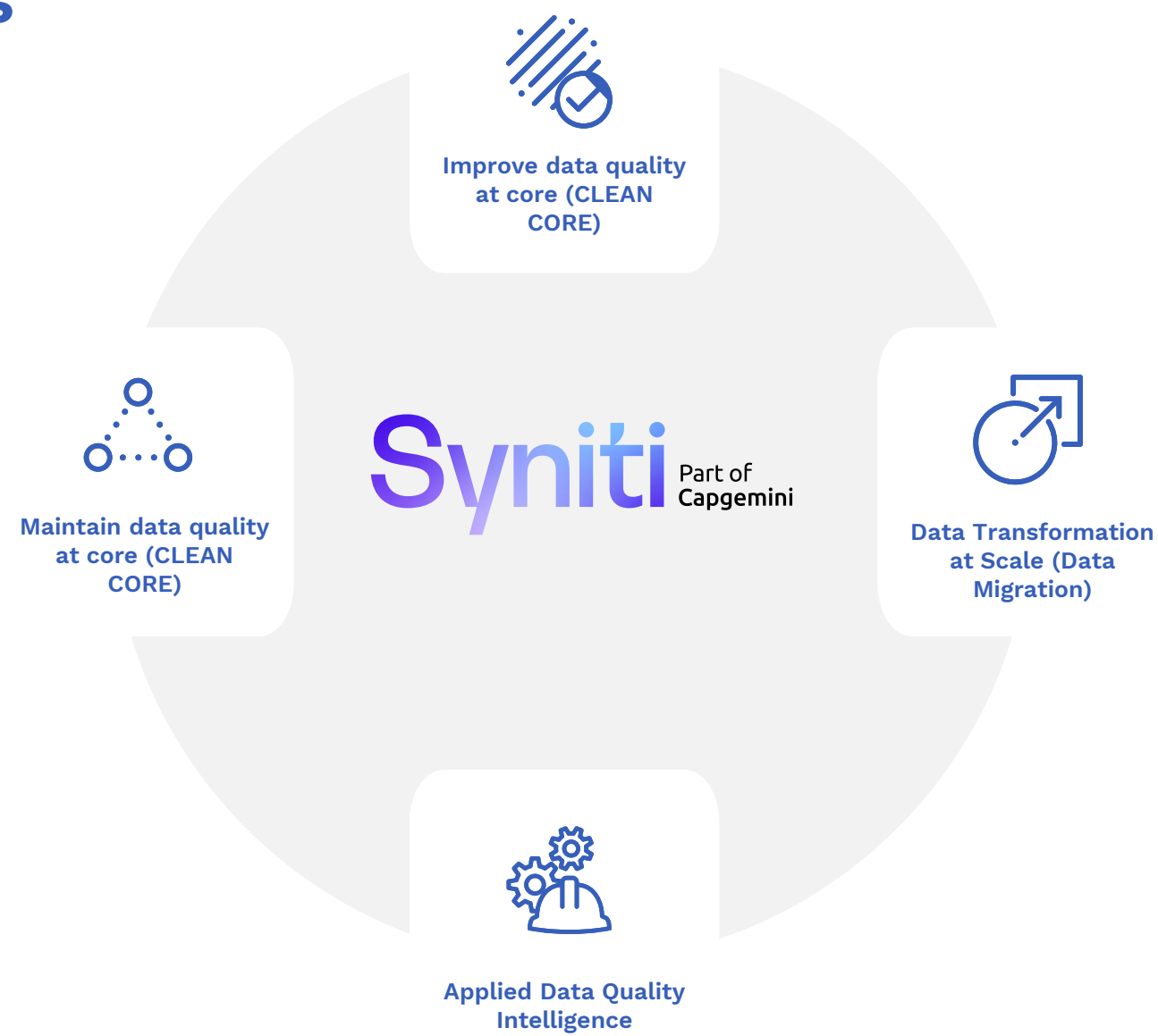
Reduced Effort

Reduced rework for data and test cycles decreases overall project expense

SAP ADMM by Syniti Creates an Ongoing Capability



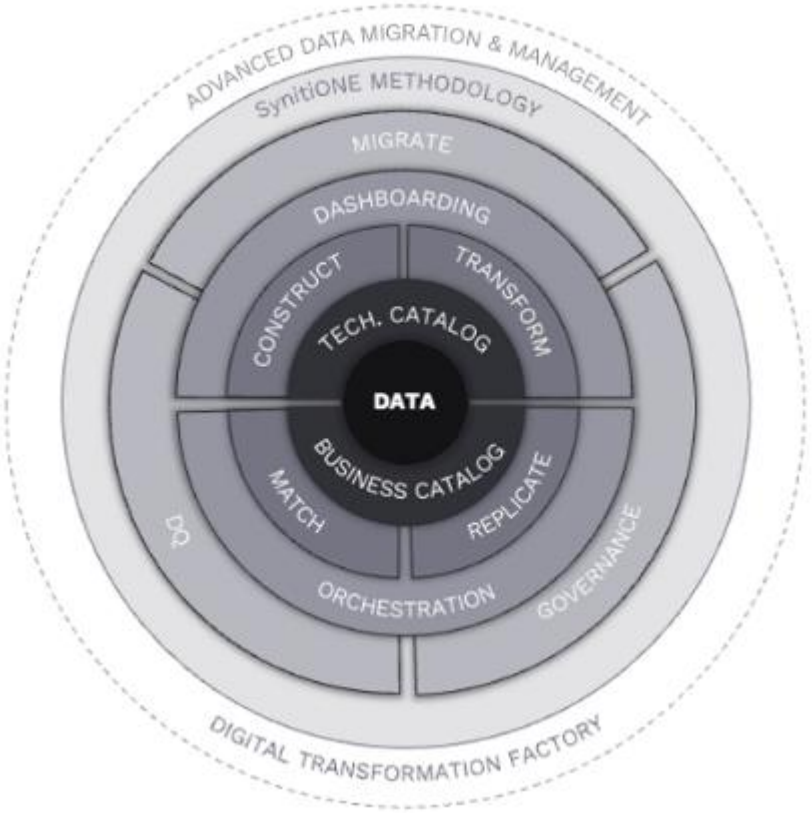




The **data flywheel** creates a self-reinforcing data quality loop

End-to-End Data Management from Transformation to Optimization

SAP Advanced Data Migration & Management (ADMM) by Syniti

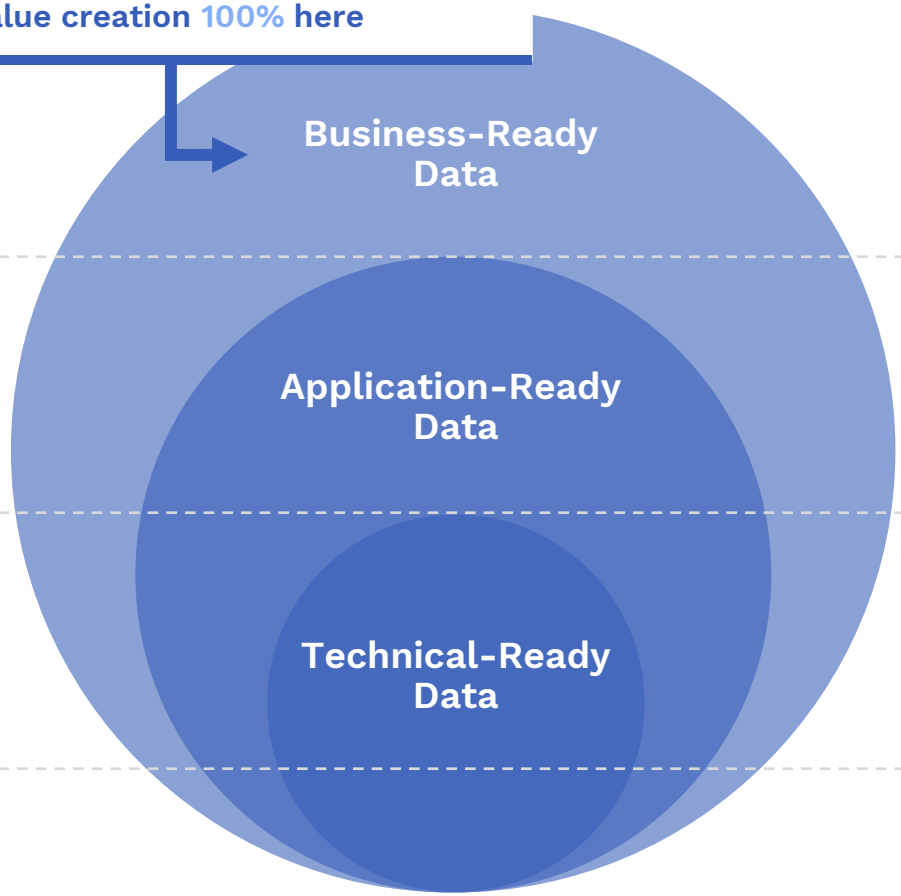


- ✓ Technical Catalog and Business **Catalog**
- ✓ **Replicate** and **Transform** Data from any source
- ✓ **Match**, Deduplicate, and Merge records
- ✓ **Construct** business user interactions using low code
- ✓ **Orchestrate** tasks and complex data pipelines
- ✓ Leverage **Dashboarding** for compelling data analysis
- ✓ Perform **Migrations,** ongoing **Data Quality,** and **Governance** on one platform

End-to-End Enterprise Data Management Platform

Syniti Delivers a Superior Approach and Deployment Model

We finish more projects than we start...
Value creation 100% here



	HIGH LEVEL APPROACH		TYPE OF RESOURCE DEPLOYED	
	Syniti with SAP ADMM	**Alternative**	**Syniti with SAP ADMM**	**Alternative**
60%	Platform and Asset Led Approach Specialist Data Consultancy AI Assisted	Customer Responsibility?	Consultancy 100%	
20%	80% Auto Gen Data Quality Checks Consultant Developer implements Business Data Rules	SI requires Customer to provide rules or pre-cleansed data ?	Consultancy 80% Developer 20%	Consultancy 20% Developer 80%
20%	Standard Load Tools adopted i.e. SAP DMC Specialist Load Tool options as needed	Standard Load Tools adopted i.e. SAP DMC Specialist Load Tool options as needed	Developer 100%	Developer 100%

Syniti is the Leader in Enterprise Data Transformation

Customer Base

Customers include the **largest and most complex global enterprises**, such as ExxonMobil, J&J, Boeing, Merck, and Bridgestone, Cola-Cola Enterprises

Customer achieved both a **$2.4M** one-time inventory reduction and **$1.6M** in ongoing operating savings in their spare parts inventory through improving data quality

Project Experience

“Finish more projects than we start”

5,000+

Completed Deployments

100+

Managed deployments per year at enterprise organizations

Customer Satisfaction

>99%

Industry-leading customer satisfaction rate

27+ YEARS

Years of Data Expertise

“They send me developers; you send me business people”

“We have a ton of tools. What we needed was a partner. Syniti came with a promise of what they were going to deliver and they delivered”

Case Studies



Transforming Global Supply Chain with Data Quality

50% acceleration of business processes due to increased data quality and reduced friction.

READ THE FULL STORY



Syniti AI streamlines unstructured data & business-ready processes into scalable growth

"Building a trustworthy data foundation is critical to our Enterprise Data strategy and we are excited about our partnership with Syniti, driving future innovation through technology in our data management roadmap."

READ THE FULL STORY



Building a trusted data foundation for AI & automation

“AI is just the tip of the iceberg. The real mass below the surface is data quality, lineage, and data governance. With the right data baseline, the innovation will follow.”

Naveen Gupta
Data Transformation Leader, IKEA

READ THE FULL STORY



Driving efficiency, standardization, and business-wide transformation at global scale

Simplified business processes across ~1,000 interconnected applications and 12 ERP systems, lowering total co st of ownership while achieving 90% process standardization.

READ THE FULL STORY

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Thank You.

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Appendix

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Case Studies

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CLIENT SUCCESS

FrieslandCampina

- Over €14Bin revenue
- Global dairy cooperative, owned by over 15,000 member farmers
- One of the world's largest dairy companies
- Branches in 31 countries and exports to more than 100 countries worldwide.

Industry:
Food & Beverage

Read the Case Study →

Executive Summary

Transforming the Global Dairy Supply Chain with Data Quality

FrieslandCampina accelerated time-to market, improved operational efficiency, and increased trust in SAP data by embedding data quality into end-to-end business processes—reducing errors by up to ***95%*** and cutting cycle times in half.



Business Outcomes & Impact

Faster Time-to-Market

- High-quality master data removed delays in product launches and operational execution
- Improved end-to-end throughput times by over ***50%***
- Cut cycle times from days and weeks to hours
- Faster response to market demand and improved competitive positioning

Operational Efficiency at Scale

- SAP master data was no longer a bottleneck across procurement, manufacturing, and sales
- Automated validation and governance reduced rework, manual corrections, and downstream exceptions
- More efficient operations with fewer disruptions across the global supply chain

Improved Data Quality and Decision-Making

- Reduced data quality errors by **90–95%** (from ~500,000 to ~23,000 errors)
- Increased trust in the completeness and accuracy of SAP data across procurement, manufacturing, and sales
- Better, faster decision-making and reduced operational risk

CLIENT SUCCESS

Boston Beer

BOSTON BEER co.
· ESTD. 1984 ·

- Major U.S. alcoholic beverage company
- Annual net revenue of ~$1.96 billion
- Employs about 2,600 people
- Manages a network of over 415 wholesale distributors to hundreds of thousands of retail locations in all 50 states

Industry:
Food & Beverage

Read the Case Study →

Executive Summary

End-to-End Data Transformation Powered by AI and Automation

Boston Beer transformed unstructured ingredient data into a high-quality, AI-driven data foundation—reducing processing time from months to days, improving accuracy, and automating workflows to increase efficiency and scalability.



Business Outcomes & Impact

Dramatically Accelerated Data Processing with AI Automation

- Processed **~5,000 documents** covering **~400 ingredients** in **days instead of months**
- Reduced a typical **6-month project timeline to ~1 week**
- Enabled faster access to critical ingredient data, significantly accelerating operations and time-to-value.

Improved Data Accuracy, Consistency, and Governance

- Automated extraction and standardization of unstructured data (PDFs, DOCX) into structured, validated formats
- Integrated directly into MDM and SAP systems with built-in validation and approval workflows
- Increased trust in data quality, ensuring accurate, business-ready data for compliance, reporting, and operations

Reduced Manual Effort and Lowered Operational Costs

- Automated data extraction eliminated labor-intensive manual processing and rework
- Shifted teams from manual data entry (“doers”) to validation and quality oversight (“reviewers”)
- Improved team productivity, reduced operational costs, and enabled scalable data management for future growth

CLIENT SUCCESS

Ikea

- Massive, privately held global home furnishings retailer
- Total retail sales ~$51.7 billion
- Spanning hundreds of stores worldwide
- Employs over 200,000 people globally

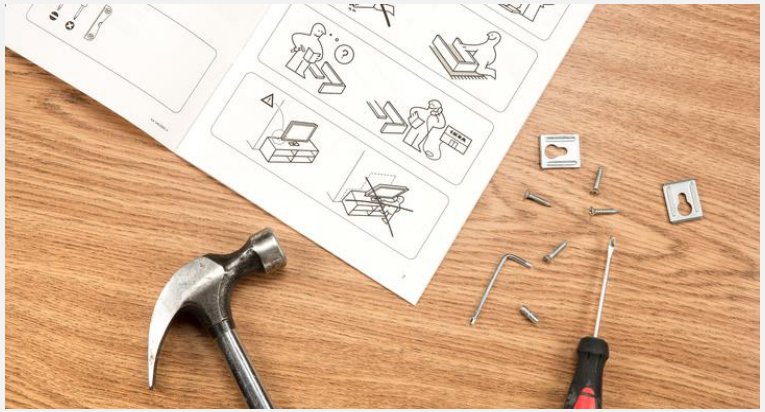
Industry:
Retail

Read the Case Study →

Executive Summary

Continuous, High-Quality Data Integration Power SAP S/4HANA and Future Innovation

IKEA built a continuous, automated data foundation for SAP S/4HANA—achieving over 90% data accuracy, reducing manual effort, enabling 24-hour onboarding, and laying the groundwork for scalable automation and AI-driven innovation.



Business Outcomes & Impact

Trusted, Continuous Data Integration for SAP S/4HANA

- Established automated, daily integration of business partner, vendor, product, and financial data into SAP S/4HANA
- Achieved 90–95% data accuracy, with 93–94% success in the first test cycle
- Eliminated one-time migration risk and ensured SAP is continuously fed with trusted, business-ready data

Faster Operations with Reduced Manual Effort

- Automated validation, enrichment, and workflows reduced manual data handling and dual maintenance across systems
- New product or supplier records can now be live in SAP within 24 hours when required data is available
- Accelerated onboarding, improved financial operations, and increased efficiency for business teams

Scalable Data Foundation for Future Innovation

- Created a reusable, rule-driven integration framework extensible to procurement, logistics, AI, and automation
- Improved data quality at the source, preventing errors before they reach SAP
- Positioned IKEA for scalable growth, touchless processes, and AI-driven innovation built on trusted data

CLIENT SUCCESS

ExxonMobil

- 60,900 employees
- Among the world's energy corporations largest by revenue
- $349.6 billion in revenue
- Consistently one of the highest-revenue companies globally,

Industry:
Oil & Gas

Read the Case Study →

Executive Summary

Modernizing Global Operations with Data Quality

ExxonMobil transformed complex, fragmented global operations into a unified SAP S/4HANA landscape with trusted, standardized data—achieving ~90% process alignment, advanced analytics readiness, and strengthening enterprise confidence through repeatable data quality practices.



Business Outcomes & Impact

Unified, Standardized Global Operations at Scale

- Consolidated ***12 legacy ERP systems and ~1,000*** interconnected applications into a single SAP S/4HANA data foundation.
- **~90% process standardization**, surpassing the original 80% target and simplifying enterprise processes.
- Streamlined operations across global value chains, reduced complexity, and accelerated system upgrades with lower total cost of ownership.

Improved Data Quality for Strategic Analytics and Innovation

- Built a centralized, validated, and cleansed enterprise data ecosystem across ***2,500+*** unique data objects.
- Enabled consistent analytics readiness to support automation and next-generation technologies such as AI.
- Elevated data from a barrier to a strategic asset, powering advanced analytics, automation, and future transformation initiatives.

Enhanced Operational Confidence and Stakeholder Experience

- Embedded predictive data quality checks, automated corrections, and a repeatable cleansing environment.
- Collaborated across business teams to define and validate trusted data standards.
- Increased transparency and reliability for employees, suppliers, and customers—improving decision-making and operational confidence.