SYNTHO

SYNTHO
GUIDE

AI generated synthetic data platform

kees@syntho.ai   syntho.ai/meet   syntho.ai/careers

Privacy is real, but offers opportunities!

70%
Increase in industry collaborations expected with **use of privacy tools**
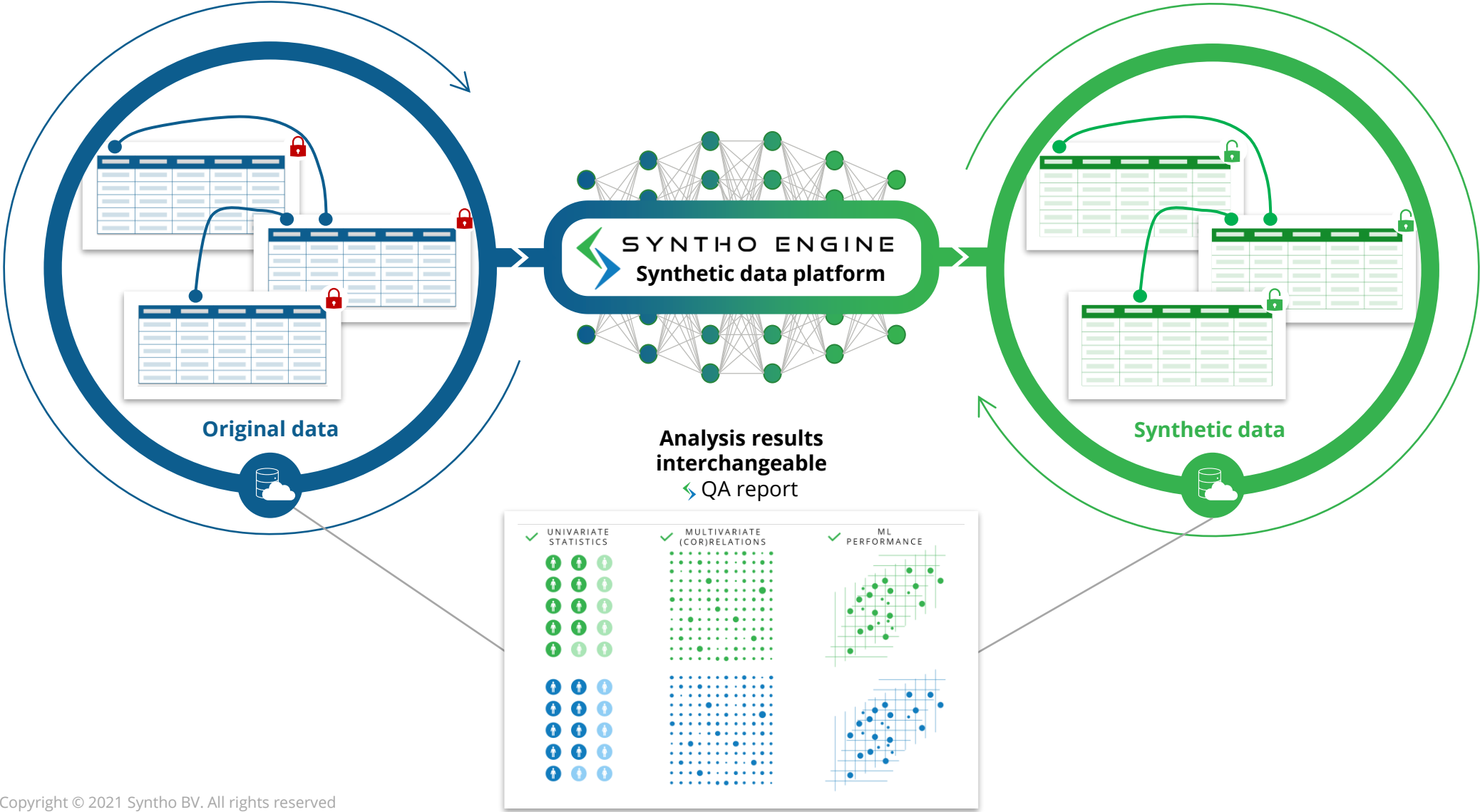
30%
More profits for companies that **earn and maintain digital trust** with customers

50%
Of data will be **unlocked by privacy enhancing techniques**

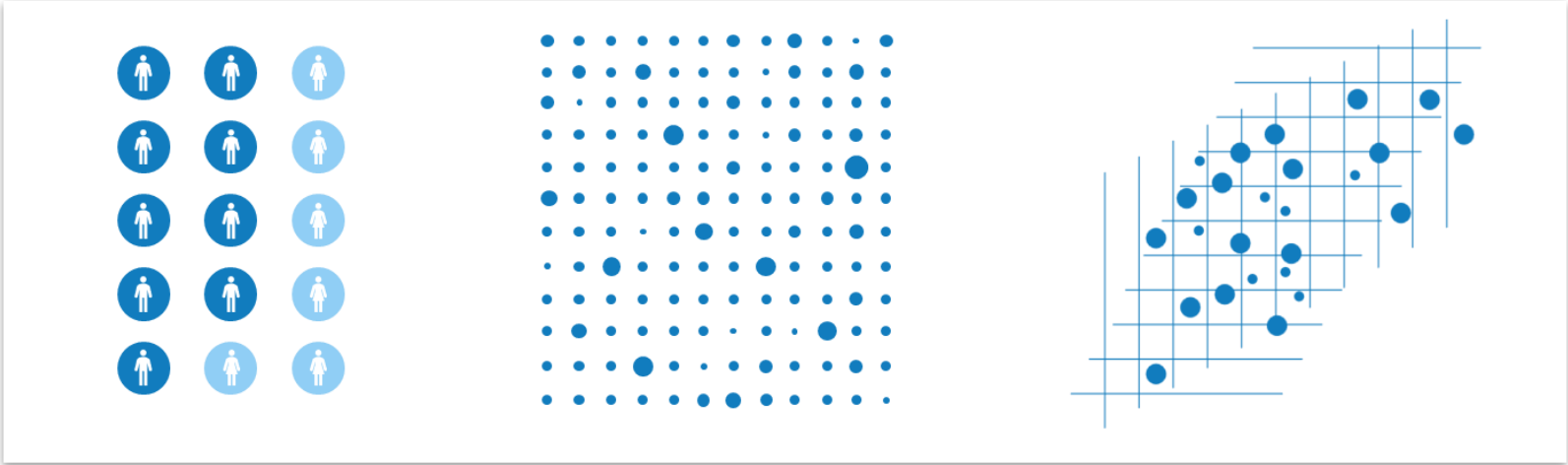# AI-generated synthetic data: a digital twin of your original data

Original data

SYNTHO ENGINE
Synthetic data platform

Synthetic data

**Analysis results
interchangeable**
QA report

UNIVARIATE STATISTICS	MULTIVARIATE (COR)RELATIONS	ML PERFORMANCE

As-good-as-real synthetic data

Synthetic data **approved** by the data experts of **SAS**

Watch Full webinar
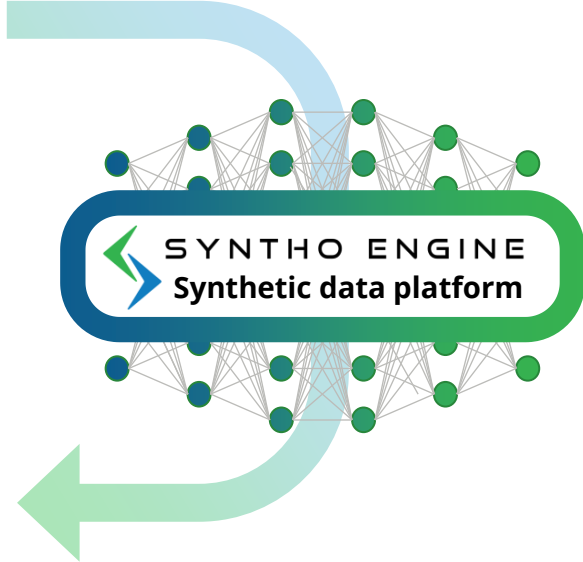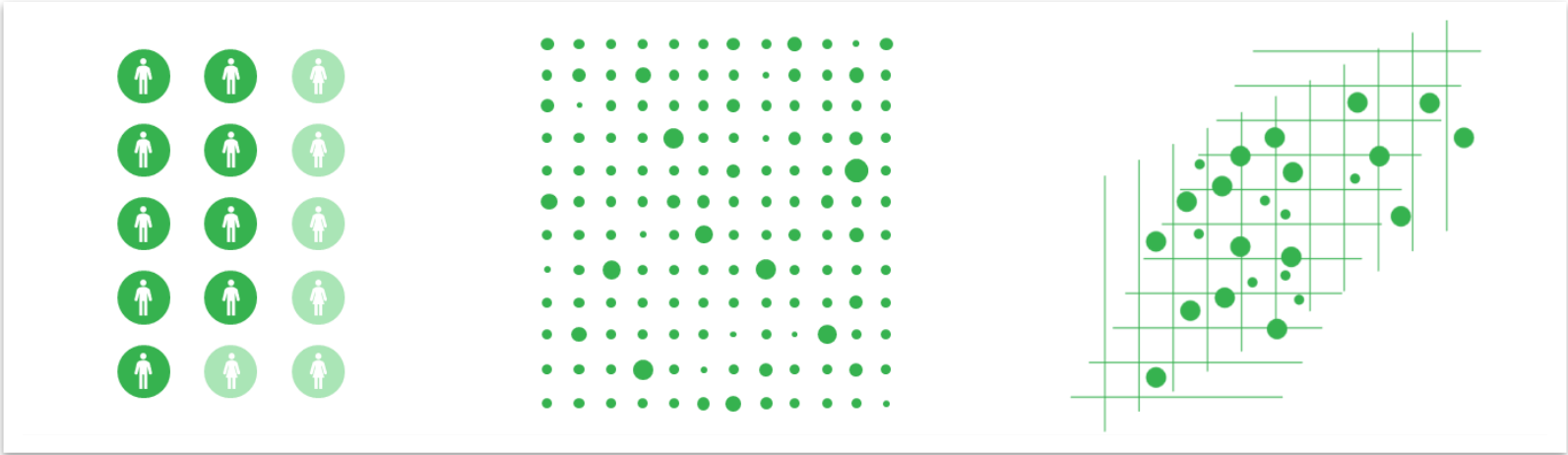
The data experts from SAS approved our AI generated synthetic data.

Synthetic data approved by the data experts of SAS

Statistics

acct_age
PDD similarity: 99%

churn
category coverage: 100%

Original data

Synthetic data

ML models

AUC

Original data   Anonymized data   Synthetic data
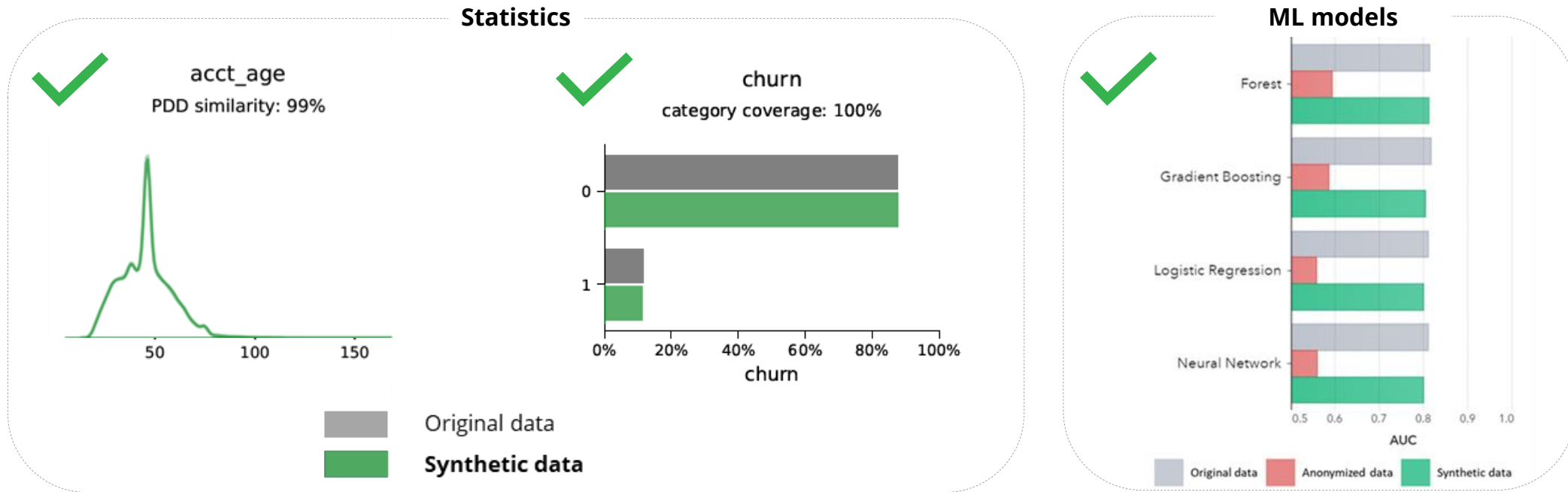
✓**Synthetic data and original data show similar performance** on all performance metrics

✓**Anonymized data shows worst performance** on all performance metrics

✓**Synthetic data generation is easy, fast and scalable** because it works the same for all data

§sas

Synthetic data for analytics

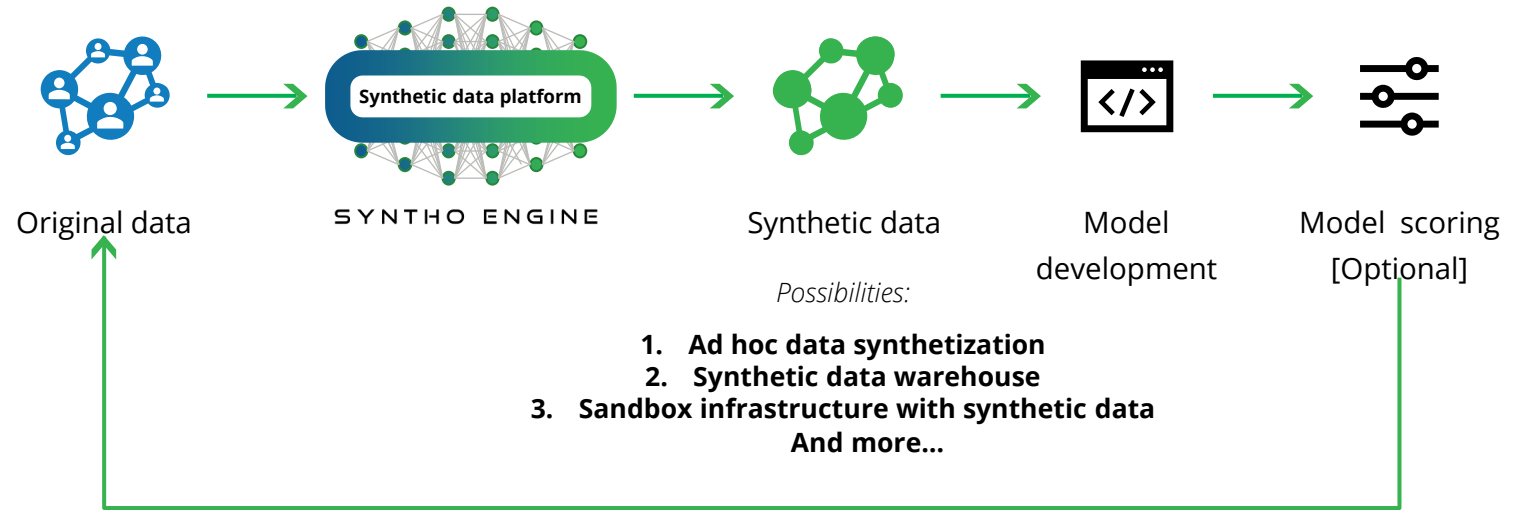With no data, there will be no data driven tech solutions.

Hence, having a strong data foundation with easy and fast access to usable, high-quality data is essential for BI, AI and analytics (e.g. to develop ML models and for building dashboards).

However, many organizations are affected by a sub-optimal data foundation where data cannot simply be used and shared.

Issue

A sub-optimal data foundation where data cannot simply be used and shared:

× Data is locked and cannot be touched, while data access is critical

× Getting access to data takes ages

× Classic anonymization does not work

× Bureaucracy and data-silo's cause slack in data access requests

Original data → **Synthetic data platform** SYNTHO ENGINE → Synthetic data → Model development → Model scoring [Optional]

Possibilities:

1. **Ad hoc data synthetization**
2. **Synthetic data warehouse**
3. **Sandbox infrastructure with synthetic data**
   And more...

Solution

Mimic (sensitive) data with AI to generate synthetic data:

✓ As-good-as-real data that is statistically identical in comparison to the original data

✓ Bypass internal processes, risk assessments, data access requests and similar time-consuming overhead

✓ Unlock your full data potential

✓ Easy, fast and scalable

Impact

Build your strong data foundation with easy and fast access to usable, high-quality data:

✓ Be smarter than (and even beat) the competition

✓ More data = better models

✓ Leverage new and more data opportunities

✓ Unlock data, and thereby valuable insights

✓ Mitigate overhead

Anyone can generate via our self-service platform

Easy Deploy

Easy Connect

Easy Use
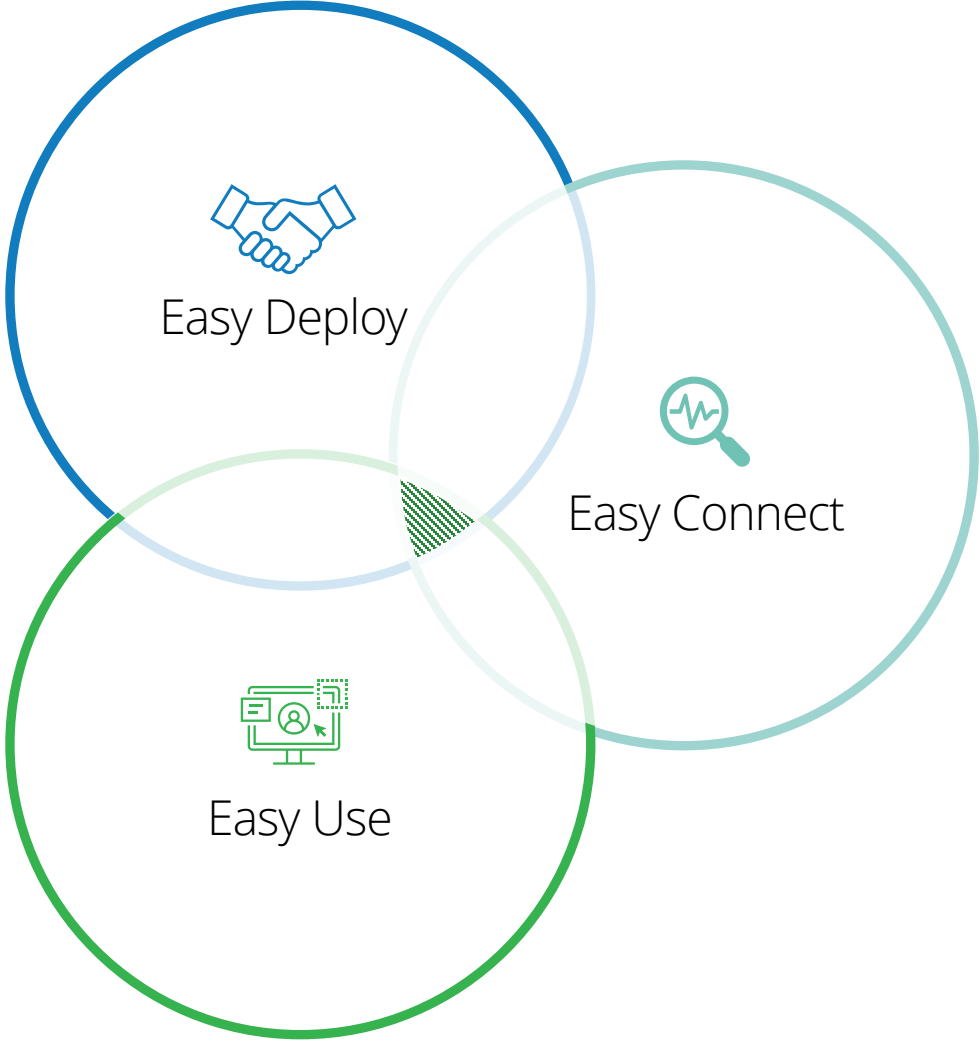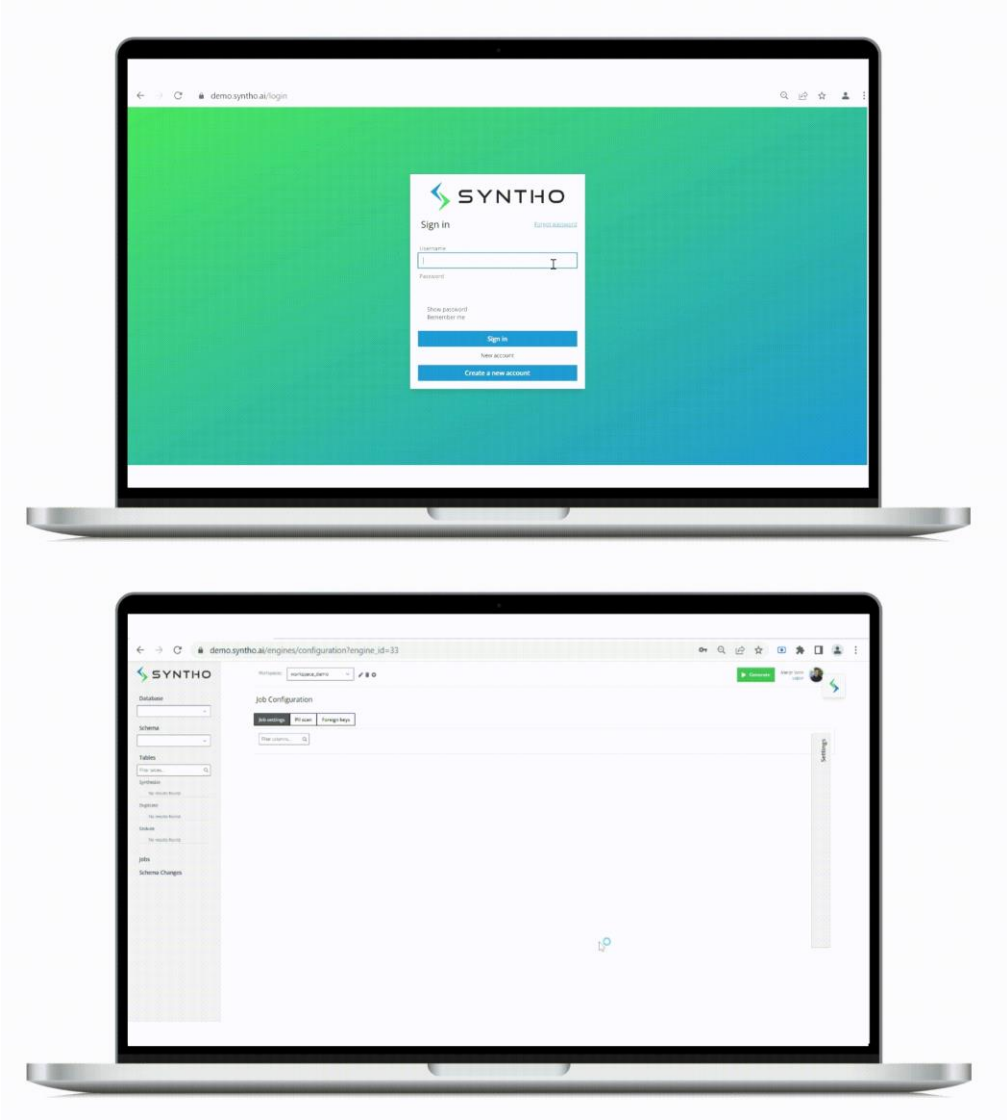
Synthetic data — Real people!
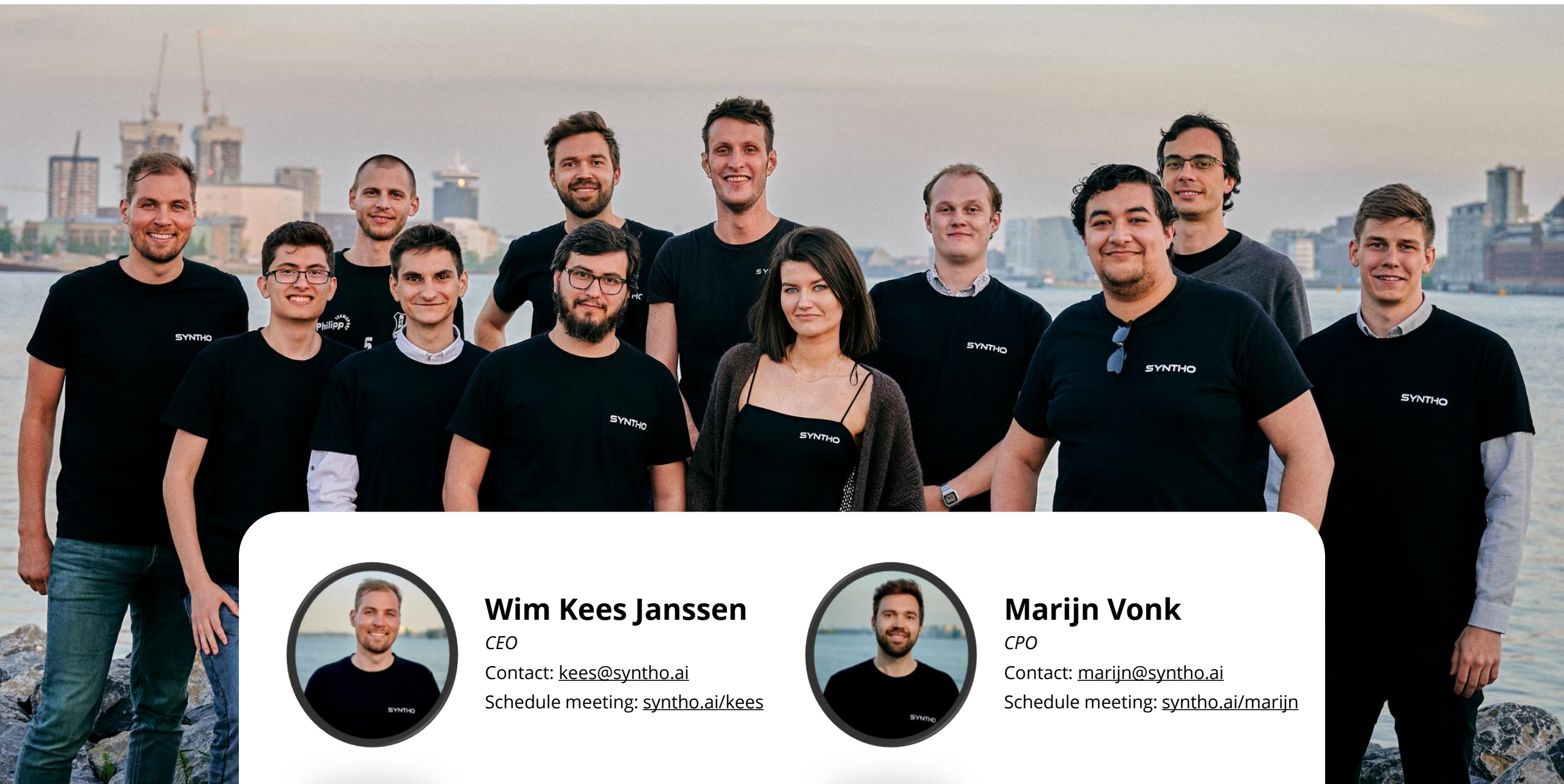
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