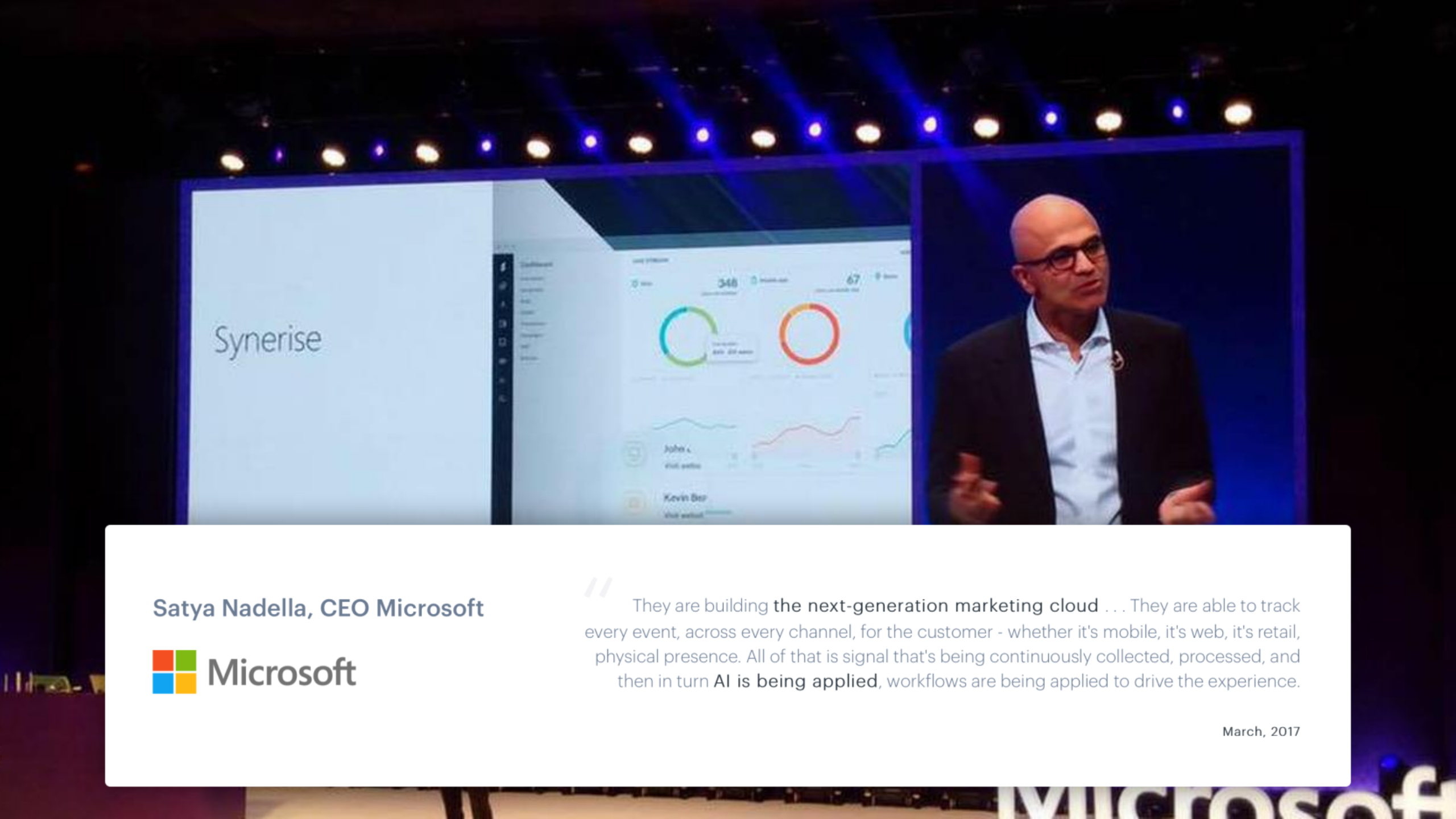
SYNERISE

The platform that thinks ahead and helps your business GROW



Satya Nadella, CEO Microsoft

Microsoft

> They are building **the next-generation marketing cloud** . . . They are able to track every event, across every channel, for the customer - whether it's mobile, it's web, it's retail, physical presence. All of that is signal that's being continuously collected, processed, and then in turn **AI is being applied**, workflows are being applied to drive the experience.

March, 2017

The best Microsoft Partner 2017, 2018
WW Retail Award 2018

COMPUTERWORLD FROM IDG

Retail Evolution Award

EY

EY Accelerating Entrepreneurs 2018

FINANCIAL TIMES

New Europe 100: eastern Europe’s emerging technology stars

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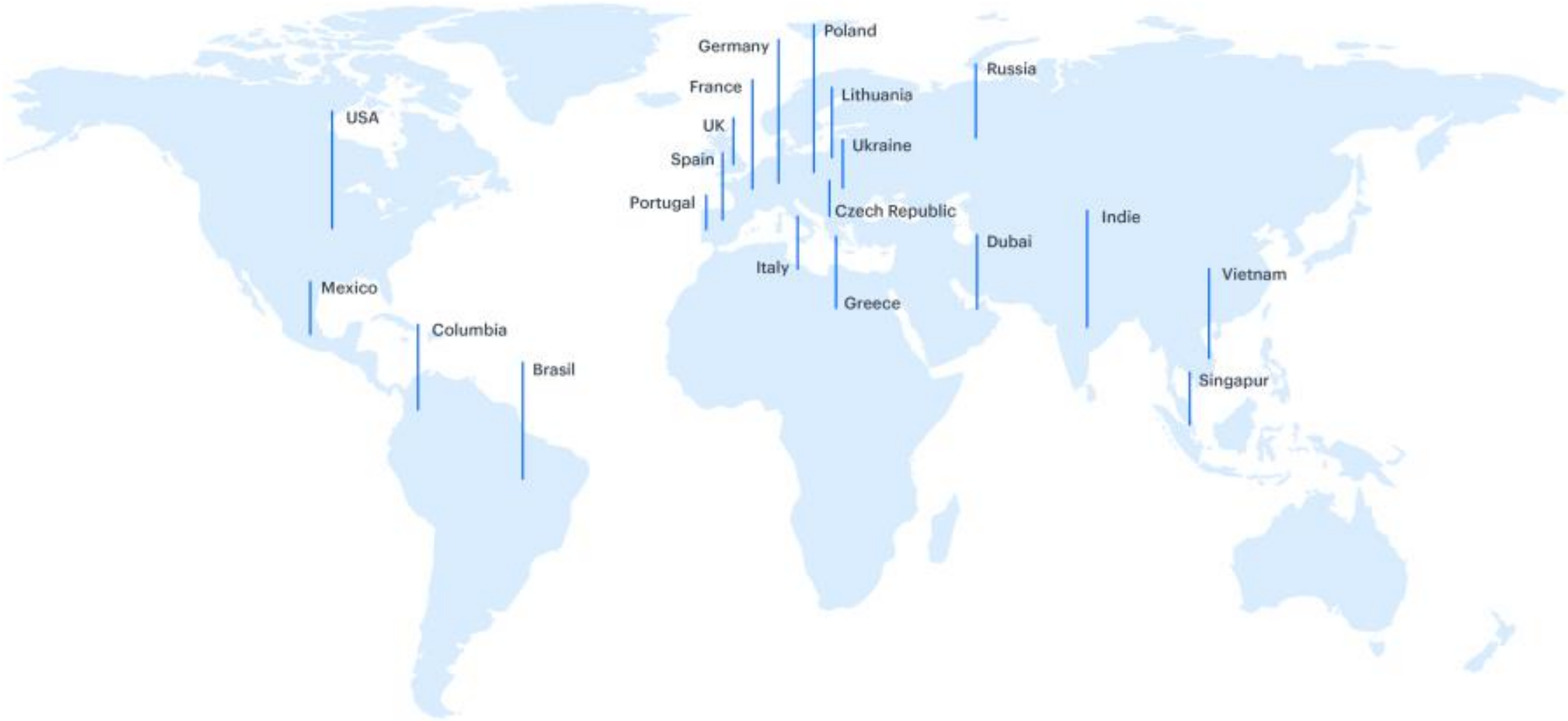
Synerise presence across the globe



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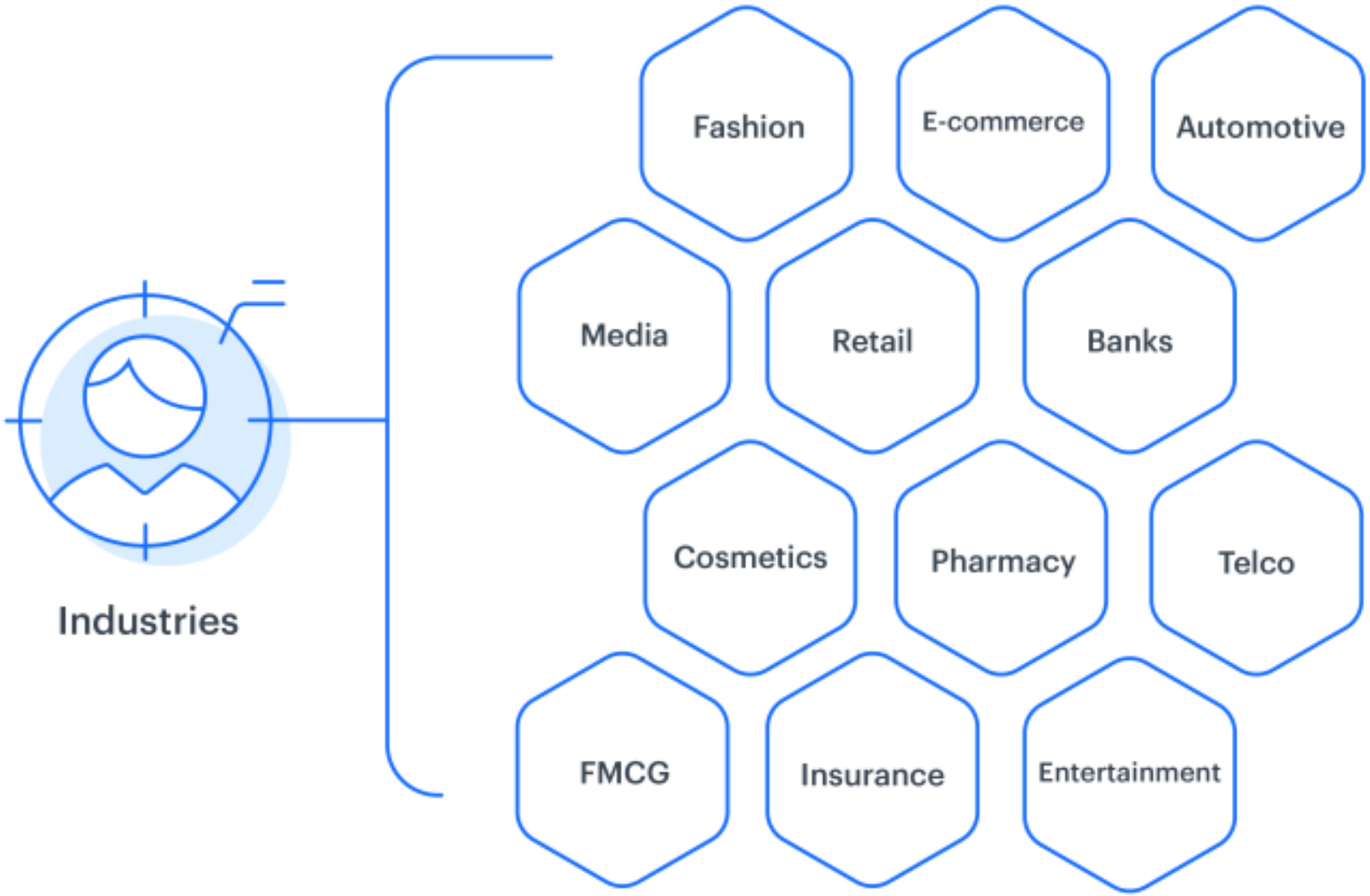
Industries we are working with



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Synerise in numbers

93 Customers

18 Partners

+20% Month to month revenue grow

+140 People

orange™

Carrefour

ORIFLAME SWEDEN

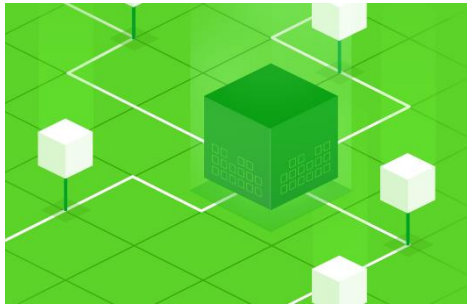
P&G

COMMERZBANK

1. **870 234 174** commerce transactions in platform **(~50x YoY)**
2. **7 256 887 798** purchased products tracked **(~40x YoY)**
3. **84 210 620 847** value of analyzed transactions **(~70x YoY)**
4. **22 000 000** Polish citizens in system **(~50x YoY)**
5. **816 000 000** behavioral profiles **(780x YoY)**
6. **> 65 dockered apps**

Synerise DB Storage

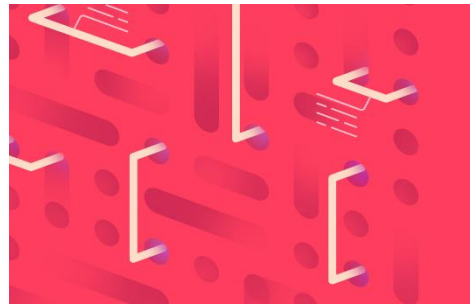
3x faster than other in-memory DB



Synerise AI

Up to 6% offline revenue uplift

30% online revenue uplift



Synerise APP Framework

Build any MarTech/AI/BigData APP in 24h

Analyzes every customer interaction
2
Collects data from multiple touchpoints
1
CRM
3
Provides real-time segmentation
Sends right message to the right customer in right time
5
4
Automates marketing campaigns

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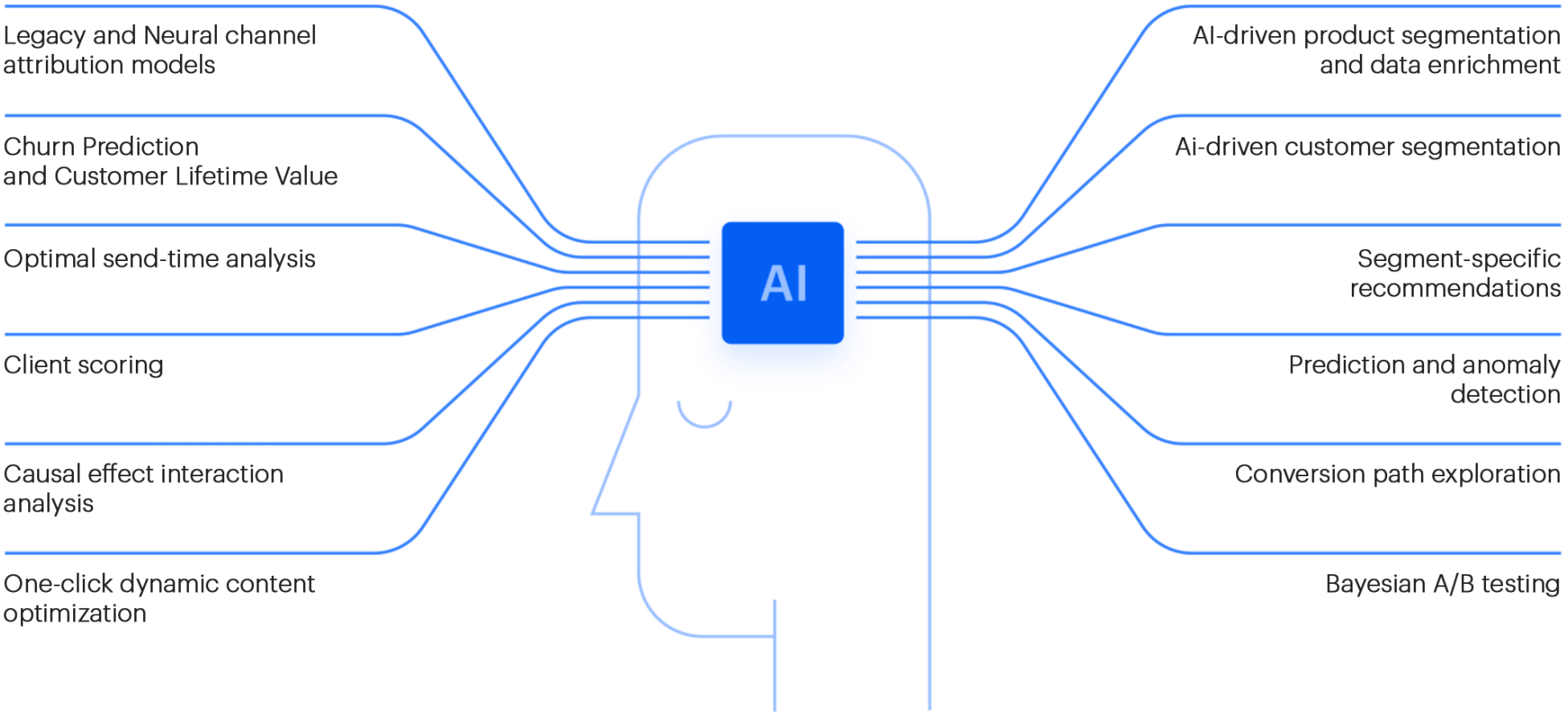
The Omnichannel AI Growth Cloud Suite



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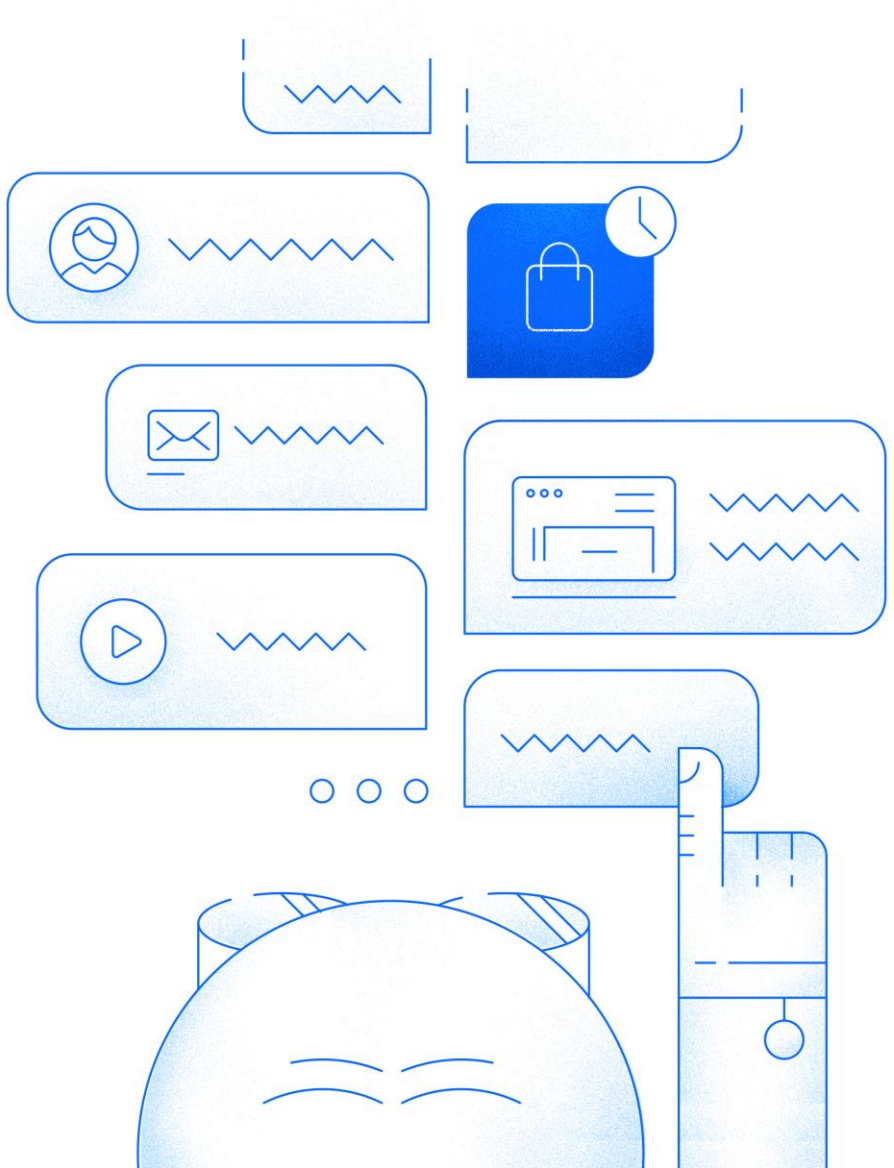
Synerise AI Vision: Serving customers, helping brands

1. **Collect** data from all channels in real-time
2. Apply AI to **understand** behaviors and their causes
3. **Personalize** every interaction beyond what's imaginable
4. **Create** a unique experience crafted 1-1 for the customer
5. Constantly **learn & improve** based on collected data



Behavioral AI fuels future innovation:

- **Dynamic creatives** - make sure the format, design, content and delivery are relevant
- **Dynamic customer-employee matching** - pick the best customer service employee to fit the customer's preferences
- **Adaptive journey & content** - tailor the whole experience to customer's expectations

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