



Azure-Native PIM, MDM and Content Solutions

Customer Success Stories

Syndigo has 100+ opportunities in the Co-Sell pipeline. Existing customers include:



Analyst Rankings

- Syndigo MDM Magic Quadrant **Leader** (2021) – **Gartner**
- Syndigo PIM Forrester Wave **Leader** (2021) – **Forrester**
- Ventana Research Value Index for PIM – **Exemplary** (2021) – **Ventana Research**
- “(Syndigo’s) cloud-native delivery model and application-centric approach will be attractive to existing and potential customers alike.” – **451 Research**

Solution

About Syndigo

Leader in cloud-native Master Data Management, PIM, content syndication and analytics that helps clients unlock experiences using their data with intelligent insights, automation & multi-domain SaaS solution.

Why Syndigo?

- **First cloud native multidomain MDxM Platform company leveraging big data 100% in AZURE across multiple vertical and geographies.**
- A cloud-based SaaS solution that offers best-in-class technological advantages and ability to offer seamless updates
- A platform that can scale up with customers’ data needs and has the ability to onboard structured and unstructured data
- A platform + apps strategy that frees up our customers grow their business without being tied down to our roadmap
- A solution that incorporates built-in analytics and recommendations and leverages the power of automation to allow our customers to scale up efficiently
- Most importantly, a single-unified platform that addresses all your data needs while seamlessly eliminating data siloes for cross-domain analytics.

Target Customers

Customer Overview

- Enterprises across Retail, Manufacturing, CPG, Healthcare, Distribution, Auto and Energy with >\$100M in Revenue for Exclusive deals and <\$100M for Ascend deals.
- Decision maker: CIO, CTO, CEO, CISO and Head of IT.
- E-Commerce, Digital Marketing and Merchandizing.
- Investing in Data Management, Digital Transformation, BI & Analytics, CRM & ERP and E-Commerce Projects.
- **Our Ask: An intro call with the individual from the titles shown above.**

	Syndigo Offerings		
	Ascend	Exclusive	Infinity
	Accelerate your business growth Ready-to-go solution built for your industry	Tailored to your business Solve unique business challenges with predictable costs	Unlimited business scalability Control your costs as you scale infinitely
	SaaS	SaaS	PaaS
PIM	Yes	Yes	Yes
MDM	Limited	Yes	Yes

Deal Data

Sales Cycle: 3-6 months | Deployment: 2-3 Months

Average Ascend Deal (SMB)	\$65K – \$95K
Average Exclusive Deal (Enterprise)	\$125K – \$350K

Engaged with Microsoft Ecosystem

We are IP-Co-Sell on Microsoft Commercial Marketplace (AppSource & Azure Marketplace) and MACC (Microsoft Azure Consumption Commitment) eligible.