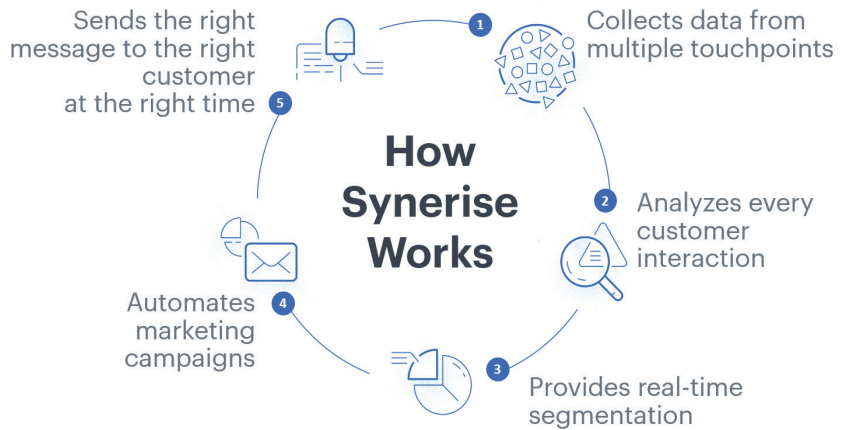
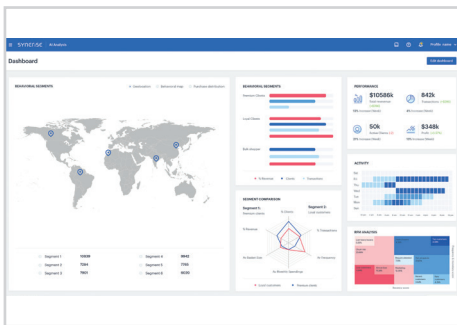


Digital Industry Synerise



SYNERISE



Synerise's AI based platform enables brands to convert data into profitable growth through personalized customer experiences

Synerise is an end-to-end platform that uses data and AI to help brands better respond to the needs of their customers, through automation applications, business intelligence reporting, communication and personalization tools, and pricing policy management. All in real-time and at scale, regardless of the size of operations.

In a hyper-competitive consumer world, every advantage counts when trying to attract and keep customers engaged. Consumers have learned to tune out advertisements and ignore attempts to attract them through traditional ads, which are viewed as something similar to email spam. Highly accurate personalized content based on customer behavior and preferences acts as the perfect substitute for ads, delivering relevant offers that don't

look like a general advertisement to a mass audience. Synerise unlocks the power of algorithms based on artificial intelligence and data coming from all available sources, enabling marketers to deliver a highly personalized, constantly updated online experience to every single customer, and business managers to drive profitable revenue growth through more effective customer profiling.



Competitive Advantages

- All data in one place
- Real-time data processing, using proprietary database technology
- AI engine with trained algorithms by vertical
- Fast, simple integration on top of incumbent or legacy systems (100+ built-in apps and connectors)
- Flexible Pay-As-You-Go Pricing Model, No CAPEX required
- GDPR compliant
- Available in SaaS, Private Cloud, On-Premises or Hybrid Model



Target Markets

Digital marketers and business managers in all sectors addressing end customers, in particular:

- E-commerce
- Retail
- Banking / Insurance
- Telco
- Automotive



Use Cases

- E-commerce: product and search recommendations, abandoned carts, automations, campaigns focused on revenue growth
- Retail: omnichannel data collection, customer loyalty program, data monetization
- Banking/Insurance: fraud detection, offer personalization, behavioral profiling for risk assessment
- Telco: call center integration, on-site personalization, business intelligence
- Automotive: on-site personalization, automation, customer journey analytics



References

- Used by 100+ enterprise-scale companies
- Clients include Orange, Carrefour, mBank, Żabka
- CEO awarded AI Awards – Person of the Year 2019
- Polish ICT company of the Year 2019 – Economic Forum "Time"
- EY Enterprise of the Year 2018
- Microsoft Country Partner of the Year for two years running (2018, 2019) and finalist in Microsoft Retail Partner of the Year Award 2018
- Featured on FT's New Europe 100: Eastern Europe's Emerging Technology Stars List



Connect



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Company

- **Founded:** 2013
- **Founders:** Jarosław Królewski (CEO), Krzysztof Kochmański (CDO), Miłosz Baluś (CTO)
- **Headquarters:** Kraków (Poland), offices in Madrid (Spain) and Dubai (UAE)
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SYNERISE

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