



# Synthetic data Real impact

Self-service AI-generated synthetic data platform  
to accelerate data-driven solutions.

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# About Syntho

Founded in 2020, [Syntho](#) is the Amsterdam based startup that is revolutionizing the tech industry with AI-generated synthetic data.

As leading provider of synthetic data software, Syntho's mission is to empower businesses worldwide to generate and leverage high-quality Synthetic Data at scale.

Through our innovative solution, [The Syntho Engine](#), we are accelerating the data revolution by unlocking privacy-sensitive data and dramatically reducing the time required to obtain relevant (sensitive) data.

By doing so, we aim to foster an open data economy where information can be freely shared and utilized without compromises on privacy.

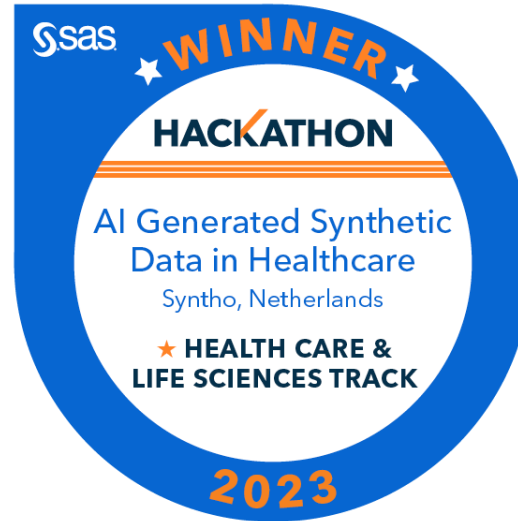


# Recognitions



Winner **Philips Innovation Award**

[Read more](#)



Winner **SAS Global Hackathon** in healthcare & Lifescience

[Read more](#)



Shortlisted by **NVIDIA** as Generative AI startup to watch

[Read more](#)

# Synthetic data offers opportunities

70%

**An increase in industry collaborations is** expected with the **use of privacy tools**

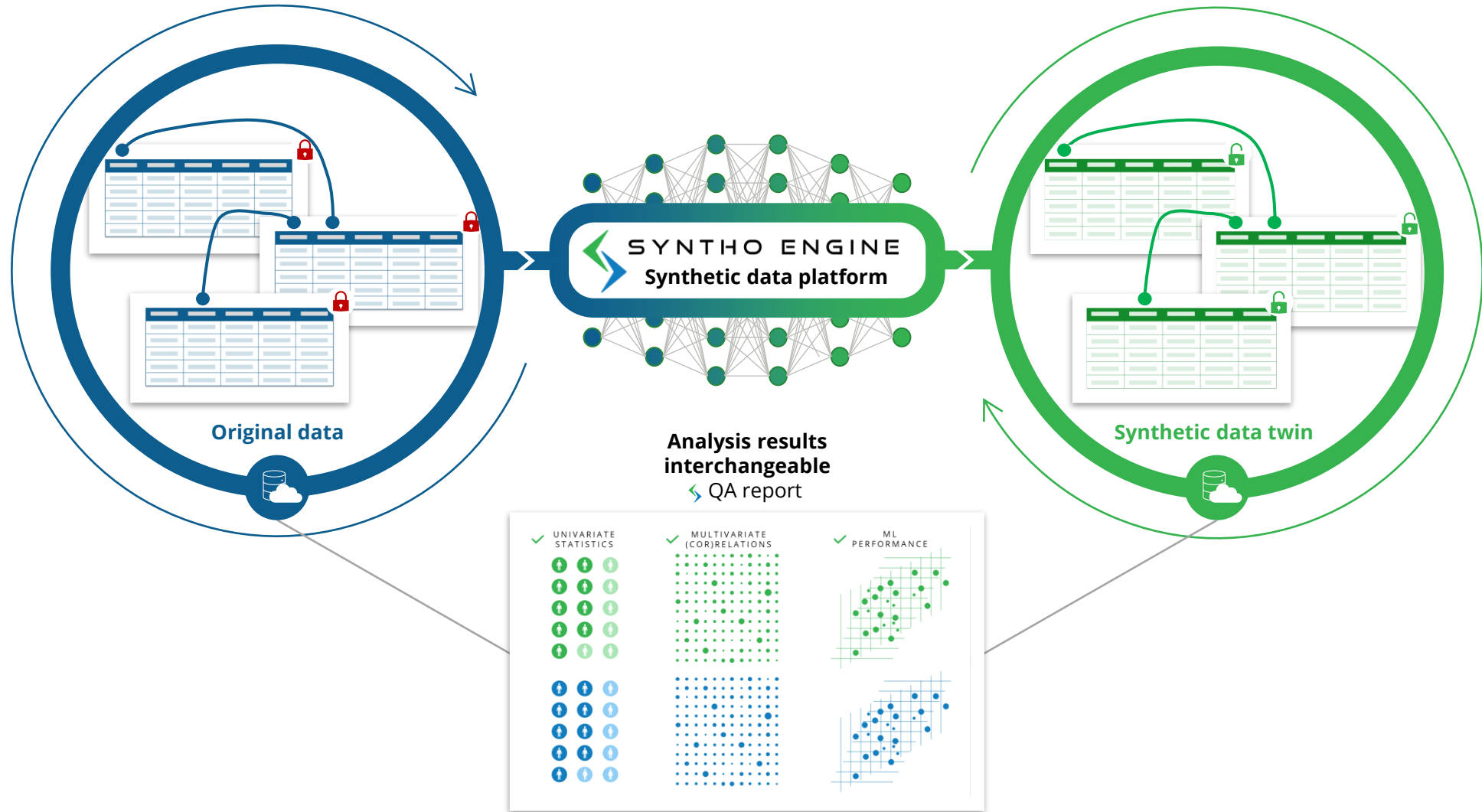
30%

**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 twin of your original data



# Quality evaluation of the synthetic data

## 1. Syntho's Quality Assurance (QA) Report

We provide a comprehensive quality assurance report for every synthetic data run, that demonstrates the accuracy of the synthetic data compared to the original data.

## 2. External assessment by the data experts of SAS

The data experts from SAS approved our AI-generated synthetic data for the use of model development as part of a real case study for a telecom customer.

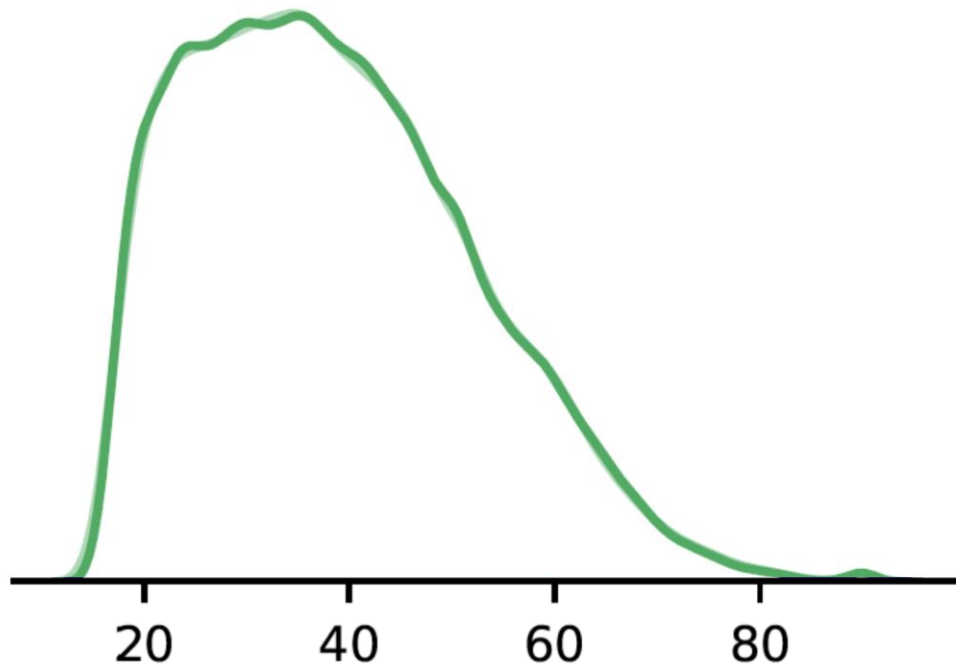


Our synthetic data is **approved**  
by the **data experts of SAS**

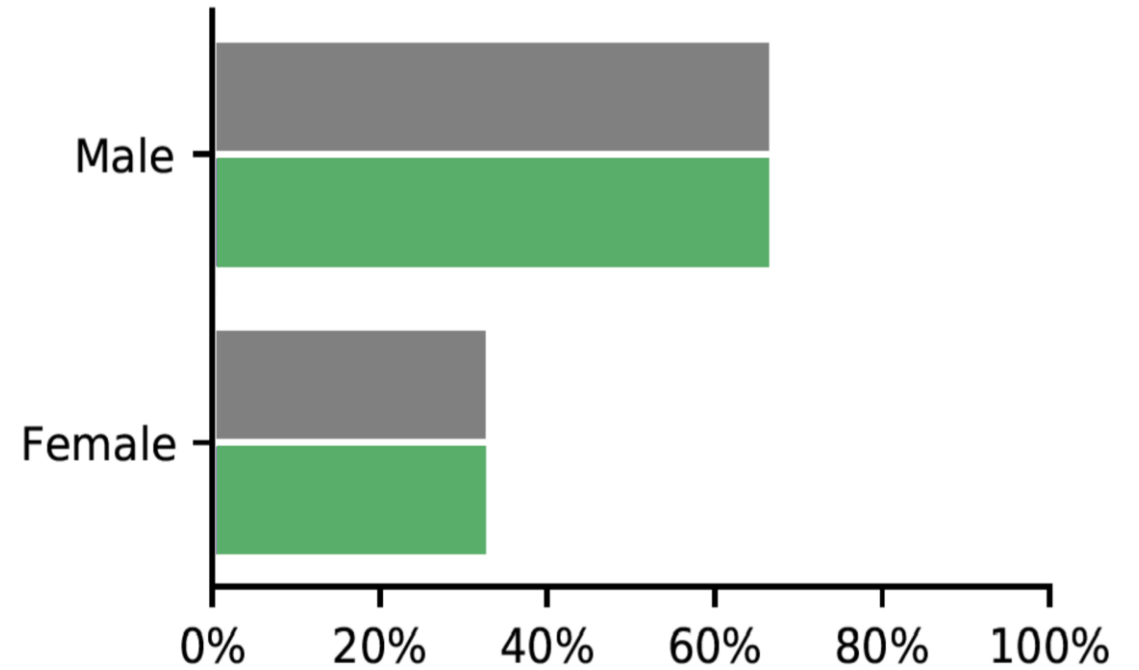


# Distributions

**Age**



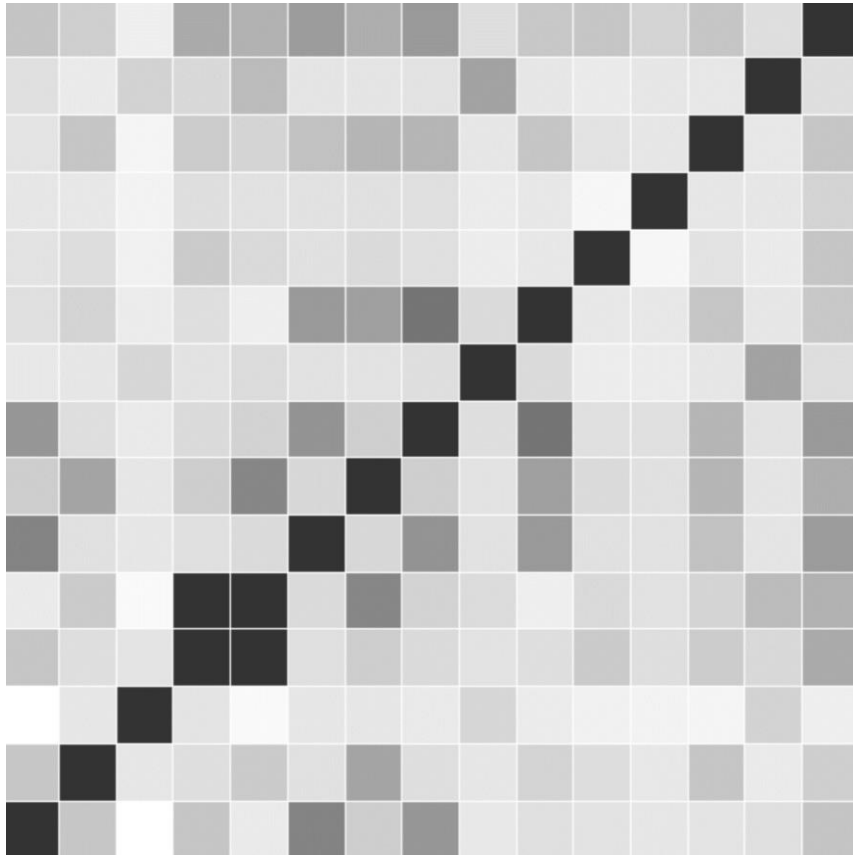
**Gender**



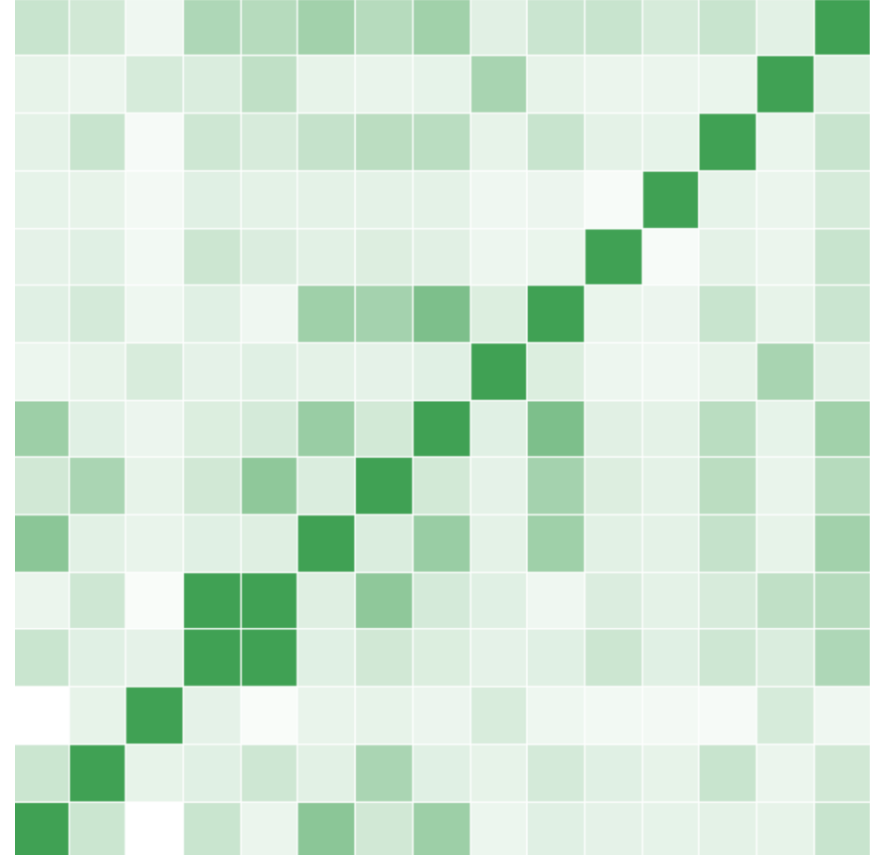
**Original data**

**Synthetic data**

# Correlations



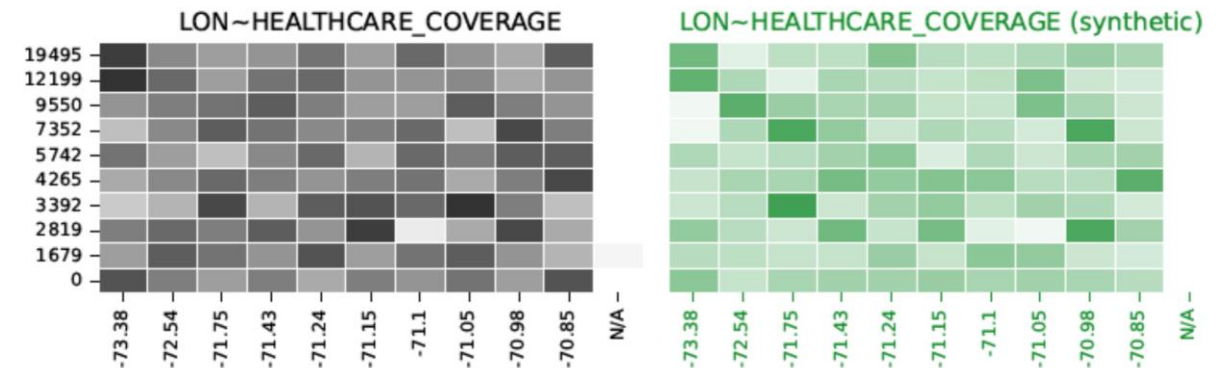
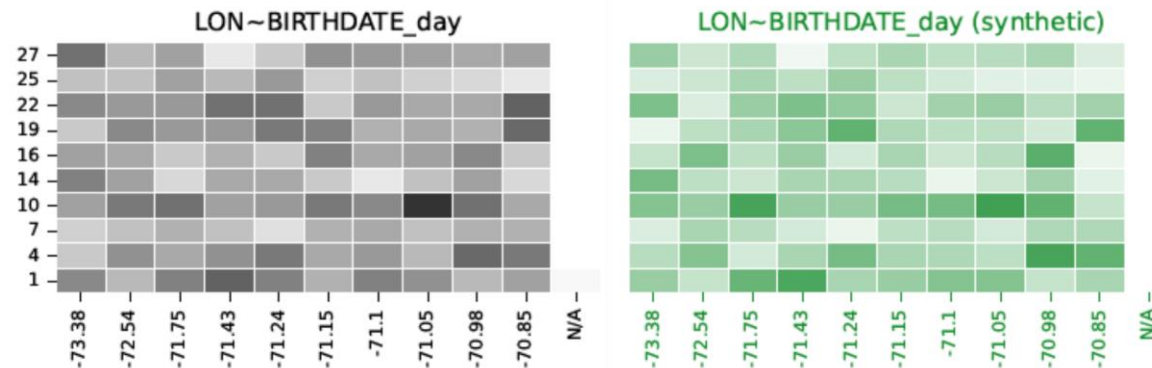
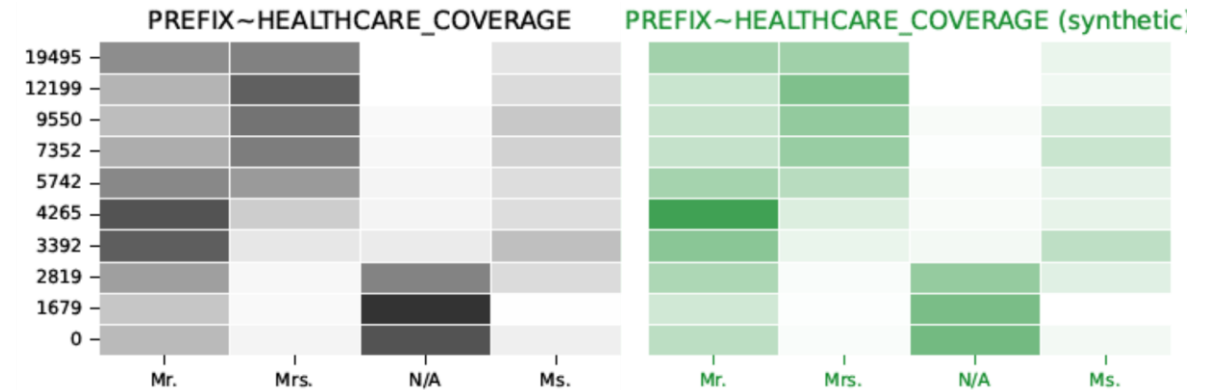
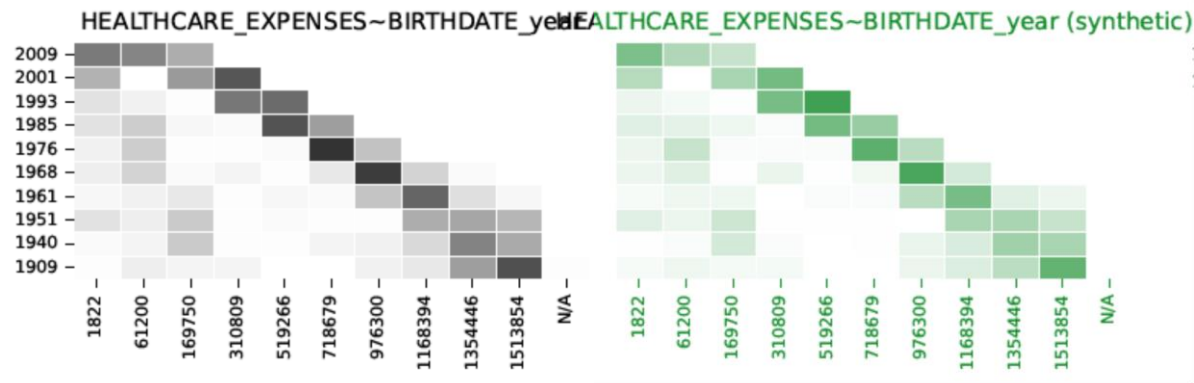
Original data



Synthetic data



# BI-variates



Original data

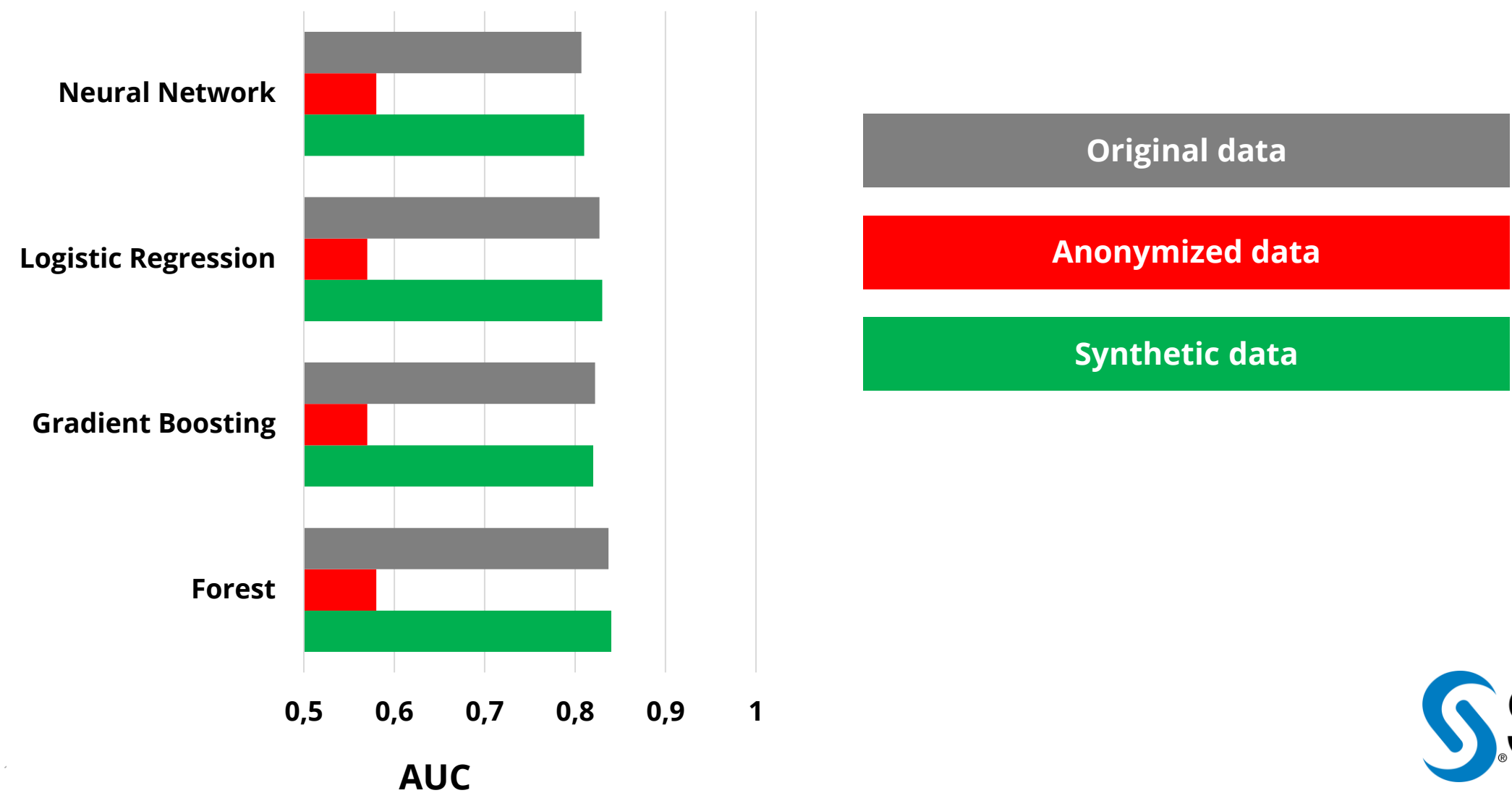
Synthetic data

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

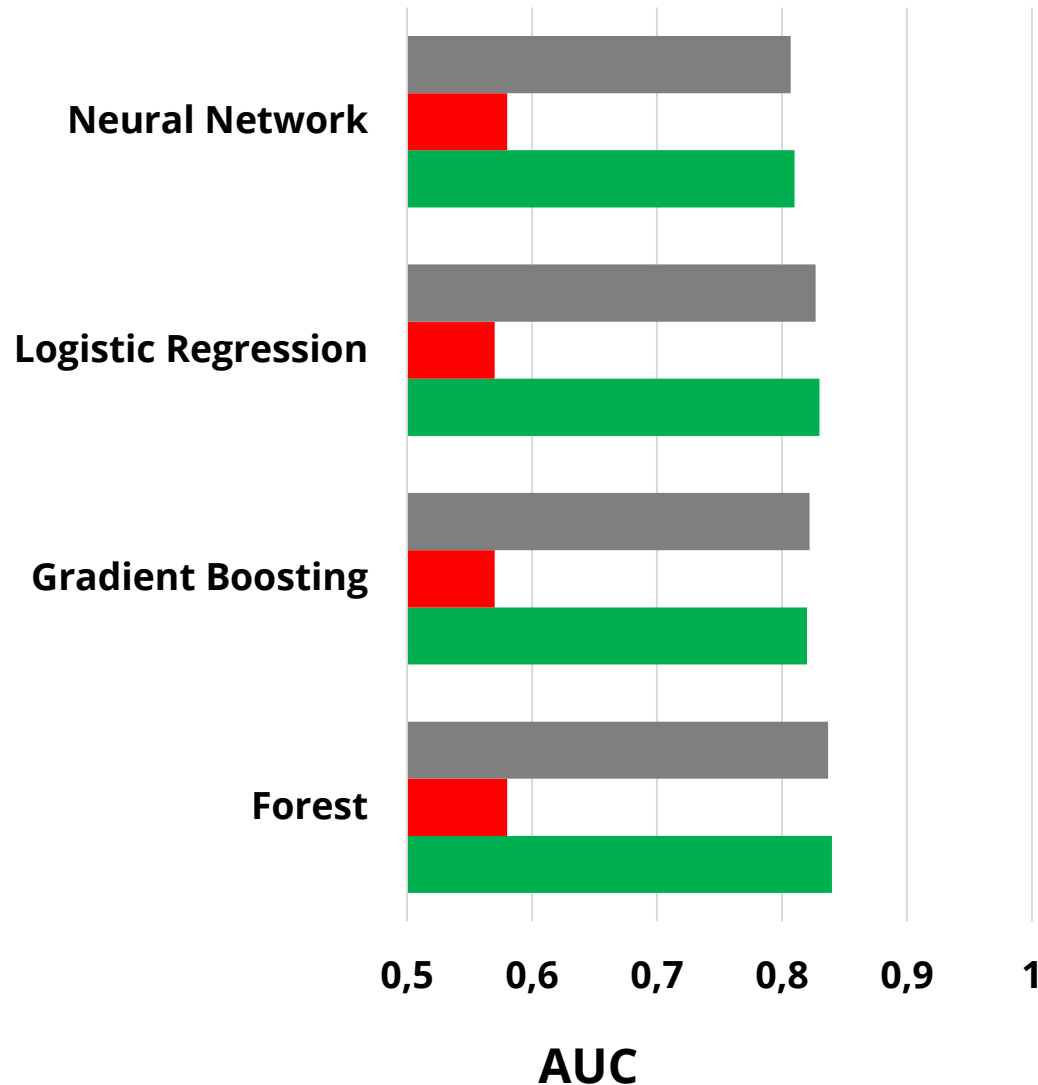


The **data experts**  
from **SAS**  
**approved** our AI  
generated  
synthetic data.

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



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



- **Synthetic data** is as-good-as the original data
- **Anonymized data** shows the worst performance
- Easy, fast, and scalable

# Cooperation with leading organizations

## Recognitions



**PHILIPS**

**Innovation Award**



## Client references





# Product overview

*This product section provides an overview of Syntho's solutions and services. This section includes the features and benefits of the Syntho Engine platform, as well as some initial technical insights related to deployment and integration.*

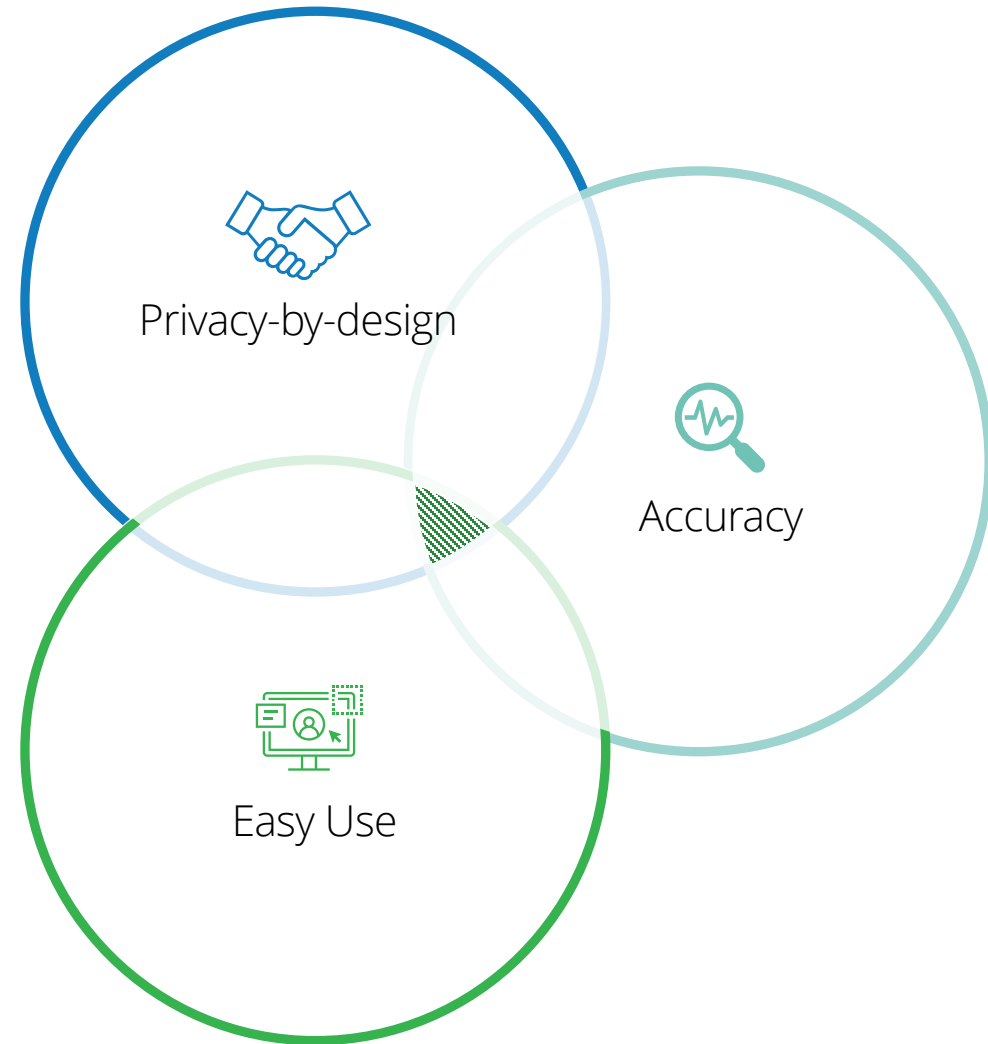
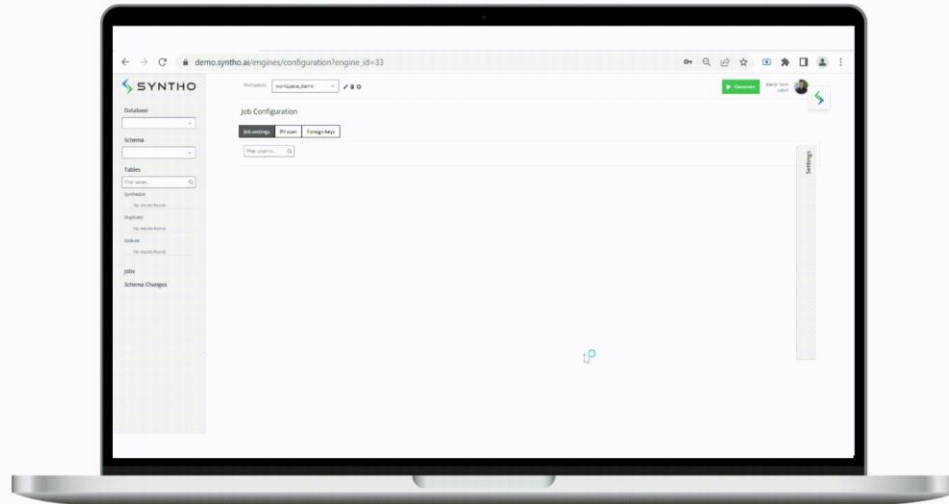
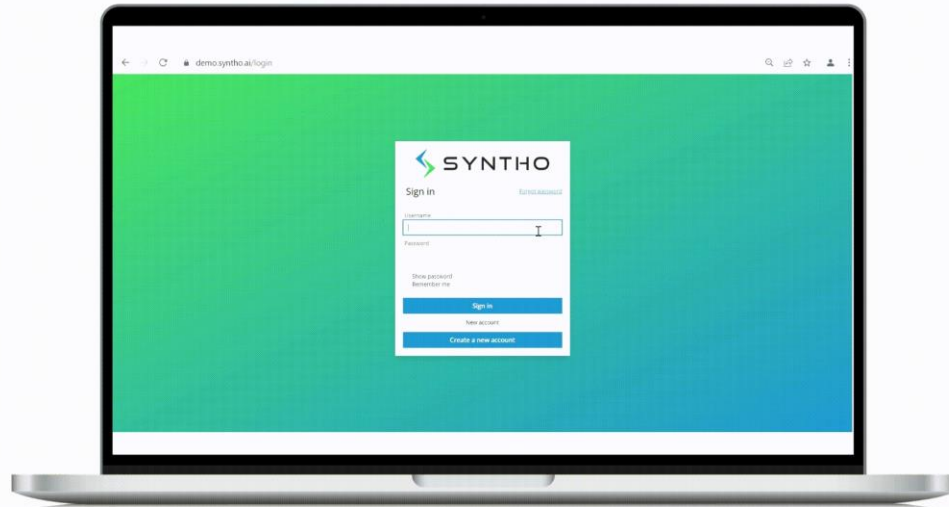


# SYNTHO ENGINE 2.0

*REVOLUTIONIZING AI GENERATED SYNTHETIC DATA*



# 3 pillars of our Syntho Engine





# Syntho Engine 2.0: Key differentiators

## Easy to use

AI-Generated Synthetic data in just 3 steps with our user-friendly self-service platform

## Fastest

Fastest synthetic data generation (benchmarked against open source and commercial)

## Massive data

Support for all leading databases with minimal computing resources

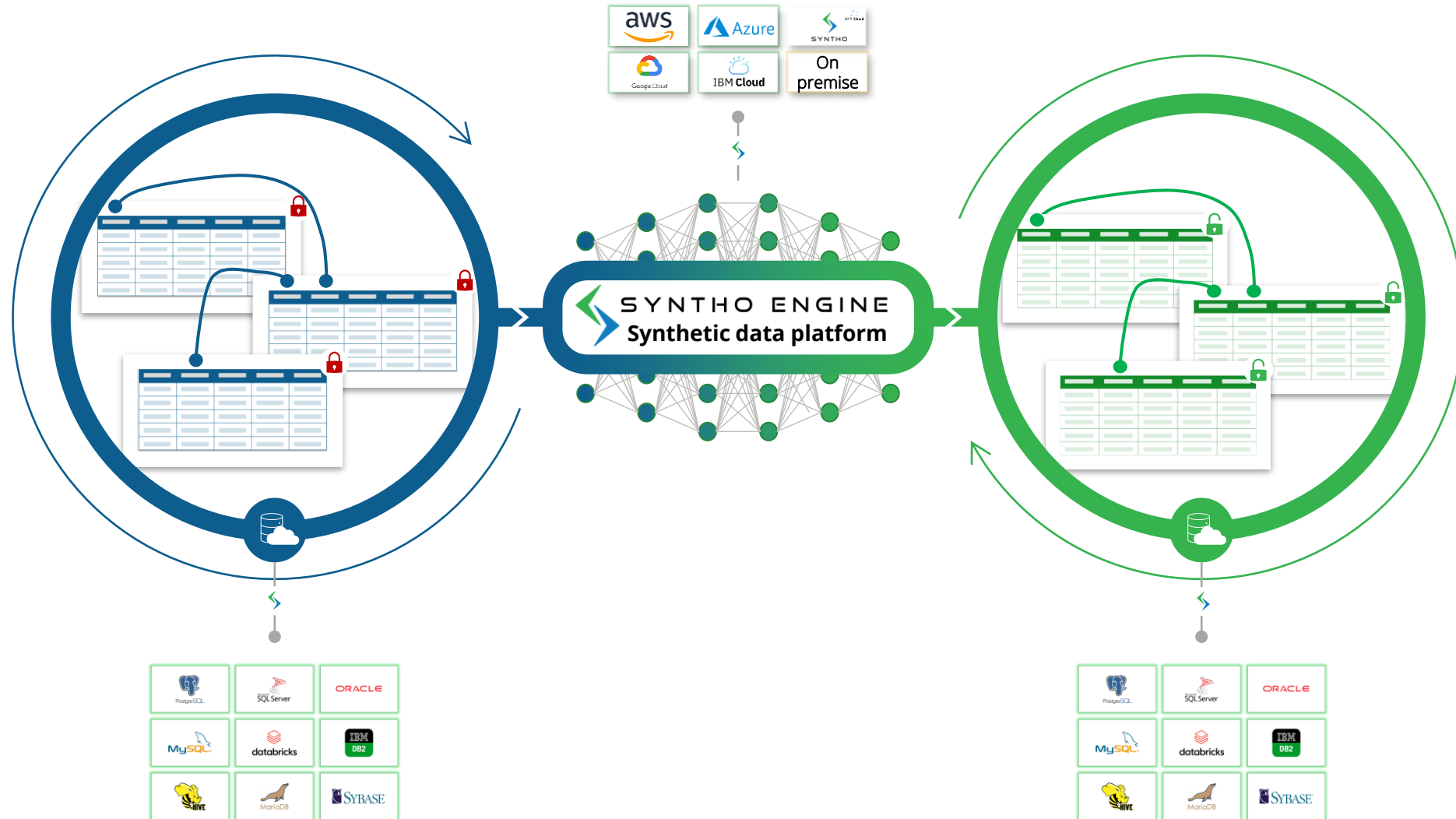
## Time series

Enhanced support for time series data / longitudinal data

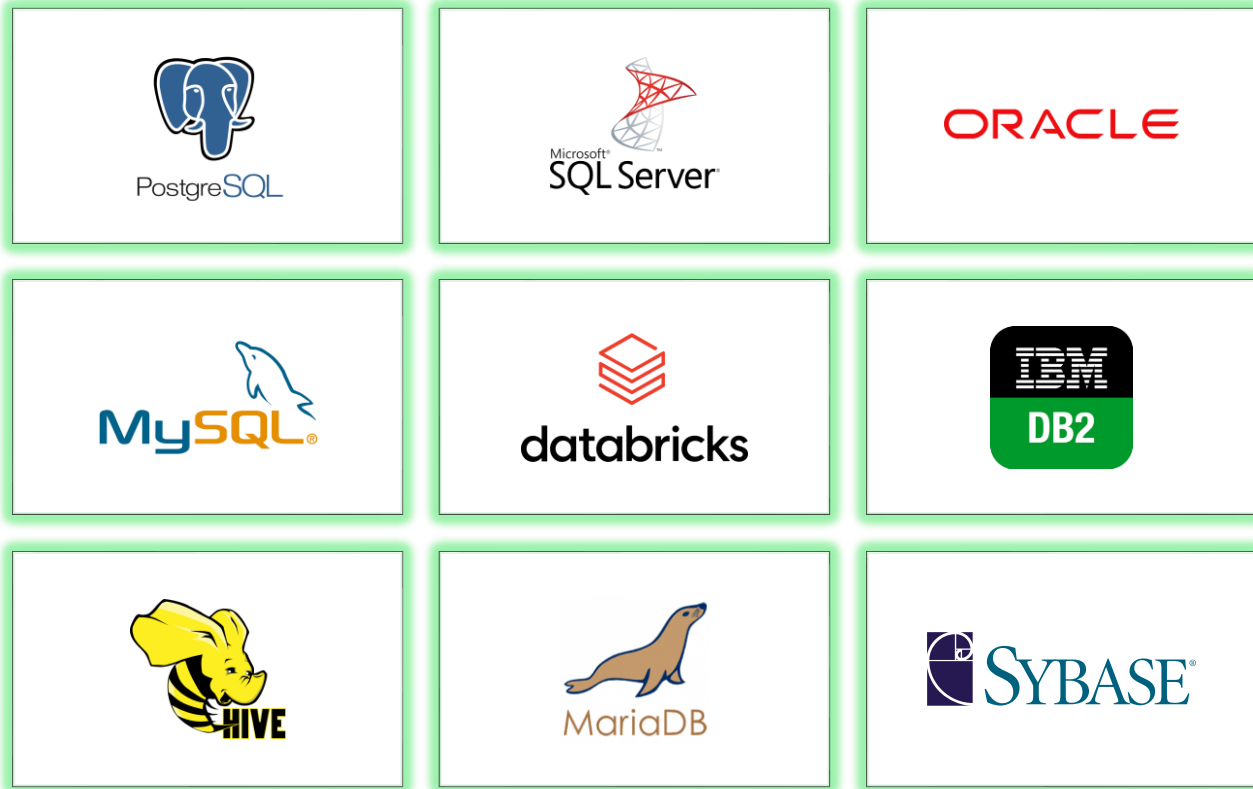
## Extended features

Extended features, such as: PII scanner and mockers, PII scanner in open texts, Advanced mockers, New connectors, Subsetting, Workspace sharing

# An end-to-end integrated platform



# Integrated with every leading database\*



\* Let us know if you miss a database connector and we will build it for you!



# Use cases

*This use case section highlights Syntho's current clients and their success stories. This section showcases the real-world applications of Syntho's solutions through client testimonials and use cases with reference articles.*

# Use case 1: AI-generated synthetic data as test data

Testing and development with representative test data are essential to delivering state-of-the-art software solutions.

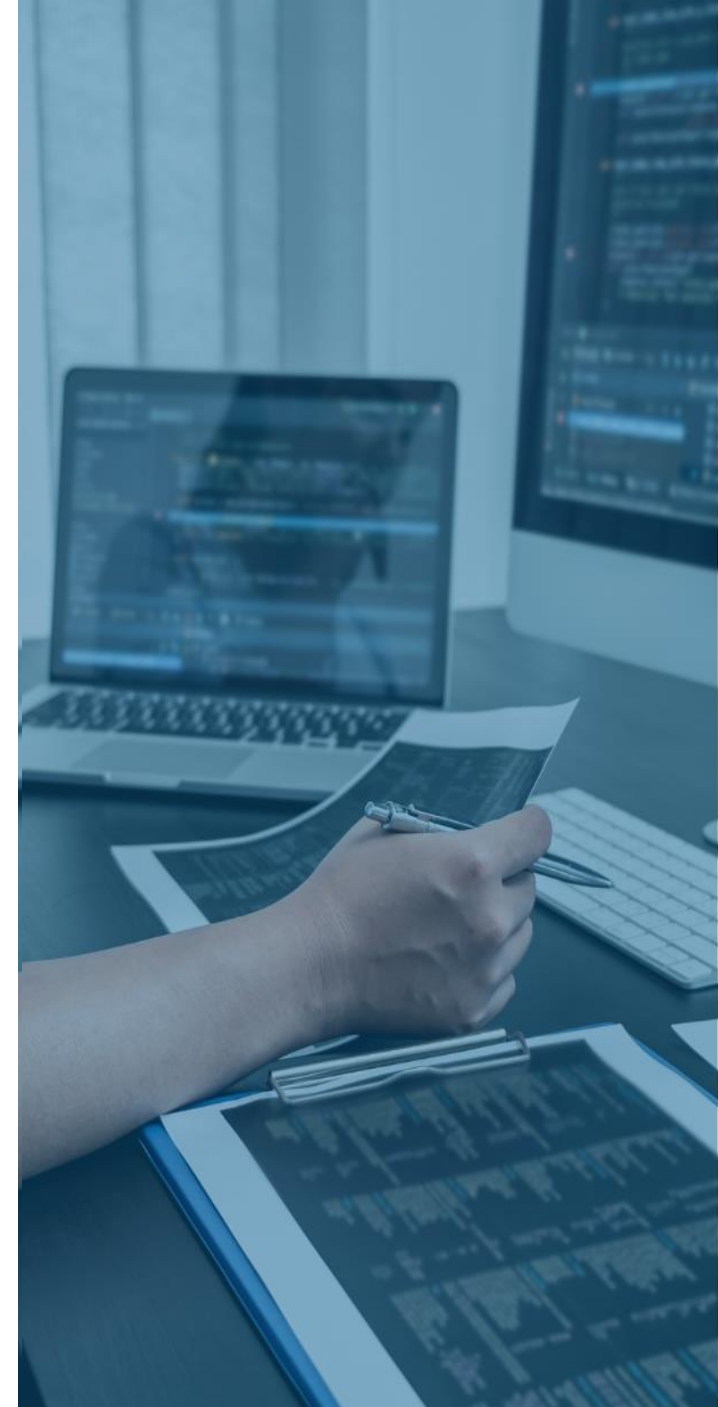
## Challenge

Using personal data or original production data as test data is not allowed and alternative methods are outdated and introduce “legacy-by-design”, because they do not reflect production data, are time-consuming, and require manual work.

## Our solution

Deliver and release state-of-the-art software solutions faster and with higher quality with AI-generated synthetic test data.

- Production-like data
- Privacy by design
- Easy, fast, and agile



## Use case 2: Synthetic data for data analytics

Data-driven solutions are only as good as the data that they can utilize. This is challenging to get access to private data due to strict data/privacy regulations.

### Challenge

Classic anonymization is not a solution as it is still a privacy risk, it destroys the data, getting access, and anonymizing it is time-consuming.

### Our solution

By utilizing the power of AI Syntho creates the data twin of the original data

- Unlock (sensitive) data
- As-good-as-real data
- Easy, fast, and scalable



## Use case 3: Synthetic data for product demos

Product demos play a crucial role in showcasing the capabilities and value of a product to potential customers. Accessing or utilizing real customer data for products.

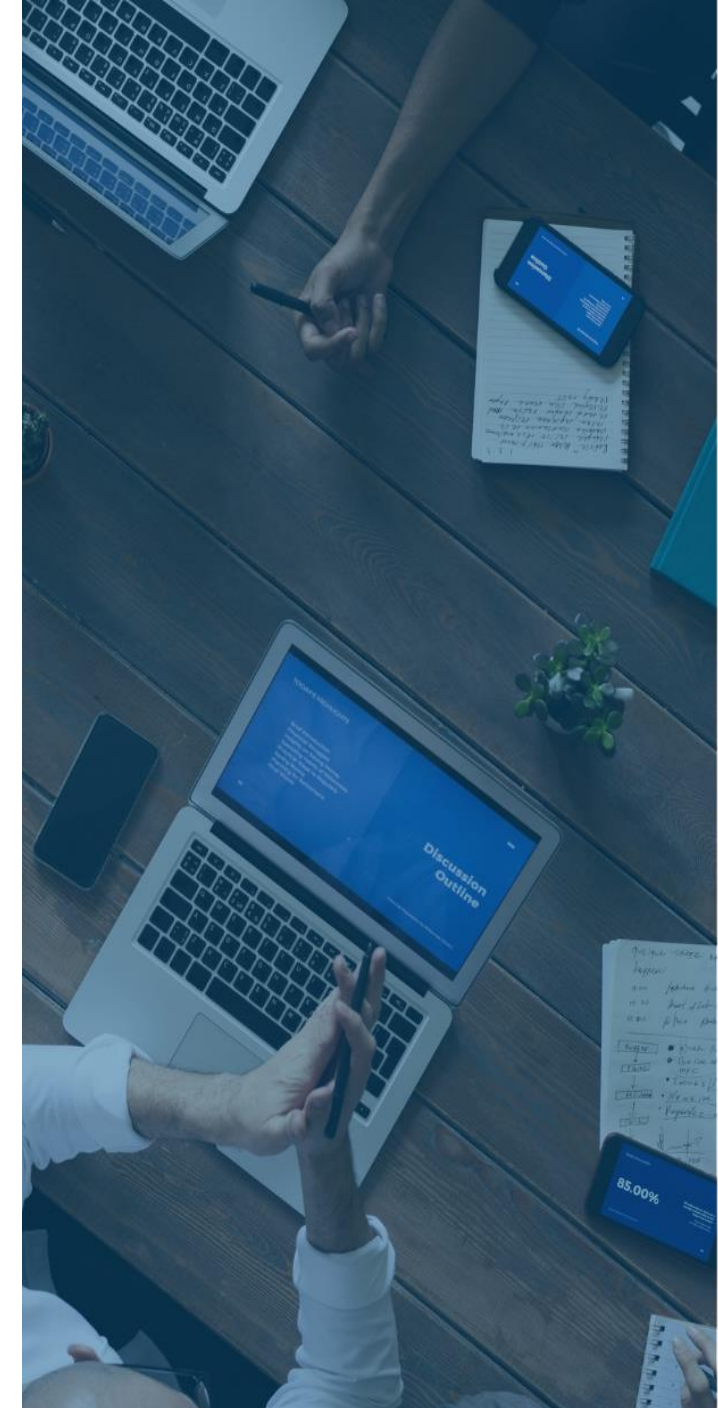
### Challenge

The challenge in product demos lies in the need to showcase realistic scenarios and data without compromising customer privacy or security. Utilizing real customer data for demos may require sensitive information such as personally identifiable data, transaction details, or proprietary datasets.

### Our solution

Synthetic data solution that addresses the challenge of using real customer data for product demos.

- Errorless, high-quality demo data
- Tailor your product demo
- Easy, fast, and agile







# Case study

*This use case section highlights Syntho's current clients and their success stories. This section showcases the real-world applications of Syntho's solutions through client testimonials and use cases with reference articles.*





# Synthetic healthcare data with Cedars Sinai Medical Center

## The situation

The leading US hospital Cedars Sinai aims to conduct research and analysis without compromising sensitive information (Leading hospital (#1 California, 2#Nation)).

## The solution

Cedars-Sinai has announced the implementation of synthetic data in its research and clinical data science initiatives. The move marks a significant shift in the way healthcare organizations can securely and ethically conduct research and analysis without compromising sensitive information.

## The benefits

With the implementation of synthetic data, Cedars-Sinai is better positioned to unlock new insights and discoveries in the field of healthcare data. Cedars-Sinai can create synthetic data that can be used to conduct research, build Artificial Intelligence models, and test algorithms without the risk of exposing sensitive information. For example, to train and test machine learning algorithms to identify disease patterns or predict patient outcomes without using real patient data.

### Organization:

Cedars Sinai Medical Center

### Location:

The United States

### Industry:

Healthcare

### Size:

12000+ employees

### Target data:

Patient data, data from the electronic health record system

On request

# Synthetic patient EHR data for advanced analytics with Erasmus MC

## The situation

Healthcare data is the most privacy-sensitive data and is therefore locked. This privacy-sensitive data: is time-consuming to access, requires extensive paperwork, and cannot simply be used. This is challenging as data-driven insights could improve patient care and efficiency with the potential to save lives.

## The solution

The Research Suite and datahub from the Erasmus MC are responsible for data distribution. Now they offer the opportunity to request synthetic data as an alternative to real-world data.

## The benefits

- Analytics with synthetic data
- Faster access to data
- Enlarge data for testing purposes

## Organization:

Erasmus Medical Centre

## Location:

The Netherlands

## Industry:

Healthcare

## Size:

16000+ employees

## Target data:

Patient data, data from the electronic health record system

[Read more](#)

# Synthetic statistical data for data exchange with CBS

## The situation

The CBS (Dutch Central Bureau of Statistics) is the statistical agency in the Netherlands, responsible for collecting, analyzing, and distributing a wide range of data. This results in actionable insights into societal trends, economic developments, demographics and more. Privacy is key, as it serves as role-model in the way it utilizes data.

## The solution

Synthetic data holds significant potential for the Dutch Central Bureau of Statistics (CBS). With a growing demand for data, synthetic data offers a solution for improved data sharing and collaboration with the scientific community and private sector. Moreover, synthetic data serves as a vital tool for testing IT systems, refining algorithms, and simulating real-life scenarios, enhancing data-driven decision-making while preserving individual privacy.

## The results

- Improve and facilitate data sharing
- Promotes CBS's role as a data partner and hub
- Facilitate the utilization of data smarter

### Organization:

Centraal Bureau voor de Statistiek (CBS)

### Location:

The Netherlands

### Industry:

Public sector

### Size:

2000+ employees

### Target data:

Data related to the Dutch population

[Read more](#)

# Synthetic data for scientific research with Erasmus University Rotterdam

## The situation

The Erasmus University of Rotterdam is a leading Dutch university known for its academic excellence and research across various disciplines. The university places a crucial emphasis on data, integrating data analysis and research methodologies into its programs and the execution of academic research, including the publication of papers. However, the evolving landscape of data utilization raises important privacy implications, prompting the university to navigate the balance between utilizing the full data potential and safeguarding individual privacy rights.

## The solution

As part of the research integrity solutions of the EUR, the Syntho Engine is positioned as a data management tool & service for synthetic data generation. All EUR researchers have access and are encouraged to use the platform as much as possible.

## The benefits

- Improved data & privacy to enhance research integrity
- Access to more and extended datasets
- Enhanced reproducibility of research by making it easier to access synthetic data
- More data to test and validate the hypothesis

### Organization:

Erasmus University  
Rotterdam (EUR)

### Location:

The Netherlands

### Industry:

Education and research

### Size:

12000+ employees

### Target data:

Academic research data

[Read more](#)

# Synthetic test data for online banking products for a leading Dutch bank



**Under NDA**

## The situation

One of the largest retail banks in the Netherlands constantly developing and testing new online products and services. It is crucial for staying competitive and providing a seamless customer experience. However, using real customer data for testing purposes can be risky, time-consuming, and costly, especially given the growing concerns around data privacy and security.

## The solution

To overcome these challenges, our customer has adopted using AI-generated synthetic data for testing purposes and provides access to the Syntho Engine to each “agile Scrum Team” in the tribe.

## The benefits

- Release faster and shorten the time-to-market
- Reduce bugs in pre-production tests and reduce bugs in production
- Cost saving of test data maintenance
- Enhanced data privacy and security
- Flexibility and scalability

### **Organization:**

Top 3 banks in the Netherlands

### **Location:**

The Netherlands

### **Industry:**

Banking

### **Size:**

40000+ employees

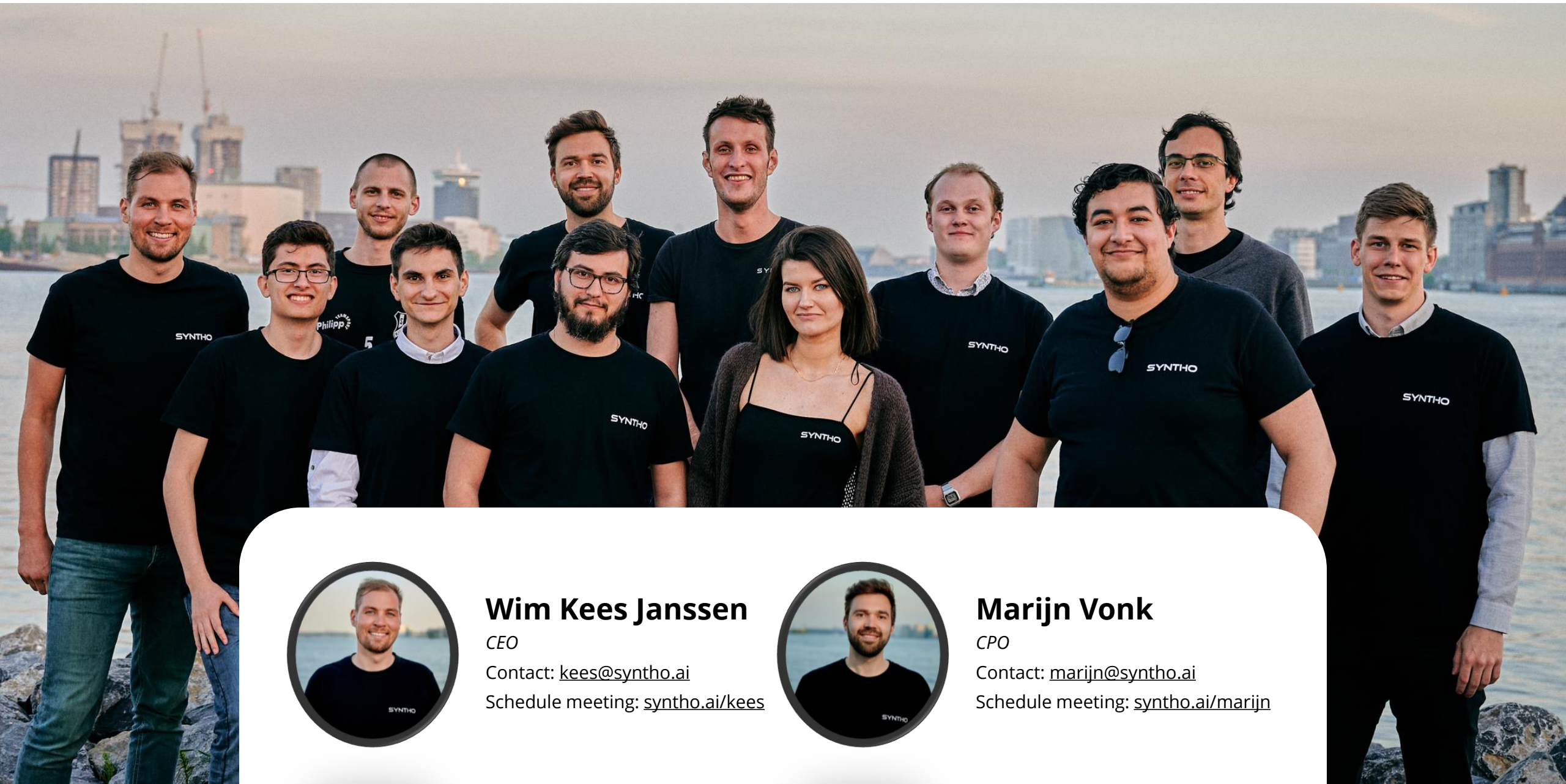
### **Target data:**

Financial transactions

On Request



# Synthetic data — Real people!



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