

What is Synapse?

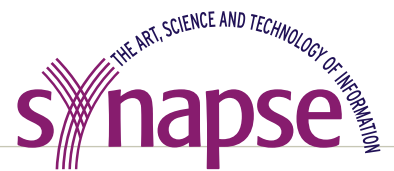
Synapse is a pioneering 'Information Agency' which partners with clients to solve their business challenges through the intelligent use of information initiatives.

“What does Synapse do?”

The value proposition of Synapse is straightforward—we help leverage the power of information in the client’s business. We act not only as advisors, but also as execution partners by evaluating how information can influence a business; by developing communication tools, deploying communication-enabling technologies; and by transferring knowledge that helps a company’s employees adopt and sustain superior information practices.

Of course, it’s been long-recognized that information is a powerful instrument for the success of any business. However, organizations historically thought of ‘Information’ only in the context of mass media communication, which meant just planning for Advertising or Public Relations. They often ignored how inferior information damaged them in terms of a sales presentation that failed to impress a client, product literature that was incomprehensible to customers, an expensive intranet that employees didn’t visit, a partner newsletter that no one bothered with, or a recruitment advertisement that candidates did not respond to...

But just as companies discovered in the past decade that technology can increase the efficiency and productivity of almost every department, they are now discovering that Information has similar powers to resolve business challenges. Synapse explores the universe where information influences businesses—what we call the Information Ecosystem—and applies intelligent information initiatives to yield rich returns.



“The concept sounds innovative. But has it been practical for business?”

Synapse has worked with dozens of private companies, public institutions and governments to help them overcome business challenges using the power of information.

Globally-recognized clients include Hewlett Packard, Johnson & Johnson, UNESCO, Pentair Water, Digital Think, Johns Hopkins University and GE Capital. Eminent clients in India include Godfrey Phillips, STAR TV, Reserve Bank of India, Indian Express, TransWorks, Garware, National Institute of Oceanography, the Government of Punjab and BSNL.

The reason why these premier organizations work with our unique firm is because they get practical business results they had not imagined and those that few others could possibly deliver.



Monte Carlo, the Synapse base at Dona Paula, Goa.

“Are there any measurable success stories?”

There are more than a hundred case studies of how we've used Information to solve business challenges. An equities company discovered that after Synapse re-designed their approach to franchisee acquisition, the number of franchisees doubled in six months. A global technology company found that advertising designed by Synapse drove a massive increase in the measured response rate, despite using an advertisement one-third of their usual size. A media company realized that when Synapse conceptualized an event, branded it and designed its communication; they secured more revenue than all similar events in the market combined. A publishing company found that a recruitment process managed by Synapse allowed them to objectively rate 3,600 applicants, evaluate and shortlist them and appoint 13, all of this in a period of 30 days from start to finish, with the company's own executives being involved only for three days.



“Does Synapse specialize in any specific Industry?”

Our Top 10 clients represent eight different industries! These include Equities, Information Technology, Media, Marketing Services, Water Management, Medical Devices and Software.

In the past year, Synapse has successfully completed projects for organizations as diverse as a television company, an oceanographic research institute, an online corporate barter exchange, a US law-firm, an industrial fibre manufacturer, an outsourcing call-centre company and a state government.

Information is a universal problem but can be a universal solution too. Therefore, Synapse provides solutions for any organization in any line of business. Of course, there are certain sectors whose 'value-chain' is almost entirely composed of information functions. Therefore such industries, including Publishing & Media, Financial Services, Technology, Education are highly represented in our client list.

- 1 We work with clients to *evaluate and plan* where information can influence their business
- 2 We *design and develop* communication tools and *deploy* communication-enabling technologies that can cut costs, increase efficiencies, increase revenues, boost productivity and meet the branding and communication goals of a business
- 3 We *train* employees to adopt and sustain superior information initiatives

“So what does Synapse have that other agencies don't?”

Synapse Solves, not just Advises! Synapse invests time to understand the client's specific business problem, examines how information can solve it and most importantly, unlike consultants who only give opinions, recommendations and advice, Synapse also takes responsibility for developing and implementing the solution. The challenge could be positioning the company in the market, equipping a team with marketing tools, changing perceptions of customers...whatever. Most business hurdles can be successfully overcome through the planning, creation or deployment of superior information practices. And Synapse does this through its specialists in strategic communication, design, content and technology.

"How would working with Synapse benefit me as a professional?"

Working for an advertising agency would mean that you cannot work on web-based projects, being a part of a public relations agency would mean that you do not learn anything about the retail industry, and working for a software company would mean that there is little scope for you to learn about Usability Engineering principles or study consumer behavior. But people in Synapse represent the entire spectrum of skills required to perfect the Information Ecosystem of a business. And there are other significant differences too. We treat information as a science and invest considerable time and attention to it. Our research-based white papers are a testimony to this. We also have a competence across media (print, web, multimedia, video) and are not restricted to any one platform. Many of the things we do are established practices in business, but many others are pioneering initiatives in emerging disciplines. Therefore some of the work we do for a client in one case may look like what an advertising agency could have done and in another case there could be deliverables that a software development organization could have done.

Contact Synapse at: Monte Carlo, Plot E-4,
La Citadel Complex, Dona Paula, Panjim, Goa - 403 004, INDIA.
Phone: (0832) 245 3351, 245 3659 Fax: (0832) 245 3328