# **Synoptix Universal Knowledge Unifies Enterprise Data and Real-Time Web (Internet) Data**

# Summarize

**Why Decision-Makers Choose Universal Knowledge**

**Unified Intelligence**

Combine internal data with trusted real-time web insights—seamlessly within Synoptix. Make decisions based on complete, contextualised information.

**Support High-Stakes Decisions**

Benchmark performance, assess market positioning, and validate strategic plans with current and relevant data—all in one place.

**Control What You See**

Toggle between internal, external, or blended knowledge modes to suit the sensitivity and scope of each query.

**Accelerate Execution**

Equip teams to act faster with grounded, policy-aligned answers that incorporate the latest market intelligence.

**Trusted. Secure. Scalable.**

Universal Knowledge is built natively into Synoptix—ensuring data security, compliance, and enterprise-grade performance at scale.

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*Universal Knowledge is now active in Synoptix AI.*

A native capability—not an add-on—giving agents secure, instant access to your enterprise knowledge.

It’s a major step forward in how your teams find and use information.

Until now, [enterprise AI](https://synoptix.ai/) systems largely worked within the boundaries of internal knowledge—documents, emails, policies, and structured files. But in today’s environment, that’s no longer enough. Information changes over time. Teams need answers that reflect both what’s inside the organisation and what’s happening in the world around them.

[Universal Knowledge](https://synoptix.ai/platform/synoptix-ai-search#universal-knowledge) brings the real-time web into the mix, combining your internal data with up-to-date information from trusted online sources. It means smarter answers, clearer context, and decisions made with a full picture—not just half of it.

You’ll see this working right inside Synoptix Search, Agents, and Workflows. Whether you’re checking compliance policy, reviewing customer feedback, or planning a product launch—your AI assistant can now connect the dots between what’s happening inside your company and what’s happening out there in the world.

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## **Combining Company Knowledge with Real-Time Global Data**

Getting started with Universal Knowledge in Synoptix is simple.

A simple click on the [Synoptix Search](https://synoptix.ai/platform/synoptix-ai-search) interface lets you choose between Universal Knowledge and World Knowledge modes—so you can tailor responses based on your data needs.

* **Company Knowledge** mode delivers answers exclusively from your internal sources—documents, emails, SOPs, and approved company systems.
* **Global Knowledge** mode pulls in real-time information from trusted external web sources to provide broader, up-to-date context.

This switch allows you to view answers from different knowledge domains—without starting a new session or losing your original thread.

By default, Synoptix intelligently determines whether internal data, external data, or a blend of both is most appropriate based on the query. If more control is needed, users can manually select which source to prioritise for any given prompt.

Whether you’re researching, validating, or troubleshooting—Universal Knowledge ensures that the right information is just one click away.

Synoptix makes it effortless to combine internal and external knowledge into your everyday workflows.

**See How You Measure Up—In Real Time**

Preparing for a board review or campaign strategy session. You need to understand how your team’s performance compares to the rest of the industry. Instead of gathering reports from multiple tools, scouring market databases, or asking benchmarks, Synoptix lets you ask one question—and get real-time, contextualised answers.

Universal Knowledge pulls from both your internal systems and trusted external sources to show how you’re tracking against industry standards. Whether it's support response times, marketing ROI, or customer churn rates, you get a clear, side-by-side view—instantly.

You can also see how others in your space have approached similar challenges. From historical competitor activity to emerging market trends, Synoptix connects the dots so you don’t have to.

It’s not just about having data. It’s about knowing where you stand—and where to go next.

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## **Merging All Your Knowledge—Internal and External—Into One Platform**

As many teams know all too well, data on their own—especially from scattered external sources—isn’t enough. Without context, it’s difficult to understand, validate, or use in a meaningful way.

Synoptix Universal Knowledge changes by bringing together internal company data and real-time web insights into a single, intelligent system. It allows users across the business to instantly discover and apply the most relevant information—accurate, timely, and contextualised—within the flow of work.

Whether it’s powering agents, answering complex queries, or guiding strategic decisions, Universal Knowledge helps Synoptix deliver one of the most complete and adaptable [enterprise AI platforms](https://synoptix.ai/) on the market.

Want to see how it works in action?

[Contact us](https://synoptix.ai/contact-us) for a Synoptix demo today and learn how Universal Knowledge can help your organisation move faster, work smarter, and stay ahead with every decision.

*Universal Knowledge is now available across Synoptix Search, Agents, and Workflows for all enterprise users.*