# **Synoptix AI for Data Insights: Turning files, apps, and databases into actionable insights**

# Summarize

### **Empower Your Teams with Instant Data Intelligence**

**Break Down Data Silos**

Give every team secure, real-time access to structured and unstructured data—across platforms like Salesforce, Jira, and Databricks.

**Drive Smarter, Faster Decisions**

Eliminate wait times for reports. Enable natural language queries that surface live insights on demand—no SQL required.

**Unify Analysis Across Tools**

View CRM performance, project status, and customer engagement from one AI-powered interface—without switching systems.

**Increase Adoption, Reduce Complexity**

Make enterprise data truly accessible—so everyone from sales to product to marketing can act with clarity and speed.

**Enterprise-Ready. Effortlessly Scalable.**

Built on secure architecture and intelligent routing, Synoptix delivers actionable insights at production scale.

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The way we work with data has come a long way. Not long ago, getting answers meant knowing exactly where your data was stored and how to write the right SQL queries to access it. If you didn’t have that technical know-how, you would be stuck waiting for someone who did.

Over time, dashboards and reporting tools made things a bit easier. But for many teams, there are still not enough. Static views, rigid filters, and complex interfaces often make it hard to go beyond surface-level reporting. And when questions evolve—as they always do—most people hit a wall.

That’s where Synoptix makes the difference.

With AI agents built on powerful language models, Synoptix lets anyone—regardless of technical background—ask real questions in plain English and get immediate, relevant answers. It’s not just a search. It’s analysis, exploration, and iteration—all in one place.

[Synoptix Search](https://synoptix.ai/platform/synoptix-ai-search) doesn’t just look at isolated data points. It understands the context across documents, databases, systems, and emails—making it possible to connect the dots and uncover insights that drive decisions.

It’s enterprise-grade intelligence that feels effortless. Because understanding your data shouldn’t require a degree in data science.

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We’re excited to share what’s next in making enterprise data truly accessible: *real-time structured data querying is now live on* [*Synoptix AI*](https://synoptix.ai/)*.*

Starting with popular platforms like Salesforce, Jira, and Databricks, this update makes it easier than ever to ask questions and analyse live data—without needing to toggle between systems or wait on reports.

What makes this a difference? Synoptix doesn’t just stop structured data. It connects insights from your SaaS tools and data warehouses with your unstructured content—emails, documents, PDFs, and more—so you can see the full picture, not just fragments.

Backed by an [enterprise AI platform](https://synoptix.ai/), this new capability lets you move faster, ask smarter questions, and get answers that combine context from across your entire knowledge base.

## **Opening Up Data-Driven Success Across the Enterprise**

Enterprise organisations invest heavily in building data-driven cultures—hiring analytical talent, embedding metrics into decision-making, and scaling tools to measure what matters. But even with the right intentions, one barrier remains: timely access to the right data.

When answers live across disconnected systems, reports take time to generate, and analysis requires technical expertise, momentum stalls. And yet, real-time, accurate insights are essential—for deciding where to invest, building customer-first products, and improving supply chains.

At the individual level, sales managers want instant visibility into pipeline performance. Marketers need to iterate on campaign results without delay. Analysts are constantly under pressure to extract insights from growing, complex datasets.

That’s why Synoptix brings the power of AI-driven, conversational querying directly to the people who need it—no SQL, no waiting. With natural language search across structured and unstructured data, teams can access insights on demand, ask follow-up questions, and act with clarity.

*This is how data becomes truly democratic: when every employee, in every function, can make better decisions—faster.*

## **See Your Data in a New Light**

Unstructured data—like documents, messages, and meeting notes—can often be indexed and retrieved with ease. But structured data tells a different story. It’s constantly changing sales pipelines shift, support tickets get resolved, and campaign metrics update in real time.

With modern AI-driven analysis, teams can now ask real-time questions about their structured data—all from a single, unified interface. No SQL. No toggling between platforms. Just fast, accurate answers across the tools you already use.

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### **Instantly Access Live CRM Data**

Users can now query structured CRM systems (like Salesforce) in plain language. Behind the scenes, the platform supports query languages like SQL, making it easy to fetch real-time results from both standard and custom data fields—without writing a single line of code.

From one interface, teams can:

* Pull open deals and sales forecasts directly from the CRM
* Combine engagement signals from messaging tools or call platforms.
* Analyse the full customer journey and prioritise the leads most likely to convert.

### **Stay on Top of Projects with Real-Time Updates**

Project management platforms (like Jira) are now searchable in natural language. Using query languages such as JQL in the background, teams can track task statuses, sprint performance, and blockers—without switching tabs or dashboards.

For example, a product manager can:

* Search across feedback channels for customer feature requests.
* Prioritise them based on volume or urgency.
* Check current development progress through real-time project queries.
* Align customer needs with engineering efforts in one view.

### **Bring Data Warehouse Insights to Everyone**

Users can also ask questions directly against data platforms (like Databricks), combining structured queries with natural language processing to surface trends, metrics, and summaries. Whether it’s usage analytics, adoption tracking, or trend forecasting—insights are now just a question away.

Teams can:

* Query key performance indicators without writing SQL.
* Build quick summaries and charts based on live usage data.
* Understand what’s working (and what’s not) post-launch.

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## **Drive Smarter Decisions with Real-Time Data Insights**

Synoptix now brings [structured data insights](https://synoptix.ai/platform/synoptix-ai-search#data-insights) into the same seamless experience teams already rely on for unstructured search and insights. By enabling real-time, natural language queries across platforms like Salesforce, Jira, and Databricks, Synoptix removes the silos and bottlenecks that slow teams down.

With one secure interface, both technical and non-technical users can now access live data—track sales opportunities, monitor product development, and surface campaign analytics—without switching tools or writing code.

This is a significant step toward a more intelligent, connected enterprise—where insights aren’t just available but accessible.

We’re excited to see how organisations use these capabilities to move faster, work smarter, and stay ahead.

To start querying structured data across Salesforce, Jira, and Databricks, simply log into your Synoptix workspace.

At Synoptix, we’re committed to building an AI platform that grows with your business.

Want to see how structured data fits into a more unified, intelligent workflow?

[*Request a demo today.*](https://synoptix.ai/contact-us)