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Engineering Support RFP Response for Aetion Inc

April 16, 2024

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**COVER LETTER**

Dear [Aetion Inc.],  
  
Thank you for inviting Synoptek to submit a proposal in response to your request for "Maximizing Efficiency" of your engineering capacity and building a strategic partnership. We appreciate the vision and thought that went into the strategy outlined in your Request for Proposal. We believe that with the right partner, Aetion can realize material results. However, there will be challenges, and it will require a thoughtful partnership that first and foremost focuses on building out an integrated team with a "we" focus versus a "they" focus.  
  
As the founder and CEO of Synoptek and a former principal software engineer, I have a deep appreciation for what it takes to build great engineering and development teams. We believe Synoptek is that strategic partner you are seeking. Synoptek brings the following key differentiators:  
  
1. Healthcare Industry Experience - Deep healthcare and life-sciences industry experience resulting from over 70 Healthcare and Life Sciences industry customers.  
2. Global Engineering Center of Excellence - Unique approach to building out global engineering and development teams (Geographically Distributed Engineering Center of Excellence) born out of 30 years of experience.  
3. High Caliber Teams - Relentless approach to building high-caliber productive teams. Our sophisticated talent management processes instill a sense of purpose and enable continuous development and team building, leading to high-performing teams that accelerate your results.  
4. Unique Business Model - Transparent cost model that aligns Aetion's interests and Synoptek's interests to ensure mutual success. This ensures that both Aetion and Synoptek are highly motivated to find the best resources.  
  
Synoptek's deep industry experience stems from its extensive experience working with healthcare systems, providers, healthtech companies, third-party payers, and life-sciences companies. Synoptek identified the healthcare industry as an important industry early in its development and today has over 70 healthcare customers. Synoptek has been successfully providing engineering services, analytics services, and cloud services to this industry with demonstrated results.  
  
Synoptek developed the Engineering Center of Excellence as a foundational pod structure for building out global engineering teams that operate as an extension of our customer's engineering teams. We have three approaches for doing this that have been effective in overcoming the typical pitfalls of building out global teams.  
  
We take a people-centric approach to building High Caliber Teams. We recognize that highly productive teams, in addition to being healthy, educated, and present, must also have a purpose, clear direction, opportunity, and some degree of autonomy to be highly productive and deliver results for our customers. We do everything possible to encourage continuous wellness, growth, and individual development.  
  
Synoptek's transparent pricing model is designed to provide clarity on fee structures and align Aetion and Synoptek's interests. This unique business model provides transparency to our cost structure and enables a fair level of profitability.  
  
While the current RFP seeks a partner that can assist Aetion in building out teams that extend your current engineering and development capacity in the areas of software engineering, business intelligence, data integration, and quality assurance, Synoptek has both additional capabilities and different ways of working with our customers that may provide additional future strategic partnership opportunities or cost savings.  
  
As Aetion increasingly shifts its focus from a services company to a strategic platform/product company, it will increasingly seek to shift its customer experience to more of a digital customer experience from a high touch services experience. Synoptek's customer experience team (Macquarium – A Synoptek Company) specializes in building out great digital experiences. As your customer base expands globally, Aetion will need to build out a professional services partner ecosystem. Synoptek has a robust professional services organization and advises customers on the use and implementation of specialized technology platforms. From an operations perspective, Aetion will find it necessary to build out repeatable, scalable, and cost-effective operational processes for customer service, IT operations, DevOps, and Synoptek's Managed Services options may enable Aetion to accelerate these capabilities.  
  
Ultimately, Synoptek specifically will help Aetion realize its business objectives of scaling engineering capacity, focusing its internal teams on the most strategic work, reducing costs, and increasing productivity. We have a unique and differentiated approach and a business model that will align our interests to ensure success. And, once we achieve success, there are more opportunities in the future. We are enthusiastic about partnering with the Aetion team to achieve these results together.  
  
Sincerely,  
  
Tim Britt  
Chief Executive Officer

**EXECUTIVE SUMMARY**

Executive Summary: Outsourcing Partnership Proposal  
  
Introduction to Outsourcing Decision:  
Aetion Inc. has identified the need to enhance their engineering team's capacity, improve productivity, optimize costs, and bridge skill gaps to ensure the successful development and delivery of their products. In response to Aetion's Request for Proposal (RFP), Synoptek presents a comprehensive outsourcing partnership proposal. This executive summary outlines Synoptek's credentials, experience, services offered, benefits of partnership, future development opportunities, value proposition, cost estimates, and support provided.  
  
Partnership Proposal:  
Synoptek proposes a strategic partnership with Aetion Inc. to address their objectives effectively. By leveraging Synoptek's expertise and resources, Aetion can enhance their engineering team's capacity, improve productivity, optimize costs, and bridge skill gaps. Synoptek's proven track record in delivering successful outsourcing solutions makes us an ideal partner for Aetion's growth and development.  
  
Synoptek's Credentials and Experience:  
With over 20 years of experience in the IT industry, Synoptek has established a strong reputation for providing high-quality outsourcing services. Our team of skilled professionals has successfully delivered numerous projects, enabling our clients to achieve their business objectives. Synoptek's expertise in engineering, project management, and cost optimization positions us as a trusted partner for Aetion's outsourcing needs.  
  
Services Offered:  
Synoptek offers a comprehensive range of services tailored to meet Aetion's specific requirements. These services include:  
  
1. Engineering Team Augmentation: Synoptek will provide additional resources to strengthen Aetion's engineering team, enabling them to handle increased workloads and accelerate the delivery of critical projects.  
  
2. Productivity Optimization: Synoptek will implement strategies and processes to enhance the efficiency and effectiveness of Aetion's engineering team, improving overall productivity.  
  
3. Global Low-Cost Center Support: Synoptek will leverage its global low-cost centers to optimize engineering labor costs while ensuring continued support for Aetion's existing products and engineering teams.  
  
4. Service Quality Enhancement: Synoptek will focus on reducing response times and enhancing service quality, improving both internal team and end-user satisfaction.  
  
Benefits of Partnership:  
By partnering with Synoptek, Aetion can benefit from:  
  
1. Increased Capacity: Aetion's engineering team will have the necessary resources to handle higher workloads and ensure timely completion of critical projects.  
  
2. Improved Productivity: Synoptek's expertise in productivity optimization will enhance the efficiency and effectiveness of Aetion's engineering team, leading to improved overall productivity.  
  
3. Cost Optimization: Leveraging Synoptek's global low-cost centers will result in significant cost savings for Aetion while maintaining support for their existing products and engineering teams.  
  
4. Enhanced Service Quality: Synoptek's focus on reducing response times and improving service quality will result in higher satisfaction levels for both internal teams and end-users.  
  
Future Development Opportunities and Managed Services Capabilities:  
In addition to addressing Aetion's current objectives, Synoptek offers future development opportunities and managed services capabilities. As Aetion's strategic partner, Synoptek can provide specialized skills and resources to bridge any skill gaps that may arise during the future development of Aetion's products. This ensures a seamless and successful product development process.  
  
Value Proposition:  
Synoptek's value proposition lies in our ability to deliver high-quality outsourcing solutions that align with Aetion's objectives. By partnering with Synoptek, Aetion can achieve their goals of enhancing engineering capabilities, improving productivity, optimizing costs, and ensuring the successful development and delivery of their products.  
  
Cost Estimates and Incentives:  
Synoptek provides competitive cost estimates for the proposed outsourcing services. Our pricing model is designed to offer cost savings while maintaining service quality. Additionally, we offer incentives for long-term partnerships, ensuring mutual growth and success.  
  
Synoptek's Support:  
As Aetion's outsourcing partner, Synoptek is committed to providing comprehensive support throughout the partnership. Our dedicated team will work closely with Aetion to ensure seamless integration, effective communication, and successful project delivery.  
  
Closing and Invitation for Further Discussion:  
In conclusion, Synoptek presents a compelling outsourcing partnership proposal to address Aetion's objectives of enhancing engineering capabilities, improving productivity, optimizing costs, and bridging skill gaps. We invite Aetion to further discuss the details of our proposal and explore how our partnership can drive their success in the dynamic market landscape. Together, we can achieve excellence in product development and delivery.

**BACKGROUND**

Synoptek is a technology services company that provides a wide range of IT solutions to businesses across various industries. They specialize in offering managed IT services, cloud solutions, cybersecurity, and consulting services. With a strong focus on delivering reliable and scalable technology solutions, Synoptek has established itself as a trusted partner for organizations seeking to optimize their IT infrastructure and operations.  
  
Aetion Inc. is a healthcare technology company that leverages real-world evidence to provide insights and analytics for the pharmaceutical industry. Their platform enables pharmaceutical companies to evaluate the safety, effectiveness, and value of their products in real-world settings. Aetion's solutions help drive informed decision-making, improve patient outcomes, and accelerate the development of innovative therapies.  
  
In response to a Request for Proposal (RFP) from Aetion Inc., Synoptek is preparing a comprehensive proposal that outlines their capabilities and expertise in supporting Aetion's IT requirements. This RFP response is a crucial step in the procurement process, as it allows Synoptek to showcase their understanding of Aetion's specific needs and present a tailored solution that aligns with their business objectives.  
  
Synoptek's RFP response will likely include a detailed description of their managed IT services, highlighting their ability to provide proactive monitoring, maintenance, and support for Aetion's IT infrastructure. This may encompass network management, server administration, desktop support, and help desk services. Synoptek's expertise in cloud solutions will also be emphasized, showcasing their proficiency in designing, implementing, and managing cloud environments that meet Aetion's scalability, security, and compliance requirements.  
  
Given the sensitive nature of healthcare data, Synoptek's cybersecurity capabilities will be a critical aspect of their RFP response. They will likely outline their robust security measures, such as advanced threat detection and prevention, data encryption, access controls, and regular security audits. Synoptek's experience in the healthcare industry will be highlighted, demonstrating their understanding of the unique security challenges and regulatory compliance standards that Aetion must adhere to.  
  
Additionally, Synoptek's consulting services will be showcased in their RFP response, emphasizing their ability to provide strategic guidance and technology roadmaps to help Aetion optimize their IT investments and achieve their business objectives. This may include IT infrastructure assessments, technology vendor management, and IT project management services.  
  
Overall, Synoptek's RFP response for Aetion Inc. will present a comprehensive and tailored solution that addresses Aetion's specific IT needs. By highlighting their expertise in managed IT services, cloud solutions, cybersecurity, and consulting, Synoptek aims to position themselves as a trusted partner capable of supporting Aetion's technology requirements and driving their success in the healthcare industry.

**UNDERSTANDING OF BUSINESS OBJECTIVES**

The understanding of business objectives from the extracted text is that Aetion Inc. is seeking to achieve several key goals to enhance their engineering capabilities and ensure the successful development and delivery of their products. These objectives include:  
  
1. Enhancing the engineering team's capacity: Aetion Inc. aims to strengthen their engineering team by adding resources to handle increased workloads and accelerate the delivery of critical projects. This objective is crucial for meeting project deadlines and ensuring timely completion.  
  
2. Improving overall engineering team productivity: Aetion Inc. wants to optimize the efficiency and effectiveness of their engineering team. They seek to implement strategies and processes that will enhance productivity, enabling the team to work more efficiently and effectively.  
  
3. Optimizing engineering labor costs: Aetion Inc. aims to reduce labor costs by leveraging engineering teams located in low-cost centers. They want to support their current products and engineering teams while taking advantage of cost-effective resources.  
  
4. Enhancing internal team and end-user satisfaction: Aetion Inc. wants to improve the satisfaction levels of both their internal teams and end-users. They aim to achieve this by improving response times and service quality, ensuring that their teams and customers are satisfied with the support and services provided.  
  
5. Bridging specialized skill gaps: Aetion Inc. recognizes the importance of addressing any specialized skill gaps that may arise during the future development of their products. They aim to partner with a strategic partner, like Synoptek, who can provide the necessary expertise and resources to bridge these gaps.  
  
By understanding these business objectives, Synoptek can tailor their proposal and solutions to meet Aetion Inc.'s specific needs and help them achieve their goals.

**KEY OPPORTUNITIES AND CHALLENGES**

Key Opportunities:  
1. Strategic Partnership Goals: Synoptek can align its goals with Aetion's objective of enhancing engineering team capacity. By partnering with Synoptek, Aetion can leverage the expertise and resources of a global engineering team to handle increased workloads and accelerate the delivery of critical projects.  
2. Global Engineering Support Vision: Synoptek's global engineering support can provide Aetion with access to a diverse talent pool and specialized skill sets. This can help bridge any skill gaps that may arise during the future development of Aetion's products.  
3. Cost Optimization: Synoptek's low-cost centers can offer Aetion an opportunity to optimize engineering labor costs. By supporting current products and engineering teams from these centers, Aetion can achieve cost savings without compromising on quality.  
4. Enhanced Productivity: Synoptek's partnership can contribute to improving overall engineering team productivity. By leveraging Synoptek's experience and best practices, Aetion can enhance its project execution efficiency and achieve higher productivity levels.  
5. Improved Service Quality: Synoptek's global engineering support can enhance response times and service quality. This can lead to increased satisfaction among Aetion's internal team and end-users, ultimately improving overall customer experience.  
  
Key Challenges:  
1. Finding the Right Strategic Partner: Synoptek needs to demonstrate its capabilities and expertise to position itself as the right strategic partner for Aetion. This involves showcasing its track record in successfully transitioning engineering, quality assurance, and data teams.  
2. Effective Communication and Collaboration: With teams in low-cost centers, there may be challenges in maintaining effective communication and collaboration with Aetion's main engineering team in the Eastern Time Zone. Synoptek needs to establish robust communication channels and processes to ensure seamless collaboration.  
3. Onboarding and Transitioning Process: Synoptek needs to carefully plan and execute the onboarding and transitioning process. This includes defining key milestones, deliverables, and ensuring a smooth knowledge transfer to minimize any disruptions during the transition phase.  
4. Quality Control and Compliance: Synoptek must have robust quality control measures and compliance procedures in place to ensure data security, legal compliance, and background checks. This is crucial to maintain the trust and confidence of Aetion and its stakeholders.  
5. Training and Skill Development: Synoptek should have a comprehensive training approach to onboard new team members and ensure the relevance of existing team members. This includes providing ongoing training and development opportunities to keep the team up-to-date with the latest technologies and industry trends.  
  
Synoptek's Experience and Approach:  
Synoptek can showcase its extensive experience in partnering with organizations to provide global engineering support. By highlighting successful case studies and client testimonials, Synoptek can demonstrate its ability to deliver on the strategic partnership goals outlined by Aetion. Additionally, Synoptek can emphasize its collaborative approach, focusing on effective communication, knowledge transfer, and continuous improvement to address the challenges associated with global partnerships.  
  
Critical Success Factors for Global Teams:  
1. Clear Communication Channels: Establishing clear and efficient communication channels is crucial for effective collaboration between Synoptek's global engineering team and Aetion's main engineering team. This includes regular meetings, video conferences, and the use of collaboration tools.  
2. Cultural Understanding and Sensitivity: Synoptek should promote cultural understanding and sensitivity within its global teams to foster a collaborative and inclusive work environment. This can help overcome any cultural barriers and ensure smooth collaboration.  
3. Robust Project Management: Synoptek needs to have robust project management processes in place to ensure efficient project execution, timely delivery, and effective resource allocation. This includes defining project milestones, setting clear expectations, and monitoring progress.  
4. Continuous Learning and Development: Synoptek should prioritize continuous learning and development for its global engineering team. This includes providing training opportunities, encouraging knowledge sharing, and staying updated with the latest industry trends and technologies.  
5. Quality Assurance and Compliance: Synoptek must have stringent quality assurance processes and compliance measures to ensure data security, legal compliance, and adherence to industry standards. This includes regular audits, performance monitoring, and risk mitigation strategies.  
  
By addressing these opportunities and challenges, Synoptek can position itself as a strong candidate for Aetion's strategic partnership, offering the necessary expertise, resources, and support to enhance Aetion's engineering capabilities and drive successful project outcomes.

**THE SYNOPTEK APPROACH**

Technical Executive Summary:  
  
Synoptek's approach to partnering with Aetion Inc. focuses on enhancing engineering capabilities, optimizing productivity, reducing costs, improving service quality, and ensuring successful product development and delivery. Our approach encompasses the following key areas:  
  
1. Partnership Foundations:  
 - Establish a strong partnership with Aetion Inc. based on trust, collaboration, and shared goals.  
 - Define clear roles, responsibilities, and communication channels to ensure effective coordination and decision-making.  
  
2. Team Integration and Culture:  
 - Seamlessly integrate Synoptek's engineering team with Aetion Inc.'s existing team to foster a cohesive and collaborative work environment.  
 - Promote a culture of innovation, continuous learning, and knowledge sharing to drive productivity and creativity.  
  
3. Global Delivery Centers:  
 - Leverage Synoptek's global delivery centers located in low-cost regions to optimize engineering labor costs without compromising on quality.  
 - Establish robust processes and infrastructure to enable seamless collaboration and coordination across geographically dispersed teams.  
  
4. Talent Management and Career Building:  
 - Implement talent management strategies to attract, retain, and develop top engineering talent.  
 - Provide career development opportunities, training programs, and mentorship to nurture employee growth and ensure a highly skilled workforce.  
  
5. Results and Quality Outcomes:  
 - Set clear performance metrics and quality standards to measure and track the progress and outcomes of engineering projects.  
 - Implement rigorous quality assurance processes and continuous improvement initiatives to deliver high-quality products and services.  
  
6. Collaborative Working Model:  
 - Foster a collaborative working model that encourages cross-functional collaboration, knowledge sharing, and effective communication.  
 - Utilize agile methodologies and tools to enable iterative development, rapid prototyping, and efficient project management.  
  
7. Scalable Global Delivery:  
 - Build a scalable global delivery model that can flexibly accommodate changing project requirements and scale resources as needed.  
 - Implement robust resource allocation and workload management processes to ensure optimal utilization of available talent.  
  
8. Demand Management and Productivity:  
 - Implement effective demand management processes to prioritize and allocate resources based on project priorities and timelines.  
 - Continuously monitor and optimize productivity through the use of automation, process improvements, and performance tracking.  
  
9. Methodology and Standards Adoption:  
 - Adopt industry best practices, methodologies, and standards to ensure consistency, efficiency, and quality in engineering processes.  
 - Regularly assess and update methodologies to incorporate emerging technologies and industry trends.  
  
10. Transparent Pricing Model:  
 - Provide a transparent pricing model that aligns with Aetion Inc.'s budgetary requirements and offers value for money.  
 - Clearly communicate pricing structures, cost breakdowns, and any additional charges to ensure transparency and avoid surprises.  
  
11. Compliance and Security:  
 - Adhere to strict compliance and security standards to protect Aetion Inc.'s sensitive data and intellectual property.  
 - Implement robust security measures, data encryption, access controls, and regular audits to ensure data privacy and confidentiality.  
  
12. Facility and Infrastructure Support:  
 - Provide comprehensive facility and infrastructure support to enable smooth operations and minimize downtime.  
 - Ensure high availability of systems, backup and disaster recovery capabilities, and proactive maintenance to minimize disruptions.  
  
Synoptek's approach combines strategic partnership, talent management, global delivery centers, collaborative working models, and a focus on quality outcomes to support Aetion Inc.'s objectives of enhancing engineering capabilities, optimizing productivity, reducing costs, and delivering high-quality products and services.

**TRANSITION PLAN**

Transition Plan for Aetion Inc. - Synoptek's Response to RFP  
  
Introduction to Transition Plan:  
The purpose of this transition plan is to outline the process and approach for onboarding and transitioning Aetion Inc.'s engineering team to Synoptek. The plan aims to enhance the engineering team's capacity, improve productivity, optimize costs, enhance customer satisfaction, and address any skill gaps that may arise during future product development.  
  
Onboarding/Transitioning Process:  
The onboarding process will involve a seamless transition of Aetion Inc.'s engineering team to Synoptek. This will include knowledge transfer, training, and orientation sessions to ensure a smooth transition and minimize any disruption to ongoing projects. The process will be carefully planned and executed to ensure a successful transition.  
  
Transition Approach:  
Our transition approach will be based on a phased implementation strategy. We will work closely with Aetion Inc. to identify key milestones and deliverables, and develop a detailed transition plan and timeline. This approach will allow for a systematic and controlled transition, ensuring minimal impact on ongoing operations.  
  
Functional COE Team:  
As part of the transition plan, we will establish a Functional Center of Excellence (COE) team. This team will consist of subject matter experts who will provide guidance and support during the transition process. The Functional COE team will be responsible for ensuring the successful integration of Aetion Inc.'s engineering team into Synoptek.  
  
Technical COE Team:  
In addition to the Functional COE team, we will also establish a Technical Center of Excellence (COE) team. This team will comprise of technical experts who will provide specialized knowledge and support for Aetion Inc.'s engineering team. The Technical COE team will assist in bridging any skill gaps and ensuring the availability of technical expertise for future product development.  
  
Quality COE Team:  
To enhance service quality and improve response times, we will establish a Quality Center of Excellence (COE) team. This team will focus on implementing strategies and processes to optimize productivity and enhance the quality of services provided by Aetion Inc.'s engineering team. The Quality COE team will work closely with the Functional and Technical COE teams to ensure a seamless transition.  
  
Operations COE Team:  
To optimize engineering labor costs and support Aetion Inc.'s current products, we will establish an Operations Center of Excellence (COE) team. This team will leverage global low-cost centers to reduce labor costs while maintaining support for Aetion Inc.'s products. The Operations COE team will work in collaboration with the other COE teams to ensure efficient operations during the transition.  
  
Key Transition Activities:  
The transition plan will include the following key activities:  
1. Knowledge transfer and training sessions for Aetion Inc.'s engineering team.  
2. Integration of Aetion Inc.'s engineering team into Synoptek's processes and systems.  
3. Identification and mitigation of any potential risks or challenges during the transition.  
4. Implementation of strategies and processes to enhance productivity and service quality.  
5. Bridging any skill gaps through collaboration with strategic partners and the Technical COE team.  
6. Regular communication and feedback sessions to ensure a smooth transition.  
  
Detailed Transition Plan and Timeline:  
A detailed transition plan and timeline will be developed in collaboration with Aetion Inc. The plan will outline specific milestones, deliverables, and timelines for each phase of the transition. Regular progress updates and checkpoints will be established to monitor the transition process and address any issues that may arise.  
  
In conclusion, Synoptek's transition plan for Aetion Inc. aims to enhance the engineering team's capacity, improve productivity, optimize costs, enhance customer satisfaction, and ensure the availability of specialized skills for future product development. The plan includes a phased implementation approach, the establishment of COE teams, and key transition activities to ensure a successful and seamless transition.

**SYNOPTEK TEAM**

User can add as per requirement

**STNOPTEK OVERVIEW**

Synoptek’s Customer Centric Approach and Market Focus  
  
Synoptek aligns with its customers to achieve the desired business objectives. We leverage our capabilities to deliver accelerated business results through advisory-led transformative engineering, development, cloud transformative engagements, and managed services. We leverage our superior process and operations, and cyber-security competencies to do it in a scalable and secure way. We partner with organizations worldwide to help them navigate the ever-changing business and technology landscape, build solid foundations for their business, and achieve their business goals.  
  
Synoptek was founded to meet the dire need in the market for an enterprise-caliber firm that can support rapidly growing mid-enterprise organizations. These firms often face scalability challenges, the need to accelerate the establishment of mature processes, and the lack of a global team. Synoptek partners with organizations worldwide to help them navigate the ever-changing technology landscape and build solid cloud-based technology ecosystems and delivery organizations to meet the needs of their business. Synoptek’s founders all worked for global consulting firms serving large enterprises in their early careers. However, subsequently, they all worked for high-growth mid-enterprise technology or technology firms and identified the challenges these firms face. As the internet and cloud platforms began to enable new cloud native firms to emerge, the founders recognized the need for enterprise caliber technology services firms focused on these markets. Synoptek built its unique business model to specifically serve this market. Rapidly growing, mid-enterprise firms have many unique characteristics that require a different approach to meeting their needs.   
  
Characteristics of High Growth Mid-Enterprise Firms (Even More so for Healthtech Firms Like Aetion)  
  
Characteristics Implications for Synoptek’s Business Model  
Agile – Execute Smaller Projects Faster Synoptek cannot afford to service these customers by doing large projects year after year and must establish long-term integrated relationship. This reduces discovery time and enables us to execute as an extension of their team on a continuous basis while maintaining predictable revenue  
Quick – Limited time for analysis, focused on rapidly learning through fast failure Synoptek’s engagement with these customers must establish a foundation where we can quickly engage and add value. This requires some up-front work and team building but then enables us to operate in a highly responsive manner  
Smaller Teams – Mid-enterprise firms are often growing so fast and are at a scale where it is difficult to hire out all levels of experience for all the required technologies Unlike large Fortune 2000 firms, rapid growth mid-enterprise firms have smaller high caliber teams. They are often seeking a partner that can work with them to extend their team to enable our high caliber internal teams to work on the most strategic and important projects. Synoptek has developed a business model that enables us to operate as an extension of our customer’s teams throughout the technology life-cycle – envision, transform, and evolve  
Less Established Processes and Controls – Mid-enterprise high growth firms are often growing so fast that they struggle to build-out all the capabilities, systems, mature processes, and people required to scale Synoptek has developed a number of mature processes, and systems and controls that can be leveraged by our customers to accelerate their build-out of customer service organizations, customer success programs, robust IT operations. Synoptek has also worked with customers to improve their own processes and enhance how they leverage their tools  
  
Synoptek has grown rapidly by working with such firms to extend their organizations, evolve their processes and systems, reduce their costs, and enable scalable growth. Ultimately, the goal is to work with our customers to overcome all the challenges that Synoptek’s founders faced as executives in high growth mid-enterprise firms.  
  
Industry Focus – Trusted by Established Mid-Enterprise Firms Across Select Industries  
Synoptek is committed to aligning with our customers to achieve real business results in their specific industries. By focusing on certain key vertical industries, our teams can build an understanding of an industry and better interpret our customers’ needs within that industry. Knowing the key drivers of an industry, the emerging trends, key challenges, and the general terminology speeds the time to value.   
  
Synoptek focuses on a few select industries that are undergoing rapid technology enabled transformation including technology enabled industry solutions, healthcare, financial services, manufacturing and non-profit. Synoptek works with its customers to envision, build, and support world-class solutions within these industries.  
  
Healthcare and Life-Sciences  
Synoptek has a long-time focus in the Healthcare and Life-Sciences space. The firms in this industry space face many common challenges including:  
  
• Acceleration and complexity of innovation  
• Emerging personalization of care may create complex coverage  
• Increasing health costs of 9-10% to 2026  
• Management and utilization of big data  
• Expensive networks and services  
• AI & machine learning revolutionizing genomics market  
• Data privacy and personal health information protection (HIPAA)  
• Talent acquisition & restructuring orgs  
  
Synoptek works with third-party payers, healthcare providers, healthtech, and life science companies to build out innovative applications and products to change the patient experience, improve outcomes, and reduce costs. These objectives are increasingly data intensive.   
  
Today, Synoptek has over 70 customers in the healthcare, healthtech, and life-sciences space. The following graphic depicts a representative subset of Synoptek healthcare customers.  
  
Brief History of Synoptek and Key Facts  
Synoptek was founded in California by Tim Britt and a group of consultants in 2001 serving large enterprises by providing solutions to help them build and execute online strategies. By 2005, Synoptek boasted several Fortune 2000 customers including Disney, Starbucks, ConAgra, Pacific Life, and Kaiser. In 2006, Synoptek began to focus on a vision for providing services for rapid-growth mid-enterprise firms that had a deep dependence on technology. We quickly outgrew our California office and began opening offices in other geographic locations. Today, Synoptek has grown to a 1,100-team member global firm with operations in multiple countries and several office locations throughout the United States.  
  
Growth  
Synoptek grew rapidly from 2005 through 2008 primarily serving West Coast technology firms and tech-enabled businesses. Growth slowed during the financial crisis; however, we developed a partnership model during this time that encouraged strong customer partnerships and long-term contracts. This model delivered more value to customers and enabled us to develop a more resilient revenue model and ultimately enabled us to begin scaling up our business and building out global operations.  
  
The following graphic depicts Synoptek growth in total employee headcount, which has enabled us to develop processes, procedures, workflows, and tools to support our growth. These capabilities that we developed were critical to our new employees becoming productive quickly and achieving results for our customers.  
  
Our employee onboarding process leverages an access control request we developed to align roles and systems rights, and it is integrated with our human resource information system (HRIS). When new employees are entered into the HRIS, service tickets are automatically created for our support teams to configure access to numerous business systems. Employee managers are engaged via workflow to approve certain access rights. This integrated approach to our employee onboarding greatly enhances our ability to quickly give access in a complex technology infrastructure while maintaining security and compliance for our organization. We believe this level of experience and capability is a significant value add to our customers because our experience enables us to guide our customers where to invest in innovation to avoid the challenges of achieving rapid growth.  
  
Capabilities  
Synoptek has built out a portfolio of core capabilities that are often required to support our customers. Increasingly every client engagement involves at least an element of each capability. These key capabilities include consulting and advisory, business applications, custom software engineering and development (including QA and testing), data analytics and AI, cloud architecture, and cybersecurity. Since most engagements are multidisciplinary and require an integrated approach, we are able to act as a single partner for our customers. Capabilities that are specifically relevant to the Aetion RFP include:   
  
• Consulting & Advisory – establishing a global engineering partnership and delivery operation (included in response)  
• Custom Software Engineering, Development (required in Aetion RFP)  
• Data Insight, Analytics, AI and integration (required in Aetion RFP)  
• Cyber Security – Secure SDLC, data protection and compliance (potentially required)  
• Cloud Advancement – Best practice modern cloud applications and dev-ops skills (potentially required)  
For those capabilities that are specifically relevant for this partnership, we have provided some additional detail.  
  
Consulting & Advisory - Synoptek provides advisory and consulting services to dozens of companies. This includes everything from digital customer experience analysis and design, M&A related services, technology strategy and planning, process improvement. While our overall consulting team primarily consists of senior technology executives that have managed large scale systems and technology environments, we do have a customer experience team that operates as a separately branded subsidiary – Macquarium – A Synoptek Company.  
  
Custom Software Engineering and Development – Synoptek goes well beyond software product development and helps its clients identify emerging trends, understand market requirements, and create software products that add real value to their customers. With one of the best software product development teams in the world, we help organizations capitalize on cutting-edge technologies and employ robust frameworks and efficient workflows to create a robust and scalable product, accelerate the product life cycle, and improve release management. Our greatest strength is the ability to adapt to our customer’s changing business requirements and deliver optimum quality. Our services could be right for you if you are looking for:  
• A global delivery model ensuring 24/7 availability   
• On-demand scalable resource availability at one of Synoptek’s global development centers  
• Assured speed-to-market with proven processes and agile development methodologies  
• Well-defined project governance processes  
• Transparent project management  
• Impeccable on-time and on-budget delivery  
• Expertise and proficiency in multiple technologies and platforms  
• Strong partner network  
• Accelerated time to market  
  
Data Insight, Analytics & AI - Whether you are at the very start of your data analytics journey or trying to transition to the next stage, we can help you translate your goals into an actionable roadmap. We offer a complete range of business intelligence and analytics services for organizations across industries. In addition, we also have extensive experience in data management and data integration. With our complete suite of services, an experienced team, and a wide range of functional and technical expertise, we can enable an organization to leverage enormous amounts of data and deliver solutions that allow decision-makers to take action.  
For organizations looking to move forward on their data journey without creating overhead for their IT staff or making substantial infrastructural investments, we also offer ‘Analytics as a Service (AaaS),’ which is a subscription-based service.  
  
Cloud Consulting and Architecture - With our cloud consulting services, our team of experts are equipped to assist organizations at any stage of their cloud journey. Our cloud experts can help you handle everything: planning, computing, migration, implementation, and management. We help you select the right cloud for the right functionality. This includes designing both short-term and long-term cost-governance structures, which helps you choose the cloud or hybrid solution that is best for your business while supplying end-to-end migration management and support. Synoptek also provides a cost assessment and management solution that has saved many of our customers extensive cloud costs.  
Not only do we have cloud expertise, but we also have an inherent understanding of how businesses scale and grow when they navigate the complex cloud landscape successfully.  
  
Cyber Security - Everything Synoptek does must be secure. Synoptek provides services to healthcare organizations, defense contractors (ITAR compliant), financial services organizations and other organizations where information security is critical. Synoptek has developed a standard framework of security processes and controls that we manage for ourselves to enable our own compliance requirements and also provide to our customers as a service. As a Global Systems Integrator and Managed Services Provider, Synoptek provides tailor-made service offerings to its clients based on their requirements. Synoptek has a robust cyber-security team that is available to advise any of our customers or internal project teams to ensure everything we do is secure.  
  
Synoptek’s Envision – Transform – Evolve Approach  
Synoptek starts every engagement with an envisioning effort which basically involves understanding the customer’s business objectives, envisioning the solutions that will enable them to achieve the objectives, and building out a plan to get there. Once the plan is agreed upon, Synoptek begins the transformative process of implementation. In this case, Synoptek looks forward to envisioning Aetion’s new engineering centers of excellence, establishing those teams, and integrating them with Aetion. Finally, we will continue to evolve throughout the lifecycle of our relationship with Aetion. We view this as managed services where Synoptek is responsible for certain outcomes and continuous improvement. During the evolve phase, Synoptek will provide reporting, analytics and roadmaps for continuing to drive measurable improvement.   
  
Our Promise  
We believe this is what makes us different in the marketplace. These are the tenants of the organization which we incorporate into our organizational structure, our training programs, our customer satisfaction tracking, and our employee evaluation. Synoptek DNA is made up of five core values that is at the heart of everything we do: Clarity, Growth, Ownership, Team, and Results. These core values are described in detail in the graphic below. We build a Culture around technology services leadership owning your technology problems and helping you achieve your goals to help us grow our business - creating opportunities for our combined teams.  
  
Synoptek provides vision, leadership, expertise, and passion in helping organizations define and implement their strategies. We leverage our strengths and commitment to excellence to deliver value-added business capabilities which ensure our client’s success and achieve extraordinary results.  
  
Ultimately, by leveraging Synoptek capabilities, our customers can accelerate their business. Our global organization provides an extended organization for our customers to leverage to move forward faster with programs and for simply evolving and supporting their systems with continuous improvement.  
  
Recognition, Certifications and Accreditations  
  
Synoptek’s Customer Pinnacle Performer Benchmark Study  
Synoptek conducts a periodic study of its customers to understand the mid-enterprise high growth market segment ($100M - $2.5B). The benchmarking effort studies various enterprise capabilities across technology ecosystems, strategy, governance, culture, talent, and tech platforms. Synoptek partnered with The Everest Group to use their proprietary “Pinnacle Model” to analyze its customer base. This model correlates capability maturity and business outcomes. The objective of this study is to enable our customers to benefit from non-competitive peer learning through the sharing of benchmark data in this specific market segment.  
  
The results of this study allow our customers to measure their maturity and business results achieved from their technology investment and increasing maturity of technology management. This helps identify opportunities for improvement and begin working toward improved outcomes. There is overwhelming evidence that continuously improving performance against a capability maturity level drives substantially higher business outcomes. Pinnacle organizations achieve greater business outcomes and demonstrate higher maturity levels in key capabilities. Synoptek aims to drive greater outcomes for all its customers by leveraging technology and working with them to improve operational maturity. Based on the benchmarking effort, we know the outcomes achieved by enterprises through investments in digital transformation engagements extend to the several strategic, operational, financial, and risk benefits.   
  
Pinnacle Enterprises achieve a 24% higher strategic impact, surpassing other enterprises by a 2X higher  
average operational impact and achieve a 3.3X impact on their revenues and gross profits versus non-  
Pinnacle enterprises. Similarly, on average, Pinnacle Enterprises achieve 1.7X better outcomes from their technology investments than other enterprises; their average technology investment budget as a percentage of revenue is 12% compared to 6% for non-Pinnacle enterprises.   
  
These studies provide immeasurable value to our customers and Synoptek.

**SYNOPTEK CULTURE AND APPROACH TO TALENT MANAGEMANT**

What Makes Synoptek Different? Our People  
  
At Synoptek, we strive to create opportunities for ALL and unlock the potential of our most important asset - Our People. We believe that extraordinary things happen when great people work as one team. We hire the most talented individuals - all motivated by envisioning, transforming, and evolving their career.  
  
We are committed to a workplace environment where employees feel a sense of belonging and connectedness. Although each region is unique, we all share a common goal: to transform businesses for the better.  
   
A. SYNOPTEK DNA  
  
Our Synoptek DNA is embedded in everything we do – from how we serve our customers, to how we attract, manage, and develop our talent – these values are foundational to our success.  
   
With our team of 1,100 global employees representing different regions, backgrounds, life experiences and skills, we are committed to a workplace environment where employees feel a sense of belonging and connectedness.   
  
We believe that diversity, equity, and inclusion are core to Synoptek’s DNA. Together, we strive to create a workplace that reflects the communities in which we live and the customers that we support, where everyone can thrive by bringing their full, authentic selves to work. We recognize that innovation and engagement is fueled by the diverse backgrounds of our employees. To be engaged, you must be valued. At Synoptek, we are ALL in.   
   
We cultivate a sense of connectedness through our intentional approach to engagement & retention, employee wellness, and overall employee experiences. Our employees participate in many company activities, including office lunches, happy hours, milestone celebrations, holiday events, quarterly all hands, and much more.  
  
B. SYNOPTEK’S SOCIAL IMPACT  
  
We believe in “being the change we want to see in the world” - not only in words but in action. This includes providing all employees sixteen (16) hours of paid Volunteer Time Off each year to give back to their communities.   
  
Synoptek Gives   
As part of our Synoptek Gives social impact program, we organize local and national, virtual, and in-person volunteer activities – including writing letters to students, soldiers, veterans, and healthcare workers, reading to young children, packing lunches for low-income families, hosting clothing drives, and more.   
  
ServiceNow for Good   
Synoptek has created the “ServiceNow for Good” program to give back to the Children’s Hospitals in our clients’ communities. Through our “ServiceNow for Good” program, we donate 1% of all ServiceNow Managed Services revenue and 1% of all ServiceNow software license revenue received from our clients to their local children’s hospitals. All donations are made to the hospital’s oncology department to support children with cancer. This unique program is made possible through our corporate partnership with the Children’s Miracle Network and their 170 member hospitals across the US and Canada.  
  
We also partner with multiple non-profit organizations globally to support their causes through both fundraising and volunteering.  
  
C. SYNOPTEK’S PEOPLE PRACTICES  
  
Talent Acquisition and Onboarding  
Our approach to talent acquisition begins with planful and comprehensive hiring practices. Focused on people who are innovative, collaborative, adaptable, and aligned with our Synoptek DNA, we have created a thorough process for evaluating and selecting talent that not only possess the requisite skills to support your business objectives, but also align with your organization’s culture and value. This includes a specific sourcing strategy, interviews with various stakeholders, a skills assessment, background checks, and an employment verification process.   
  
Experience & Sourcing Strategy  
• Synoptek has a highly skilled and proficient Global Talent Acquisition team who consistently deliver excellent results on high volume hiring.  
• Synoptek is a well-established brand with a significant presence in India, the US, and Canada, and we have consistently excelled in attracting top talent for our roles. Our Talent Acquisition team is fully equipped to meet both planned and immediate technology hiring needs.  
• Given the experience of the team, our recruiters have developed strong personal networks within the industry, allowing them to extend their sourcing strategies beyond conventional hiring methods. This includes an established candidate pool that has been cultivated over the years, as well as active participation in both formal and informal regional recruiting associations.  
• Our recruiters are not just exceptional in quality, but several are also qualified engineers who serve as strong brand advocates. They remain current with the latest technological trends and possess the capability to engage in technical discussions, setting them apart from ordinary recruiters.  
  
Candidate Assessment and Selection Process   
Centred on Synoptek’s standard recruiting approach, while aligning to Aetion’s core business objectives, the selection process for talent will include:  
• Resume Review   
• Recruiter Screen  
• Technical Skills Assessment (1-4 interviews with the business based on level of role)  
• Culture & Values Assessment   
• Offer Approval by Business Leaders  
• Offer Extension  
  
Below are our standard SLAs for high-volume, technical roles in our lower cost locations:  
  
Process Step Responsible SLA from Last   
Trigger Point  
New Requisition Opened in ATS Hiring Manager -  
Position assigned to dedicated Recruiter TA Manager 1 Business Day  
Recruiter conducts in-take call with Hiring Manager Recruiter 1 Business Day  
Initiate sourcing strategy & job postings Recruiter 1 Business Day  
Recruiter submits profiles to Hiring Manager Recruiter 3 Business Days  
Hiring Manager provides feedback Hiring Manager 1 Business Day  
Hiring Manager provides either 2 daily time slots to conduct interviews or shares 2 weeks advanced availability Hiring Manager Daily  
Recruiter schedules the short-listed candidates with the Hiring Manager Recruiter 2 Business days  
Hiring Manager shares interview feedback status (verbally, followed by written feedback) Hiring Manager/  
Panel 2 Business days  
Recruiter schedules call with HR for shortlisted candidates Recruiter 2 Business days  
Offer Approval from Business Unit Leader BU Leader 4 hours  
  
Background and Employment Verification Process  
All prospective new hires are required to undergo a background screening as a condition of employment with the Company. Our background screening includes a National ID check, enhanced criminal background check based on the specific country, employment verifications, and education verification.   
  
Onboarding Experience  
Onboarding is much more than just a formality; it is a strategic process that sets the foundation for Aetion and Synoptek’s collective success, and leads to several key outcomes:  
• Accelerated Time to Productivity  
• Enhanced Employee Engagement  
• Retention and Loyalty  
• Stronger Organizational Culture  
  
A dedicated Talent Enablement Partner from the Synoptek HR team will work in conjunction with an identified resource from Aetion to curate a tailored onboarding experience for every new employee to include:  
• Detailed communication plan and new hire actions from offer acceptance to first day of employment (e.g., welcome email, pre-onboarding paperwork, laptop, etc.)  
• Day 1 Synoptek orientation, benefits & onboarding processes (i.e., Security training)  
• Fully integrated New Hire Training focused on:   
o Synoptek systems & tools  
o Aetion systems & tools (e.g., collaboration, work management, etc.)  
o Global ways of working  
o Customer integration training (company overview by Aetion’s CEO and/or senior leadership team via video)  
o Regulatory training   
o Product specific training  
o Technical training  
  
Talent Development and Learning   
With a diverse technology portfolio, Synoptek offers employees varying career paths based on interest and aptitude. As continuous learners, we provide opportunities through formal programs to obtain ongoing training and certifications, build global connections, and interact with business leaders across the organization. We also have strong partnerships with our strategic alliance partners, which provides another path for our employees to build their expertise in specific technologies.  
  
In a competitive talent market, we understand the value of treating our top talent as our customers. By investing in an employee’s individual value proposition and creating a purposeful employee experience, we enable our talent to achieve extraordinary results – just as we do with our customers.  
  
With over 1,100 certifications across our employee population, Synoptek’s culture of learning is a critical part of our ongoing focus on talent development, cultural assimilation, and growth. In partnership with Aetion, we will create core curriculum and ongoing training opportunities, as needed, to support:  
  
• Aetion’s evolving technology roadmap and product line  
• Continued employee education and upskilling   
• Ongoing, annual regulatory and compliance training   
  
Performance Enablement   
Our approach to managing performance gives employees the tools and resources they need to develop themselves and drive the business forward. At Synoptek, we take an integrated approach to assessing talent that is:  
  
• Aligned to our company values, mission, and strategy  
• Agile to meet the needs of our customers and our business  
• Simple to ensure adherence and repeatability of outcomes  
• Real time & forward looking  
• Focused recruiting to high-quality results  
  
We empower our employees and leaders to be a part of a dynamic process that is focused on ongoing feedback through regular one-on-ones, quarterly check-ins, global talent calibrations, and individual employee development plans. We believe that more meaningful and frequent interactions lead to ongoing employee growth, commitment, development, and connection.  
  
As part of our commitment to delivering on your specific objectives, we will ensure that our performance enablement process is executed by the Synoptek management team, but with direct input and insights from the Aetion Engineering management team.   
   
Total Rewards & Recognition  
We take care of our People so they can take care of our Customers.   
  
Synoptek’s global total rewards philosophy considers the whole person – supporting our employee’s physical health, mental health and wellness, and financial and social well-being. We offer a variety of benefits and employee programs designed to meet individual and family needs, with a focus on creating opportunities to belong, learn, grow, and make an impact. Our rewards strategy includes individual and team recognition programs based on performance, business outcomes, and demonstration of Synoptek DNA.

**CASE STUDIES**

meddata\_group  
Business Need:  
Legacy systems were incapable of handling huge data inputs required for managing omnichannel HCP marketing programs. The degraded end-user experience drove the need to modernize the application and develop it as a cloud-native application to enhance data management, establish a robust application architecture, and make the app extremely user-friendly.  
  
Solutions and Approach:  
Synoptek provided a suite of Professional IT Services to help the firm cater to the needs of their customers and deliver data to fuel their omnichannel HCP marketing programs. We enabled them with robust technology solutions and have been providing cutting-edge Application Development, BI, Data Engineering, and Analytics Services.  
Complete overhaul of Data Management System and underlying architecture including:  
- Delivery of Data Engineering and BI services using advanced Agile methodologies and the latest tech frameworks  
- Implementation of Data Cleansing systems  
- Integration with a large number of clinical databases  
  
Business Results:  
Synoptek's Application Modernization Services have helped the firm enjoy better application usability, security, and performance and which improved customer satisfaction and retention also while allowing the firm to focus on the business.  
The completely cloud-native application now uses AWS Serverless technology and enables the firm to:  
- Increase workforce productivity due to fast and accurate access to necessary data  
- Enjoy cross-platform support and focus efforts on business enhancements rather than daily production support  
- Experience performance improvement as high as 95%  
- Improve satisfaction, productivity, and overall experience for all stakeholders and users  
- Enjoy enhancements in performance and security as well as cross-platform support using Microservices  
- Increase API development speed and quality with reduced bugs  
- Reduce SQL query execution time from 1 hour to 2 minutes  
- Reduce manual intervention to zero via automation and reduce delivery speed more than 99%  
  
wellcove  
Business Need:  
Wellcove by CHCS Services provides Third-Party Administration for the world's leading insurance brands. They have been serving as the nationâ€™s leading full-service senior market solutions provider for over 25 years. As the leading third-party administrator, they operate with a strategic mission and vision and become an extension of the clientâ€™s organization and brand. CHCS Services was purchased by a private equity firm and engaged Synoptek as a managed services provider to initially move their technology infrastructure from the previous ownerâ€™s data center to a new AWS virtual private cloud design and configured by Synoptek. In addition, the required immediate development resources to expedite in-flight application initiatives.  
  
Solutions and Approach:  
Synoptek offered our shared pool of quality resources for list of services and technologies which are bulleted below. Wellcove benefited from a flexible model for upscaling or downsizing the team based on their capacity needs. All development KPIs and standards were set by Wellcoveâ€™s development management team were adopted by Synoptek developers and integrated into the Synoptek platform allowing for best practices and maintaining HIPAA compliance plus high standards for data integrity and security. These are services and technologies delivered by Synoptek to Wellcove:  
  
â€¢ Project management  
â€¢ Quality assurance testing  
â€¢ Managed AWS services  
â€¢ Microsoft .Net  
â€¢ Java  
â€¢ Database administration  
â€¢ Workfusion development  
â€¢ OpenText Exstream development  
â€¢ SSIS / SSRS  
  
Business Results:  
Synoptek global developers were rapidly onboarded and trained on the Wellcove development standards resulting in an on-time and successful release of their planned backlog while achieving high delivery standards.  
  
medstar\_health  
Business Need:  
Client is an integrated health care system offering patients a continuum of coordinated and high-quality care. In addition to its two academic medical centers, the system includes community and specialty hospitals, a health insurance plan, a physician network, community health centers, home health and long-term care services, and other health care entities. Client is a non-profit organization that is committed to patient care, research, teaching, and service to the community. Client was launching program to create a better patient experience, enabling better visibility and quality of care to patients. The initiative was focused on implementing a mobile app to integrate easily with various medical devices to capture patient vitals.  
  
Solutions and Approach:  
Synoptek developed a health assistance mobile app that helps the users to manage their patientsâ€™ health data by connecting various devices to measure blood glucose level, blood pressure, weight, and other activities. The mobile app fetches patient generated health data from medical devices, Samsung and Apple Healthkits and various apps from within the Validic marketplace and syncs the data onto the Validic portal as well as the middleware application developed by Synoptek to be used by the administrators at Connected Health. This is a typical Internet of Things (IoT) case where the readings are captured from medical devices such as VitalSnap, Bluetooth, Samsung Healthkit, Apple Healthkit, and Validic marketplace, to capture vitals like glucose, blood pressure and pulse and activity.  
  
Business Results:  
â€¢ Patientsâ€™ vitals can be easily shared with the doctors before they visit.  
â€¢ Records stored at centralized location that allows the doctor to check the patientâ€™s history.  
â€¢ Users can easily check and store patientsâ€™ vitals from multiple devices at a central location, share with doctors, check their history and manage their data easily, from anywhere.  
â€¢ Users can easily sync their readings in offline and online modes.  
â€¢ Monthly reports generated help doctors to keep a track of patientsâ€™ health.  
â€¢ Customer facing data is stored safely and correctly.  
â€¢ IoT captures data correctly and prevents data loss.  
  
dynamic\_health\_services  
Business Need:  
Client is an integrated health care system offering patients a continuum of coordinated and high-quality care. In addition to its two academic medical centers, the system includes community and specialty hospitals, a health insurance plan, a physician network, community health centers, home health and long-term care services, and other health care entities. Client is a non-profit organization that is committed to patient care, research, teaching, and service to the community. Client was launching program to create a better patient experience, enabling better visibility and quality of care to patients. The initiative was focused on implementing a mobile app to integrate easily with various medical devices to capture patient vitals.  
  
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â€¢ Customer facing data is stored safely and correctly.  
â€¢ IoT captures data correctly and prevents data loss.  
  
sycamores  
Business Need:  
Sycamores is a highly respected mental health and welfare agency with 10 locations throughout Southern California. Since 1902 Sycamores has been investing in people. Today the agency provides innovative and effective programs and services for children, youth, young adults, and families facing serious life challenges, impacting nearly 16,000 lives annually. Services include residential treatment; transitional shelter care; foster care and adoption; transitional living assistance for young adults currently or at risk of experiencing homelessness; outpatient and school-based mental health services; wraparound/in-home services; psychiatric services; psychological testing; and educational support services. The challenge was Sycamores had data within various Line of Business systems for Payroll, Finance, Health records, Budgeting, Human Resources, Recruiting, and others, limiting their ability to gain deep insights in overall operations. There was a strategic desire to implement an effective agency-wide Business Intelligence solution leveraging Line of Business system data to facilitate effective monitoring of business processes and enable efficient decision making based on historical reports, performance KPIs and target/goal tracking.  
  
Solutions and Approach:  
The business need of client is being accomplished through a multi-phase effort known as Business Intelligence Architecture Project. It provides following key implementations.   
  
â€¢ Data Warehouse solution using Azure cloud services (PaaS)  
â€¢ Third party data sources integration for data extraction like NetSmart Avatar â€“ HR and attendance data, Paycom and Ceridian for Payroll data.  
â€¢ Power BI reports and dashboards based on role ->clinician, supervisors, managers.  
â€¢ Training, ongoing solution support and maintenance   
â€¢ Tools and Technologies used: Azure Data Factory V2, SSIS runtime, Azure SQL Data Warehouse, Azure Analysis Services, VPN, sFTP.  
  
Business Results:  
Client achieved a lift in revenue of $2.5M (2% of revenue for the year) by gaining better insights (KPIâ€™s) into the utilization of their team processing key data elements and drive better performance, saving efforts on manual reporting.

**QUALITY SECURITY AND COMPLIANCE**

Quality Control  
Synoptek is committed to continual quality improvement and improving the effectiveness of our Quality Management System (QMS) with ISO 9001:2015 compliance. Our basis for Application Development Quality control lies within the Software Development Framework:  
  
1. Requirements Analysis  
2. Planning  
3. Software design  
4. Software development  
5. Testing  
6. Deployment  
  
Security and Compliance  
Synoptek maintains industry-standard corporate security controls. The measures we follow have been independently evaluated for their presence and continuity through the American Institute of CPAs’ Report on Controls at a Service Organization Relevant to Security and Availability (commonly referred to as a SOC 2 Type II attestation report), and from an ISO/IEC27001:2013 (Information Technology - Security Techniques - Information Security Management Systems) Certification. These independent attestations and certifications provide clients with proof that Synoptek continues to maintain a reasonable level of control over client data. The reports are available upon request.

**PRICING MODEL**

Synoptek believes in transparent and straightforward pricing structures that align with your specific needs and budgetary considerations. Our Engineering Center of Excellence pricing model is meticulously designed to provide clarity on fee structures, markups, and any supplementary costs, ensuring that you have a comprehensive understanding of the investment involved. We prioritize transparency in our pricing, and for your convenience, any region/country-specific pricing is converted to United States dollars (USD), with a clear delineation of any underlying assumptions related to weekly, monthly, or fixed pricing options.  
  
a) Base Salary  
The foundation of our pricing structure is the base salary, which constitutes the core remuneration for our dedicated team members at the Engineering Center of Excellence. The base salary is determined based on the position, skills, and experience of the team members and reflects competitive market rates in the offshore location. This component ensures that our team members receive competitive compensation while still offering cost advantages compared to hiring in high-cost regions.  
  
b) Loading Factors  
In addition to the base salary, we incorporate a loading factor to account for other employee-related costs, such as statutory benefits, insurance, HR management, legal compliance, infrastructure, technology support, and overall coordination and administrative expenses. For a few items, this loading factor is expressed as a percentage of the base salary and varies according to local regulations and practices. It ensures that all statutory and operational requirements are met, providing a comprehensive compensation package for our team members. It is designed to ensure the seamless functioning of the offshore subsidiary, with transparent management practices that align with the parent company's objectives. Loading Factors would likely vary based on the location of the ECE.  
  
c) Shift Charges  
Shift charges are fees or costs for working beyond the team’s standard shift which for India, for example, is (10 AM to 7 PM). These charges help us to incentivize the team to work in off-peak periods and provide our customers with overlapping working hours. Shift charges could vary based on the location of the ECE.  
  
d) Total Cost Calculation  
The total cost for services provided by the ECE is calculated as follows:  
  
Total Cost = Base Salary + (Base Salary x Loading Factors) + Shift Charges  
  
The combination of these components results in a predictable and comprehensive pricing structure. The base salary and loading factor represent the remuneration for our skilled team members, while the management fee covers the costs associated with efficient operations and management of the ECE. This pricing structure enables our clients to have a clear understanding of their financial commitments and the value they receive.  
  
• Cost Transparency and Benefits: Transparency is a core principle of our pricing structure. It allows our clients to see the breakdown of costs and understand how each component contributes to the overall pricing. The benefits of this approach include:  
• Clarity: Clients have a clear understanding of the financial commitment and where their funds are allocated.  
• Competitive Advantage: Our competitive pricing, in combination with skilled professionals, provides a substantial cost advantage compared to in-house teams in high-cost regions.  
• Efficient Management: The management fee ensures the ECE operates efficiently, complying with local regulations and industry standards.  
  
This pricing structure reflects our commitment to delivering value, cost-efficiency, and excellence in services through a transparent and balanced approach.  
  
By clearly explaining the pricing structure that incorporates the base salary, loading factor, and shift charges, our clients gain a comprehensive understanding of the costs and services provided by the ECE. This transparency promotes trust and confidence in the financial arrangements and benefits both the client and us.  
  
Pricing Model  
Based on above pricing model below pricing structure reflects our commitment to delivering value, cost-efficiency, and excellence in services through a transparent and balanced approach.  
  
   
TABLE: PRICING STRUCTURE – INDIA ECE  
  
   
TABLE: PRICING STRUCTURE – LATIN AMERICA ECE  
  
   
TABLE: PRICING STRUCTURE – MACEDONIA ECE  
  
   
TABLE: PRICING STRUCTURE – NORTH AMERICA ECE  
  
   
TABLE: PRICING STRUCTURE – NORTH AMERICA RESOURCES, NOTE STAFF ENGINEER NOT REQUIRED WITH NORTH AMERICA ECE  
  
Notes:   
• Loading Factor covers benefits, bonuses, management, software cost, staff welfare cost. Loading factor percentage varies by Engineering Center of Excellence location.  
• Loading-Fixed Cost-yearly, contains IT Asset, operation, property & its maintenance expense. Fixed cost loading fees vary by Engineering Center of Excellence location.  
• Shift Loading Covers a flat 20% fee on Basic Salary-yearly for supporting shift cost for overlap of Eastern time zone. Shift loading fees vary by Engineering Center of Excellence location.  
• Total cost arrived with (Basic salary + Loading Factor @27.3%+Loading Fixed Cost + Shift Loading) for an India-based ECE.  
• Synoptek Margin is calculated as 20.0% of total cost.  
• Total Cost-Yearly: Column is the final arrived cost.   
• Total Cost-Hourly: Column captures hourly rates.   
• Hourly rate is arrived taken as 2,080 hours per Annum this includes statutory holidays and paid time off  
• There is a one-time cost for setting up an Engineering Center of Excellence.   
  
Assumptions:  
• All additional costs arising, but not discussed as part of the current model or any additional software charges, shall be passed on to the client as and when they occur.  
• A full-time resource will be billed monthly.  
• A North America-based Staff Engineer is required if the ECE is not located within North America.  
• Total monthly cost for non-North America Engineering of Excellence includes the Engineering of Excellence cost plus required North America resources.

**PROPOSAL APPENDIX**

User can add as per requirement

**APPROVAL**

This SOW is issued under the agreed terms and conditions of the Master Services Agreement on file. Both parties represent and warrant that they have full corporate power and authority to execute and deliver this SOW and to perform their obligation hereunder, and that the person whose signature appears below is duly authorized to enter this SOW on behalf of the party and subject to all terms and conditions stated herein.

IN WITNESS WHEREOF, the parties have agreed to the terms and conditions of this SOW as of the date of the last signature.

|  |  |
| --- | --- |
| Approved By: **Aetion Inc**  Signature: | Accepted for: **SYNOPTEK LLC**  Signature: |
| Printed Name: | Printed Name: |
| Title: | Title: |
| Date: | Date: |



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