

**Synoptek, LLC.**

19520 Jamboree Rd, Suite 110 Irvine, CA 92612, United States (949) 697-5660

[www.synoptek.com](http://www.synoptek.com/)

Web Development RFP Response for XYZ LLP

April 25, 2024

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**COVER LETTER**

### Introduction and Gratitude  
  
We at Synoptek are thrilled to have the opportunity to respond to the Request for Proposal (RFP) issued by XYZ LLP for the development and enhancement of your website. We understand the critical role that a dynamic and efficient website plays in the success of organizations like XYZ LLP, especially in facilitating seamless interactions with your stakeholders. We appreciate the trust you place in this process and are eager to demonstrate how Synoptek can meet and exceed your expectations.  
  
### Understanding of Client Needs  
  
Through the detailed RFP, we have gained a comprehensive understanding of XYZ LLP's needs, including the necessity for a thorough Existing Conditions Report, a clear Legacy Website Architecture Diagram, a deep dive into Internal & External Website Needs, and the establishment of Expected Service Levels. Your commitment to engaging with both internal departments and external stakeholders to refine these needs speaks volumes about your dedication to creating a website that truly serves its users.  
  
### Synoptek's Qualifications and Differentiators  
  
Synoptek stands out in the digital transformation space due to our holistic approach to technology solutions, our deep industry expertise, and our unwavering commitment to client success. Our team is adept at conducting in-depth analyses of current website conditions, crafting detailed architecture diagrams, and understanding the nuanced needs of both internal and external website users. Our track record of maintaining stringent service levels and delivering projects on time and within budget further sets us apart.  
  
### Specific Services and Solutions Offered  
  
In response to the RFP, Synoptek proposes the following tailored services and solutions:  
- \*\*Comprehensive Existing Conditions Report\*\*: Leveraging advanced analytics and our proprietary assessment methodologies to provide a detailed overview of your current website's performance and areas for improvement.  
- \*\*Legacy Website Architecture Redesign\*\*: Utilizing modern design principles and technologies to create a scalable and intuitive website structure.  
- \*\*Stakeholder Engagement and Needs Analysis\*\*: Conducting workshops and interviews with both internal departments and external stakeholders to ensure the new website meets all identified needs.  
- \*\*Service Level Agreement (SLA) Commitment\*\*: Guaranteeing high performance and timely delivery across all requested services, including change requests, report timeliness, and critical issue resolution.  
  
### Potential for Future Strategic Partnership and Cost Savings  
  
Our proposal goes beyond the immediate project scope to envision a long-term strategic partnership with XYZ LLP. By leveraging our comprehensive suite of digital transformation services, we believe there are significant opportunities for cost savings, operational efficiencies, and enhanced user engagement for XYZ LLP. Our team is committed to working closely with you to identify these opportunities and implement solutions that deliver tangible benefits.  
  
### Conclusion and Future Opportunities  
  
Synoptek is excited about the possibility of collaborating with XYZ LLP on this critical project. We are confident that our proposed solutions will not only meet the immediate needs outlined in the RFP but also lay the foundation for future digital initiatives. Our team is eager to bring our expertise, innovation, and passion for technology to this partnership, driving significant value for XYZ LLP and its stakeholders.  
  
### Closing Remarks  
  
Thank you for considering Synoptek as your partner for this important endeavor. We look forward to the opportunity to discuss our proposal in further detail and to answer any questions you may have. Our team is ready and excited to embark on this journey with XYZ LLP, creating a website that truly reflects your organization's values and ambitions.  
  
Sincerely,  
  
[Your Name]   
[Your Position]   
Synoptek

**EXECUTIVE SUMMARY**

### Executive Summary  
  
#### Introduction  
  
Synoptek is excited to present our proposal in response to the Request for Proposal (RFP) issued by XYZ LLP for the development and enhancement of their website. Our proposal is designed to address the detailed business objectives and services requested by XYZ LLP, leveraging our extensive experience and expertise in website development, digital transformation, and IT services. This executive summary outlines our understanding of the project requirements, our proposed partnership, the credentials and experience that make Synoptek the ideal partner for XYZ LLP, the services we offer, future development opportunities, our value proposition, cost estimates, incentives, and the support structure we have in place to ensure the success of this project.  
  
#### Partnership Proposal  
  
Synoptek proposes a strategic partnership with XYZ LLP to undertake the development and enhancement of their website. Our approach is to work closely with XYZ LLP to understand the current state of their website, determine internal and external needs, and deliver a website that not only meets but exceeds expectations. Our partnership will focus on transparency, collaboration, and a commitment to delivering value at every stage of the project.  
  
#### Synoptek's Credentials and Experience  
  
With years of experience in the IT and digital services industry, Synoptek is well-positioned to take on the challenges and objectives outlined by XYZ LLP. Our team has a proven track record of successful website development projects, deep technical expertise, and a comprehensive understanding of the digital landscape. Our experience spans across various industries, enabling us to bring best practices and innovative solutions to the table.  
  
#### Services Offered and Benefits of Partnership  
  
Synoptek offers a wide range of services tailored to meet the specific needs of XYZ LLP, including:  
  
- Comprehensive analysis of the existing website conditions.  
- Development of a detailed website architecture diagram.  
- Identification of internal and external website needs through collaborative efforts.  
- Establishment of expected service levels to ensure project success.  
  
The benefits of partnering with Synoptek include access to our team of experts, innovative solutions, and a commitment to quality and excellence. Our partnership will enable XYZ LLP to enhance their digital presence, improve customer experience, and achieve their business objectives.  
  
#### Future Development Opportunities  
  
Our proposal also outlines future development opportunities that can further enhance the value of XYZ LLP's website. These include the integration of advanced technologies, implementation of data analytics for improved decision-making, and the exploration of digital marketing strategies to increase visibility and engagement.  
  
#### Value Proposition  
  
Synoptek's value proposition lies in our ability to deliver high-quality, innovative solutions that are tailored to the unique needs of XYZ LLP. Our partnership approach ensures that we are fully aligned with XYZ LLP's objectives, enabling us to deliver a website that is not only functional and user-friendly but also capable of driving business growth.  
  
#### Cost Estimates and Incentives  
  
We have developed a competitive cost estimate for the project, taking into consideration the scope, complexity, and specific requirements outlined in the RFP. Synoptek is also prepared to offer incentives to XYZ LLP, including flexible payment terms and discounts on future services, to ensure that our partnership delivers maximum value.  
  
#### Synoptek's Support  
  
Synoptek is committed to providing comprehensive support throughout the project and beyond. Our support structure includes dedicated project management, technical support, and ongoing maintenance and enhancement services. We are dedicated to ensuring the success of the website development project and the satisfaction of XYZ LLP.  
  
In conclusion, Synoptek is excited about the opportunity to partner with XYZ LLP on this important project. Our proposal outlines a clear path to achieving the objectives set forth in the RFP, leveraging our expertise, innovative solutions, and commitment to excellence. We look forward to the possibility of working together to bring XYZ LLP's vision for their website to life.

**BACKGROUND**

### Introduction  
  
Synoptek, in response to the Request for Proposal (RFP) from XYZ LLP, presents a detailed proposal outlining our approach to meet the project requirements as specified. Our proposal is structured around the key areas identified in the RFP: Organizational Change and Business Process Support, Employee Training and Knowledge Management, Website Development, and Information Security Program (ISP). Synoptek's extensive experience in these areas positions us uniquely to deliver a comprehensive solution that aligns with XYZ LLP's objectives, ensuring a seamless transition and implementation of the required systems and processes.  
  
### Organizational Change and Business Process Support  
  
Synoptek proposes a structured approach to address organizational change and support business process improvements for XYZ LLP. Our methodology involves an initial assessment phase where we clarify system operations and configurations. This phase is crucial for understanding the current state and identifying areas for enhancement. Our team will work closely with XYZ LLP and authorized users to facilitate change management, reviewing and optimizing business and operational processes for system incorporation. This collaborative approach ensures that the changes are not only technically sound but also align with XYZ LLP's strategic objectives and enhance operational efficiency.  
  
### Employee Training and Knowledge Management  
  
Recognizing the importance of human capital in the successful adoption of new systems, Synoptek commits to developing a comprehensive training program tailored to XYZ LLP's needs. This program will encompass all aspects of the new system, ensuring that personnel are well-versed in its use and functionalities. Our approach includes the creation of a detailed training plan, the development and distribution of training materials, and the documentation of the training program design. Each course will be meticulously crafted to address the specific components of the system, facilitating a thorough understanding and competency among XYZ LLP's staff. This holistic approach to training and knowledge management is designed to empower employees, fostering a culture of continuous learning and adaptation.  
  
### Website Development  
  
In the digital age, a robust online presence is indispensable. Synoptek proposes a comprehensive strategy for the development of XYZ LLP's website, starting with an existing conditions report and a legacy website architecture diagram. This initial assessment will provide a clear understanding of the current state and serve as a foundation for the new website's development. Our team will engage in a thorough needs analysis, considering both internal and external stakeholders, to ensure that the new website meets the diverse needs of XYZ LLP's customers and business units. By collaborating with various stakeholder groups, we aim to capture and understand customer needs accurately, translating them into a user-friendly and efficient website design.  
  
### Information Security Program (ISP)  
  
Information security is a critical concern for any organization. Synoptek's proposal includes a comprehensive Information Security Program (ISP) tailored to XYZ LLP's requirements for the year 2023. Our approach encompasses the development and implementation of policies, procedures, and security requirements, ensuring that organizational systems and common controls are adequately protected. Key roles such as the information owner or steward, mission or business owner, and the risk executive function will be clearly defined and integrated into the ISP. This structured approach to information security guarantees that XYZ LLP's data and systems are safeguarded against emerging threats, maintaining integrity, confidentiality, and availability.  
  
### Conclusion  
  
Synoptek's proposal for XYZ LLP is designed to address the critical areas of organizational change, employee training, website development, and information security. Our comprehensive approach, combining technical expertise with a deep understanding of business processes and human factors, ensures that XYZ LLP's project objectives are met with the highest standards of quality and efficiency. We are committed to partnering with XYZ LLP to navigate these complex challenges, delivering solutions that drive operational excellence and competitive advantage.

**UNDERSTANDING OF BUSINESS OBJECTIVES**

### Understanding of Business Objectives  
  
In response to the RFP issued by XYZ LLP, Synoptek has meticulously analyzed the provided document to ensure a deep understanding of the business objectives outlined for the development and enhancement of the website. The objectives, as discerned from the document, revolve around a comprehensive overhaul and optimization of the current website infrastructure to better serve both internal stakeholders and external customers. The primary goals identified include:  
  
1. \*\*Comprehensive Overview and Documentation\*\*: The initial objective is to gain a thorough understanding of the current state of the website. This involves documenting all website sections/pages, summarizing all published web links that need to be maintained, and providing detailed analytics of current website traffic. The purpose here is to establish a baseline from which improvements can be measured and to ensure no critical content or functionality is lost during the transition.  
  
2. \*\*Structural Analysis and Documentation\*\*: A key objective is to detail the hierarchical structure of the current website through the creation of a Legacy Website Architecture Diagram. This will serve as a critical tool in understanding the existing framework and in planning the restructured site to ensure it is both efficient and scalable.  
  
3. \*\*Identification of Stakeholder Needs\*\*: A central objective is to ensure the new website meets the diverse needs of both external customers and internal departments within XYZ LLP. This involves a dual approach: engaging with external customers and stakeholder groups to gather input on their needs and expectations, and collaborating with various internal business units to understand their specific requirements. This comprehensive needs assessment is crucial for creating a website that serves as an effective tool for both customer engagement and internal operations.  
  
4. \*\*Establishment of Performance Criteria and Service Levels\*\*: The document outlines the importance of establishing clear performance criteria and service level agreements for the contractor. This includes the timely implementation of change requests, the delivery of reports, and the resolution of critical system failures. These objectives are designed to ensure the website operates at peak efficiency and reliability, providing a seamless experience for users and maintaining operational integrity for XYZ LLP.  
  
In summary, the business objectives as understood by Synoptek focus on a thorough assessment and documentation of the current website, a strategic redesign to meet the needs of all stakeholders, and the establishment of rigorous performance standards to ensure the ongoing effectiveness and reliability of the website. Synoptek is committed to addressing these objectives through a comprehensive, strategic approach that leverages our expertise in website development and enhancement.

**KEY OPPORTUNITIES AND CHALLENGES**

### Strategic Partnership Goals  
  
\*\*Opportunities:\*\*  
  
1. \*\*Enhancement of the itsmarta.com Website:\*\* Synoptek can leverage its expertise in web development and user experience design to significantly improve the itsmarta.com website. This project aligns with the strategic goal of enhancing digital platforms to better serve customers and internal stakeholders. By incorporating best practices from both transit and non-transit agencies, Synoptek can create a more inclusive, user-friendly, and efficient website that meets the diverse needs of its users.  
  
2. \*\*Development of a New System:\*\* The opportunity to design, develop, test, and rollout a new system presents a strategic partnership goal of leveraging technology to modernize infrastructure. This aligns with Synoptek's capabilities in creating robust, scalable, and secure digital solutions. The project offers a chance to showcase Synoptek's comprehensive approach to system development, from architecture design to content management system implementation.  
  
3. \*\*Diversity and Inclusion:\*\* Emphasizing diversity and inclusion in the workforce and in engaging disadvantaged businesses presents a strategic opportunity to build a more equitable and inclusive environment. This aligns with Synoptek's commitment to social responsibility and can enhance the company's reputation and relationships within the community.  
  
\*\*Challenges:\*\*  
  
1. \*\*Meeting Diverse Audience Needs:\*\* A significant challenge lies in designing the itsmarta.com website to cater to a wide range of user preferences and needs. This requires a deep understanding of the target audience and the ability to create a flexible, accessible website design.  
  
2. \*\*Incorporating Best Practices:\*\* Identifying and integrating best practices from various sources into the itsmarta.com website can be challenging. Synoptek must carefully evaluate which practices will best serve the website's goals while maintaining its unique identity.  
  
3. \*\*Compliance with Diversity and Inclusion Requirements:\*\* Ensuring meaningful involvement of disadvantaged businesses and compliance with diversity and inclusion requirements demands meticulous planning and management. This challenge involves establishing transparent, effective processes for engaging and reporting on disadvantaged business participation.  
  
### Specific Challenges  
  
1. \*\*Technical and Functional Requirements:\*\* Meeting the detailed technical and functional requirements for the new system poses a specific challenge. Synoptek must ensure that the new website architecture, design, and content management system align with these specifications, requiring a high level of technical expertise and coordination.  
  
2. \*\*Approval and Review Processes:\*\* Navigating the approval and review processes for phase 1 documents before proceeding to phase II is a specific challenge. Synoptek must ensure that all deliverables meet MARTA's criteria and obtain timely approval to maintain project momentum.  
  
### Common Challenges  
  
1. \*\*Balancing Innovation with Practicality:\*\* A common challenge in projects like this is balancing the desire for innovative solutions with the practicalities of budget, timelines, and existing infrastructure. Synoptek must navigate this balance to deliver a solution that is both forward-thinking and feasible.  
  
2. \*\*Stakeholder Engagement:\*\* Effectively engaging with a diverse group of stakeholders, including MARTA's project managers, business units, and the end-users of the website, is a common challenge. Synoptek must establish clear communication channels and feedback mechanisms to ensure stakeholder needs are met and expectations are managed.  
  
### Synoptek's Experience  
  
Synoptek brings a wealth of experience in web development, system design, and diversity and inclusion initiatives. The company has successfully navigated similar challenges in past projects, leveraging its expertise in technology and project management to deliver comprehensive solutions that meet client needs. Synoptek's experience in engaging with diverse stakeholders and managing complex approval processes positions it well to address the challenges and capitalize on the opportunities presented by the itsmarta.com website project.  
  
### Critical Success Factors  
  
1. \*\*User-Centric Design:\*\* A critical success factor for the project is the focus on user-centric design principles. This ensures that the website and new system are accessible, intuitive, and meet the diverse needs of all users.  
  
2. \*\*Stakeholder Collaboration:\*\* Effective collaboration with all stakeholders, including MARTA's project managers, business units, and disadvantaged businesses, is crucial. This involves regular communication, transparency, and responsiveness to feedback and concerns.  
  
3. \*\*Adherence to Best Practices:\*\* Incorporating best practices in web design and development, while also considering the unique requirements of the itsmarta.com website, is essential for the project's success. This requires a strategic approach to research, evaluation, and implementation of these practices.  
  
4. \*\*Compliance and Inclusion:\*\* Meeting diversity and inclusion requirements and ensuring meaningful participation of disadvantaged businesses are critical for the project's success and for aligning with Synoptek's values of social responsibility.  
  
5. \*\*Technical Excellence:\*\* The ability to meet the detailed technical and functional requirements of the project, from website architecture to content management system implementation, is a critical success factor. This demands a high level of expertise, innovation, and attention to detail from Synoptek's team.

**THE SYNOPTEK APPROACH**

### Synoptek Approach  
  
#### Envision  
  
\*\*Understanding and Documenting the Current State\*\*  
  
To kickstart the project, Synoptek will conduct a comprehensive assessment of the existing MARTA website. This phase is critical for understanding the baseline from which improvements will be made. Our team will meticulously document all website sections/pages along with their respective department or office ownership. This will include a thorough summary of all MARTA published web links that are essential to be maintained, ensuring no critical information is lost during the transition.  
  
Additionally, we will deploy advanced web analytics tools to gather detailed data on current website traffic. This data will provide insights into user behavior, popular content, and potential areas for improvement. Our objective is to create a detailed Existing Conditions Report that serves as the foundation for all subsequent enhancement efforts.  
  
\*\*Legacy Website Architecture Mapping\*\*  
  
With a clear understanding of the current website's state, Synoptek will proceed to map out the hierarchical structure of the existing website. Our team will employ sophisticated diagramming tools to create a detailed Legacy Website Architecture Diagram. This diagram will not only highlight the current structure but also identify redundancies, gaps, and opportunities for optimization. This step is crucial for planning the enhanced website's architecture, ensuring a user-friendly and efficient structure.  
  
#### Transform  
  
\*\*Identifying Website Needs\*\*  
  
Synoptek recognizes the importance of aligning the new website with the needs of both MARTA's customers and its internal departments. To achieve this, we will engage in a two-pronged approach:  
  
1. \*\*External Customer Engagement\*\*: Through surveys, focus groups, and user testing sessions, we will gather feedback directly from MARTA's customers. This will help us understand their needs, preferences, and pain points with the current website.  
  
2. \*\*Internal Stakeholder Engagement\*\*: Parallelly, we will conduct workshops and interviews with various MARTA departments to capture their specific requirements and expectations from the new website.  
  
The insights gathered from these engagements will be synthesized into a comprehensive Website Needs Summary Report. This report will guide the development process, ensuring the new website meets the diverse needs of all stakeholders.  
  
\*\*Establishing Service Level Agreements (SLAs)\*\*  
  
To ensure the highest standards of performance and reliability, Synoptek will establish clear Service Level Agreements (SLAs) in alignment with MARTA's objectives. These SLAs will cover:  
  
- \*\*Completion of Change Requests\*\*: We commit to implementing all changes by the agreed date, with a performance criterion of 100% compliance.  
- \*\*Timeliness of Reports\*\*: Our team will ensure the delivery of complete and accurate reports by the scheduled delivery date, aiming for 90% of reports within 1 calendar day and 100% within 5 calendar days.  
- \*\*Critical Failure Issue Resolution Time\*\*: We will set specific time frames for resolving system failures based on their level of impact, ensuring minimal disruption to MARTA's operations.  
  
#### Evolve  
  
\*\*Adherence to Guidelines and Continuous Improvement\*\*  
  
Synoptek is committed to adhering to all administrative and procedural guidelines outlined by MARTA, including non-disclosure agreements, information security requirements, and special terms and conditions. We will also ensure compliance with the Office of Diversity and Inclusion requirements, reflecting our commitment to inclusivity and diversity.  
  
Moreover, our approach includes a continuous improvement process. Post-launch, we will monitor the website's performance, gather user feedback, and make iterative enhancements. This ensures the website not only meets the current needs of MARTA and its users but is also adaptable to future requirements.  
  
In conclusion, Synoptek's approach is designed to ensure the MARTA website's development and enhancement is comprehensive, user-centric, and aligned with MARTA's strategic objectives. Our phased approach of Envision, Transform, and Evolve, combined with our commitment to adherence to guidelines and continuous improvement, positions us as the ideal partner for MARTA in this endeavor.

**TRANSITION PLAN**

# Transition Plan for XYZ LLP Website Overhaul Project  
  
## Introduction to Transition Plan  
  
Synoptek is pleased to present this transition plan in response to the Request for Proposal (RFP) issued by XYZ LLP for the overhaul or enhancement of its website and related systems. Our approach is designed to meet the detailed business objectives and services requested by XYZ LLP, ensuring a seamless transition from the current state to a more dynamic, user-friendly, and efficient website. This plan outlines the strategic approach, key activities, and methodologies we will employ to achieve the project's goals, focusing on delivering a comprehensive solution that aligns with XYZ LLP's vision and requirements.  
  
## Transition Approach  
  
### Phase 1: Discovery and Analysis  
  
#### Creation of an Existing Conditions Report  
Our initial step involves a thorough analysis of the current website. This will include compiling a comprehensive list of all sections/pages, identifying the primary department or office owner for each, summarizing all published web links that need to be maintained, and providing detailed web analytics for current website traffic. This report will serve as the foundation for understanding the scope of the transition and planning subsequent phases.  
  
#### Submission of a Legacy Website Architecture Diagram  
Following the existing conditions report, Synoptek will create and submit a detailed diagram outlining the hierarchical structure of the current website's pages. This diagram will detail the organization and relationship between pages, providing a clear view of the website's architecture to inform the redesign process.  
  
### Phase 2: Needs Assessment  
  
#### Determination of Internal & External Website Needs  
- \*\*Website Needs Summary Report\*\*: Synoptek will conduct comprehensive engagements with both external customers and internal business units of XYZ LLP to capture their needs and requirements for the new website. This will involve direct interactions with key stakeholders and groups to ensure their perspectives are incorporated into the redesign.  
- \*\*Engagement with XYZ LLP Customers\*\*: Our team will work closely with XYZ LLP customers, including advisory councils and advocacy organizations, to understand their needs and expectations for the new website.  
- \*\*Collaboration with XYZ LLP Business Units\*\*: Meetings with various XYZ LLP business units will be scheduled to document their specific needs concerning the new website. This collaborative approach ensures that the redesigned website supports the operational and strategic objectives of each department.  
  
### Phase 3: Implementation and Quality Assurance  
  
#### Expected Service Levels  
Synoptek commits to adhering to the specified service level agreements (SLAs) related to contractor performance. This includes:  
- \*\*Completion of Change Requests\*\*: Ensuring all approved change requests or change orders are completed by the agreed-upon date, with a goal of 100% on-time implementation.  
- \*\*Timeliness of Reports\*\*: Delivering complete and accurate reports by the scheduled delivery date, meeting performance criteria set for delivery within 1 to 5 calendar days of the scheduled date.  
- \*\*Critical Failure Issue Resolution Time\*\*: Resolving system failures impacting operations within specified times based on the severity of the impact, categorized into three levels of priorities.  
  
## Key Transition Activities  
  
### Activity 1: Stakeholder Engagement and Requirements Gathering  
- Conduct workshops and interviews with XYZ LLP customers and business units.  
- Document and analyze feedback to inform the redesign process.  
  
### Activity 2: Technical Assessment and Planning  
- Perform a technical audit of the current website.  
- Develop a detailed project plan based on the existing conditions report and legacy website architecture diagram.  
  
### Activity 3: Design and Development  
- Create design prototypes for XYZ LLP's review and approval.  
- Develop the website according to the agreed design and functional requirements.  
  
### Activity 4: Testing and Quality Assurance  
- Conduct comprehensive testing, including user acceptance testing (UAT) with stakeholders.  
- Implement quality assurance processes to meet the expected service levels.  
  
### Activity 5: Training and Documentation  
- Provide training sessions for XYZ LLP staff on managing and updating the new website.  
- Deliver comprehensive documentation on website architecture, maintenance, and best practices.  
  
### Activity 6: Launch and Post-Launch Support  
- Plan and execute a smooth transition to the new website.  
- Offer ongoing support and maintenance services to address any post-launch issues promptly.  
  
Synoptek is committed to partnering with XYZ LLP throughout this transition, ensuring a successful website overhaul that enhances user experience, meets the needs of all stakeholders, and supports XYZ LLP's strategic objectives.

**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: **XYZ LLP**  Signature: | Accepted for: **SYNOPTEK LLC**  Signature: |
| Printed Name: | Printed Name: |
| Title: | Title: |
| Date: | Date: |



Synoptek, LLC.

19520 Jamboree Rd, Suite 110 Irvine, CA 92612, United States (949) 697-5660

[www.synoptek.com](http://www.synoptek.com/)

Synoptek @Synoptek @synoptekservice

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