Contact: info@synoptive.com

WHAT IS SYNOPTIVE?

Synoptive builds configuration solutions.

We make visual product configurators, customizers, and guidance applications served from the cloud.

Our technology lets us turn data into web applications - no custom coding required. That means we're fast, affordable, reliable, scalable, and flexible.

HOW DOES THE PLATFORM WORK?

Synoptive offers a hosted configuration platform that integrates into a new or existing site. We host the configurator page (not the whole site) and embed it seamlessly into the website. We can integrate with any e-commerce platform that supports custom products. We can also integrate with ERP and other backend systems via web services.

Our software platform allows us to very quickly prototype, deploy, and manage configurators. We don't have to custom code each new project, so we can provide a custom configurator without the delays, bugs, and cost of a custom software project.

Our platform is hosted on Amazon Web Services and served by their global content delivery network, CloudFront, with edge locations around the world.

BENEFITS

FIXED PRICING

Custom software projects are usually done on a time basis where you pay hourly. Software projects are notoriously difficult to estimate and often come in late and over budget. Our prices are fixed so you know exactly what you'll be paying.

LOW PRICING

Because we leverage the development we've done over the past years, we're more efficient and offer very competitive setup prices.

FAST TURNAROUND

Custom software takes months, if not years. We can get prototypes up in days and complete projects done in a couple weeks.

SELF-SERVICE

Using our system you can make changes to your configurator on your own at no extra charge. If a material goes out of stock or new materials come in, you can make those changes immediately without relying on a middleman.

PROVEN TECHNOLOGY

Our production-proven system offers excellent performance and reliability. Custom software projects are often buggy and slow. You pay for the developers to work out the kinks. We've already worked out the kinks.

FEATURES

Don't reinvent the wheel! Our platform offers the following standard features and more:

- Social/Sharing via Facebook, Pinterest, Twitter, etc.
- Inspiration Galleries – link directly to pre-configured products that users can customize or purchase directly
- Rules/Constraints – manage complex product and compatibility logic with our flexible and intuitive rules system
- Interface flexibility – Tabs and accordions and be combined and nested. Layouts can be easily managed via our Application XML Files and standard CSS.
- Multi-context embeddable – the same configurator can be embedded into multiple web sites with separate styling and different backend integration.
- Data re-use – use the same underlying dataset to generate multiple configurators for different audiences (like wholesalers vs. retailers) or for A/B testing
- Multiple product views
- Product view auto-selection – navigating to a new selection area can automatically trigger a different product view.
- Option auto-selection – Pre-select certain options so users don't start with a blank slate.
- Line-item summary – summary of a user's selections including details and price.
- Option details area – Provide extra details (text, images, etc.) about particular options. Shown nested in a selection area, in a standalone area, or in a lightbox.
- Image zoom
- Image map navigation – let users navigate the selection areas by clicking on relevant areas of the product image.

- Mobile-friendly
- More...

APPLICATIONS

- Visual Product Customizers - Display photorealistic product renderings so customers can see exactly what they are getting. Minimize returns.
- Complex Product Configuration - Eliminate errors in quoting, ordering, and manufacturing by ensuring only compatible options can be chosen.
- Sales Quote Configurators - Eliminate quote generation delays. Close sales faster. Ensure accurate quotes.
- Bundling - Increase order size with dynamic bundling options.
- Guided Selling - Maximize up-sales and cross-sales by providing targeted, relevant suggestions.
- Interactive Banner Ads - Increase market exposure by offering your configurators as embeddable content, like interactive banner ads.
- Support / Troubleshooting - Direct users through intuitive, branching logic to provide the solution they need.
- Recommendations - Offer relevant, preference-based recommendations to help users make the best decision.
- Expertise Automation - Make human expertise available for the enterprise. Translate expert knowledge into accessible, scalable web applications.

PRICING

Synoptive offers multiple price tiers to accommodate your needs. Pick the package that's right for the complexity of your project. Synoptive can also perform custom e-commerce/ERP integration and CSS/styling. For custom work, we need a wireframe or clear specifications before we can provide a firm quote. Our quotes are fixed, so there are no cost overruns. Prices do not include image creation, which Synoptive does not provide.

HOW TO WORK WITH SYNOPTIVE

The steps involved in creating a customizer are:

- You create a design wireframe that specifies the customizer functionality
- Synoptive provides a quote based on the mockup
- Synoptive creates a functional but un-styled customizer based on your mockup
- Synoptive provides a self-service tool where you can enter your customizer data, images, prices, etc.
- You (or an image partner) create the product images for the configurator
- You style the customizer to match the site/branding
- You and Synoptive work together to integrate the customizer with your e-commerce system or ERP