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WHAT IS SYNOPTIVE?

Synoptive builds configuration solutions.

Our application development platform lets us assemble configurators using pre-built parts, like building blocks. The parts are defined via XML files – no custom coding required. Creating and updating configurator data and functionality is as easy as deploying a new application XML file to our platform.

Because we don't have to build from scratch, we're faster, more affordable, more flexible, and more reliable than alternatives.

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.

WHY USE SYNOPTIVE?

TIME TO MARKET

Custom configurators can take months if not years to develop from scratch. Synoptive has already built the features your clients want and can activate them easily. We create functional configurators in days or weeks, not months.

PRICE

Because we can leverage pre-built functionality and create configurators so quickly, our pricing is usually a fraction of what competitors charge. Lower price makes our applications affordable for a broad range of clients.

LOWER PROJECT RISK

Custom software is notoriously difficult to estimate, both timelines and pricing. Synoptive's rapid development platform means your schedule won't slip due to unexpected bugs and delays common with custom software. Synoptive also provides fixed quotes, so you can rest assured there will be no cost overruns.

EASE OF MAINTENANCE

Data and functionality updates are in your hands. Simply update the relevant files in Synoptive's version control system and click the web deploy button. The new data and functionality are instantly deployed.

ITERATIVE / AGILE DEVELOPMENT

We create a functional configurator quickly and then work closely with you or your clients to iteratively refine the configurator.

How often do your clients change their minds? Instead of causing long delays as with a custom project, client changes can usually be accommodated in hours or days by simply "flipping a switch" in our development platform.

MULTI-SITE (MULTI-CONTEXT) EMBEDDING

Using a simple, novel embedding scheme, the same configurator can be embedded into multiple different web sites and integrated with different back-end systems. One example application would be a distributor that wants to offer a direct-to-consumer configurator, but to also allow resellers to use the configurator with the reseller's own styling and e-commerce integration. When the distributor updates data and functionality in the configurator, the changes are instantly reflected in the reseller sites.

STANDARDS-BASED

Our configurators are standards-based JavaScript and HTML – no Flash, no plugins. They can be styled/skinned easily with standard CSS style rules by your designers.

RICH FEATURE SET

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.
- 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...

WHAT SYNOPTIVE CAN DO

- 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.

HOW TO WORK WITH SYNOPTIVE

The steps involved in creating a configurator are:

1. You provide a design wireframe/mockup that specifies the configurator requirements.
2. Synoptive provides a quote based on the wireframe.
3. Synoptive creates a functional but un-styled configurator based on the mockup.
4. You create the product images for the configurator or provide the API to access a dynamic image rendering system like Liquid Pixels, Picario, or Scene7.
5. Synoptive provides a self-service tool where configurator data is entered.
6. You or your client then enters the client configurator data.
7. You style the configurator to match the site style and branding.
8. You and Synoptive work together to integrate the customizer with the ERP or e-commerce system

Synoptive is happy to work directly with your client or behind the scenes with your existing project management system.