syntphony

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Syntphony AI

Syntphony AI provides you with a common data layer and data management capabilities to build the foundation of your Data & AI platform, including technical capabilities, Gen AI features and packaged modules like Conversational AI Agents or intelligent search to just mix & match and deploy services into production to accelerate the most common vertical use cases.

⬡ Insurance

⬡ Telco, Media & Technology

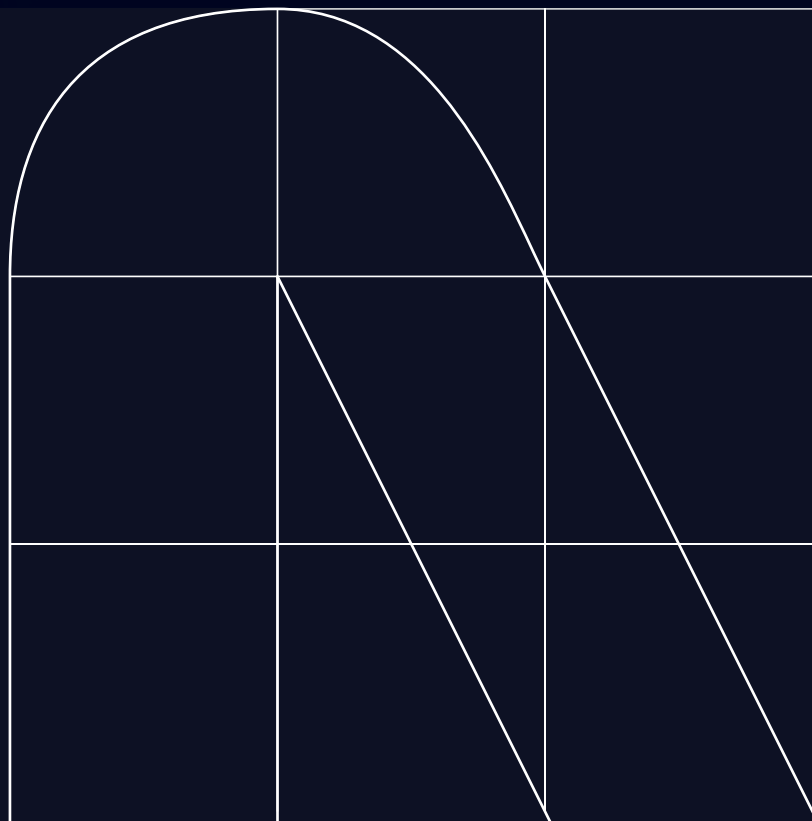⬡ Energy & Utilities

⬡ Retail

⬡ Manufacturing &
Consumer Packaged Goods

⬡ Automotive

⬡ Healthcare, Life Science & Pharma

syntphony

We develop products and solutions that are in tune with businesses

Syntphony is the composable platform of digital products and solutions from NTT DATA, created to help global organisations accelerate innovation, align business strategy with technology, and scale transformation initiatives with speed and efficiency.

Designed for enterprises that demand flexibility, modularity and integration, Syntphony offers a portfolio of ready-to-deploy, enterprise-grade digital products developed by NTT DATA's global talent network. By combining business consulting expertise, proprietary technologies and industry knowledge, the Syntphony ecosystem multiplies the value for clients, reducing time to market and unlocking synergies across multiple domains.

Syntphony is the most valuable Product Composable Platform of NTT DATA, enabling clients to orchestrate scalable, resilient, and future-ready business solutions.
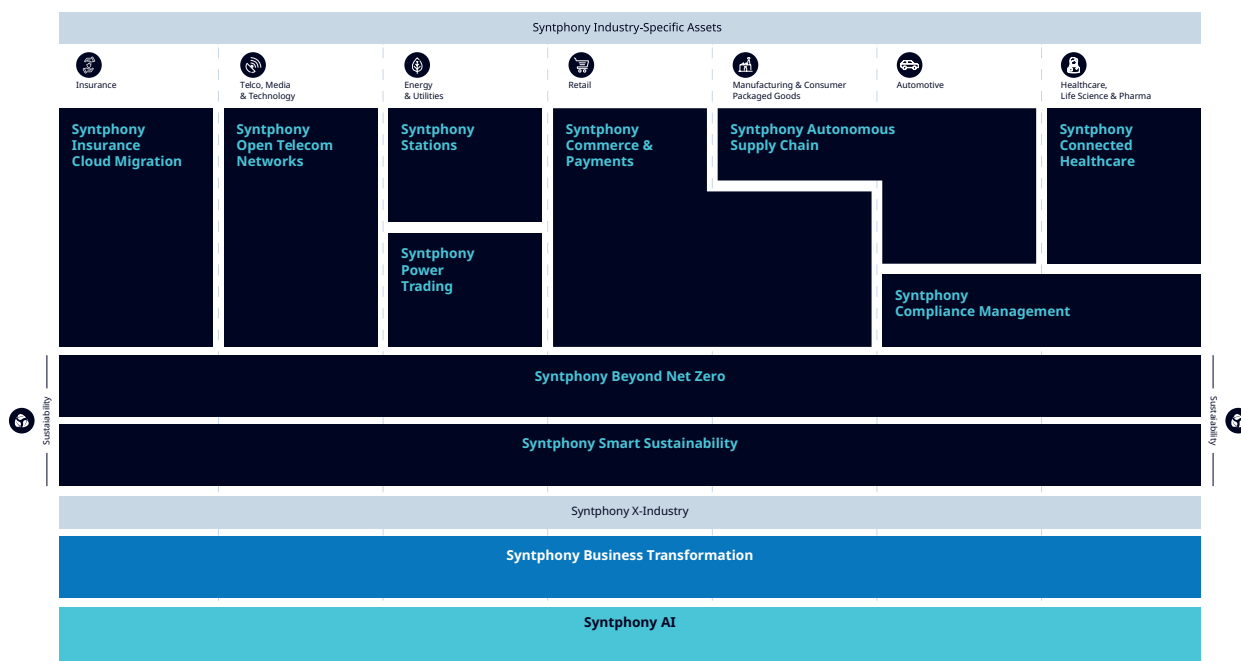
Syntphony AI

We operationalise Generative AI with prebuilt use cases, private LLMs and modular architecture—accelerating deployment, reducing complexity and ensuring secure, enterprise-grade scalability and governance by design.

Syntphony AI provides you with data management capabilities to build the foundation of your Data & AI platform, including technical capabilities, Gen Al features and packaged modules like Conversational AI Agents or intelligent search to just mix & match and deploy services into production to accelerate the most common vertical use cases.

Syntphony AI helps you unlock efficiency, drive innovation, and stay ahead of the competition by transforming your data into actionable insights, which will fuel your business growth and allow you to deliver personalized experiences.

Conversational AI Agents

Deliver secure, omnichannel payment experiences with total control and flexibility, streamlining operations, reducing time to market and enabling businesses to create new customer value across every payment method and channel.

Knowledge Search

We provide intelligent, semantic search across structured/unstructured data, improving collaboration, accelerating access to relevant knowledge and integrating seamlessly with tools like Microsoft 365, SharePoint and SAP.

Data Management

We unify customer data into a single Golden Record in real-time adding data, enrichment and deduplication—ensuring accuracy, GDPR compliance and insight-driven decisions across B2B and B2C contexts.

AI Factory

We operationalise Generative AI with prebuilt use cases, private LLMs and modular architecture—accelerating deployment, reducing complexity and ensuring secure, enterprise-grade scalability and governance by design.
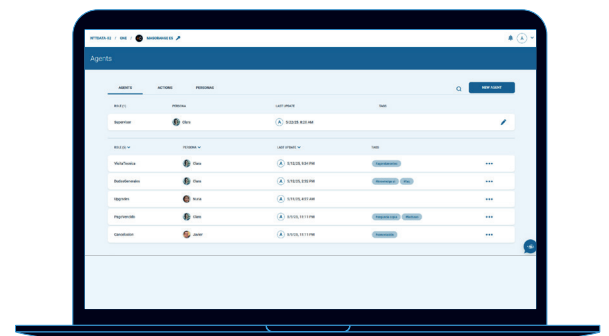
Conversational AI Agents

At Syntphony, we deliver a powerful fusion of strategic consulting expertise and a scalable, enterprise-grade AI platform to accelerate digital transformation.

Our AI-native, API-driven architecture ensures an easy integration with external systems, enabling rapid deployment and adaptability across industries.

With the highest quality and security standards in the market, we empower organizations to innovate with intelligent automation, elevate customer engagement, and drive measurable business outcomes.

Syntphony combines Conversational AI and Messaging into a single, enterprise-grade platform **that automates 24/7 customer interactions across voice and text.** With human-like conversations, omnichannel support, and AI for insights, it enhances service quality while reducing costs. Its secure, API-driven architecture supports automated workflows, seamless integrations, and centralized messaging—backed by a unified credit system for simplified management.

Intelligent, proactive experiences that adapt, collaborate, and evolve, redefining digital interaction.

Differentation

- **Unified AI + Messaging Platform:** Integrated platform combining conversational AI and messaging for consistent, intelligent, scalable customer interactions across all channels.

- **Agentic AI Architecture:** Enables autonomous agents to reason, act, and collaborate on complex tasks, blending NLU with agentic governance.

- **Enterprise-Grade Scalability:** API-driven, proprietary architecture built for high-volume, mission-critical environments.

- **Multimodal & Multilingual by Design:** Supports 100+ languages and voice/text channels, delivering human-like experiences across web, mobile, WhatsApp, social media, and voice.
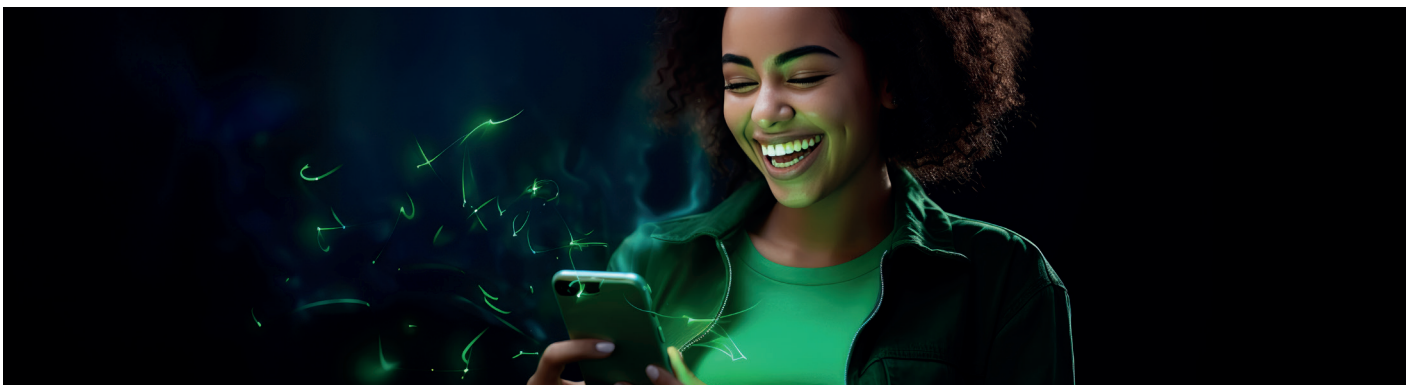
Benefits

24/7 Multichannel Support
Serve customers anytime across voice, chat, mobile apps, websites, WhatsApp, social media, and smart assistants.

Scalable & Enterprise-Proven
Handles millions of interactions monthly for leading organizations with ease.

Real-Time Responsiveness
Ensure fast, consistent communication across all channels.

Improved Customer Satisfaction
Boost satisfaction by up to 30% and eliminate wait times.

Operational Cost Reduction
Cut customer service costs by up to 10% through automation and streamlined workflows.

Continuous Experience Optimization
Leverage cognitive learning and analytics to refine user journeys.

Enhanced Customization & Flexibility
Tailor experiences while reducing dependency risks.

Features

Human-like AI Conversations
Natural, context-aware, intelligent responses

AI & Knowledge Integration
Smart answers from documents and data

Voice & Text Automation
Conversational AI across all formats

Real-Time Analytics & Insights
Track, measure, and optimize performance

Effortless Human Agent Handover
Smooth transitions from AI to human

Centralized Messaging Console
Unified view for agent interactions

Enterprise-Grade Integration & Scalability
Secure, flexible, and built to grow

Use cases

Automated Customer Support

AI agents handle FAQs, troubleshoot issues, and assist with plan changes via WhatsApp, voice, and web chat—ensuring 24/7 support, reducing call centre load, and improving satisfaction and resolution speed.

Cognitive Contact Centre

Combines AI and human agents to deliver natural, scalable service—enabling personalised interactions, reducing wait times, and enhancing operational efficiency.

Conversational Commerce

AI agents guide users through product discovery, checkout, and post-purchase support. Integrates WhatsApp Flows and Catalog Links for interactive, seamless shopping experiences.

Digital Workplace

Boosts productivity with AI agents embedded in daily workflows—simplifying scheduling, information access, and internal processes for faster, smarter work.

Knowledge Search

Syntphony Knowledge Search is the intelligent search engine that finds the most relevant and accurate information from your organization's structured and unstructured data and provides valuable information based on data relations.

It extracts, processes and consolidates information from multiple data sources, optimizing efficiency in the search for information (documents, people, projects, services, customers...), **improving the quality of the deliverables made by users** (through access to the best information), and fostering collaboration between employees, with customization capabilities to the business sector and company.

Syntphony Knowledge Search reinvents knowledge management, identifying, connecting and adding value to the knowledge of any company and any business area.

Syntphony Knowledge Search categorizes and organizes information, allowing it to be discovered by users more easily. It is able to locate accurate and relevant information for everyday work, even if it is scattered across multiple sources, improving worker productivity and efficiency.

With its Generative AI capabilities, users can find not only information but also answers to their questions in a natural way.

Differentiation

Syntphony Knowledge Search can find and understand a wide variety of structured and unstructured content stored in Microsoft 365, Teams, SharePoint, Confluence, SAP, Jira and other data sources.

Adaptable and ready to use. There is no need to change the data repository or digital workplace software, and Syntphony Knowledge Search information can be accessed through a variety of standard interfaces, **such as the web browser, the native Teams App or through third-party applications that connect to existing connection APIs.**

Benefits

Increased productivity

Saves the organisation money by reducing the time spent searching for information, allowing more time to be spent on tasks where employees add value to the business.

Better quality

Improves the quality of results by providing the best sources of information, with information that users may not even know existed.

A more engaged workforce

Provides a collaborative information environment that fosters well-being at work and talent retention.

Features

- **Intelligent semantic search system.**
- **Ingestion of structured and unstructured data.**
- **Consolidation of information from multiple sources into unified profiles.**
- **Cognitive recommender system.**
- **Multilingual.**
- **Representation of relationships between entities through graphs,** allowing graphical navigation through existing information in the company.
- **Question answering for internal available Knowledge,** leveraging Generative AI.
- **Adaptable to the desired** Use case, Company or Business Sector.
- **Monitoring of analytics and KPIs.**
- **Secure and Private:** installed in customer's own Azure subscription.

Use cases

Integration & centralization of Company Information

Improves the access to company knowledge by connecting, enriching and unifying all information into a single, accessible, and easy-to-use portal. Allows natural language searches and direct access to the most relevant sources

Corporate Knowledge exploitation

Extract and consult information from unstructured sources such as documents and pages, and create new knowledge based on existing one. Allows obtaining precise answers from internal knowledge, thus optimizing the daily workflow.

Collaboration between teams

Allow employees to share knowledge securely and orderly, making user and company information visible and available. Facilitates the visibility and availability of information, providing a secure and structured environment for sharing knowledge in a digital workplace.

Data Management

Large enterprises seek to unify fragmented customer data to enable faster, more accurate decision-making. **Syntphony Data Management is the solution: a modular, intelligent platform that consolidates, validates and enriches fragmented customer information into a single Golden Record — always clean, complete and up to date.**

Unlike customer data platforms, our solution connects all customer-specific data across enterprise platforms, enabling a seamless view of the customer. It is rapidly implemented to solve your particular business problem thanks to our consulting capabilities.
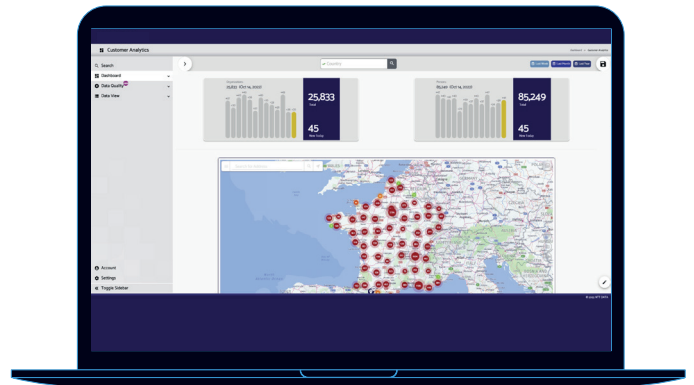
It uses advanced validation rules and machine learning to cleanse, enrich and unify both B2B and B2C data, ensuring it is always reliable and GDPR-compliant. With real-time integration and seamless deployment, **it empowers business teams to make faster, smarter decisions.**

Its core values — accuracy, agility and actionability — help clients reduce effort, unlock insights and accelerate time to market.

What makes Syntphony Data Management different is how it transforms customer data into action. Beyond simply storing information, it creates a real-time, cross-platform Golden Record, enriched and deduplicated using AI.

Its modular, **API-first architecture and flexible deployment options ensure seamless integration with any system.** Built for speed, it adapts to each client's needs while reducing costs and increasing loyalty.

As part of the Syntphony ecosystem, it delivers intelligent, connected data — ready to empower confident decisions across the enterprise.

Benefits

Reduce manual tasks by up to 25%
Eliminate duplicates and error-prone manual tasks to act faster across processes.

Reduce operational costs
Automate workflows and remove redundancies to focus on value.

Boost customer loyalty and reduce churn
Enable consistent, personalised experiences with clean data.

Unlock sales potential
Identify opportunities using synchronized, enriched intelligence.

Ensure compliance and protect privacy
GDPR-ready.

Features

Golden Record creation
Merges customer data into one consistent, up-to-date profile.

AI-powered deduplication
Uses rule engine to detect and merge duplicates.

Customisable business rules
Adapt merge logic for B2B/B2C needs.

External data enrichment
Integrates sources like Dun & Bradstreet for deeper insights.

Continuous validation and normalisation
Cleans and standardises key fields with local exception handling.

Flexible deployment
SaaS, cloud or on-premise.

Use cases

Customer 360° view
Unify data to build complete personalised profiles

Omnichannel engagement
Ensure consistent recognition across all customer touchpoints.

Marketing campaign optimisation
Improve targeting with clean, enriched data.

Sales enablement and cross-selling
Use complete profiles to boost sales opportunities.

Analytics
Predict churn, CLTV and get customer insights with accurate, up-to-date data.

Data governance and quality management
Automate processes to maintain data consistency.

AI Factory

The unified platform that make easier to combine of Gen AI and other AI emerging technologies for the development of intelligent solutions. AI Solutions, AI Factory for all our assets.

Syntphony AI Factory is a platform designed to scale Generative Artificial Intelligence (Gen AI) from Proof of Concept (PoC) to full production.

Its primary mission is to serve as a unified platform that facilitates the combination of Gen AI and other emerging AI technologies for the development of intelligent solution providing a unified platform for the creation of intelligent solutions by combining various AI technologies.

The core value it provides lies in offering the generative AI capabilities needed to meet the requirements of other products and Business Units.
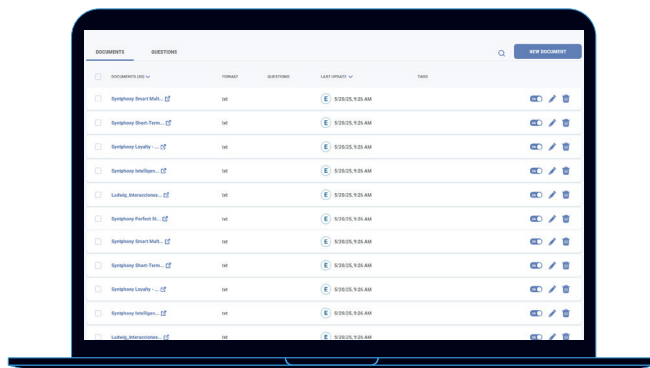
Syntphony AI Factory is a multi-tenant SaaS (Software as a Service) solution that simplifies the integration of generative AI models and other emerging technologies. It provides a unified platform for the creation of intelligent solutions by combining various AI technologies. Include:

Retrieval Augmented Generation (RAG) capabilities with robust data ingestion and processing functions.

A modular approach that allows integration with other products and in-house solutions.

It operates under a consumption-based model for generative AI tasks, ensuring scalability and performance without limitations or quotas.

- **Extensive multi-model flexibility:** The platform stands out for its multi-model flexibility, allowing the use of different providers
- **Robust security and trust framework:** It is a SaaS platform with full operational support, adhering to high security standards, including ISO 27001 certification, SOC 2 and GDPR
- **High scalability and performance:** Designed to run generative AI tasks without limitations or quotas, offering a 99.95% guaranteed uptime, 8x5 support, and 24x7 operation.
- **Multi-tenant architecture** with physical data isolation.

Benefits

Increased accuracy and relevance

Hybrid search delivers precise results for complex queries, enabling faster access to critical information. Fine-tuning options allow RAG pipeline customisation, improving accuracy and reducing manual effort.

Cost reduction and scalability

Customers benefit from flexible model selection tailored to their needs, supported by robust deployment and maintenance capabilities.

Increased productivity

Seamless integration with enterprise knowledge bases automates data retrieval and provides instant access to internal documentation. Customisable prompt templates enhance team efficiency.

Improved decision-making and operational efficiency

Diverse data processing enables industry-specific insights from LLMs.

Features

- **Document Ingestion for different document using OCR and IDP. Fine-tuning Options for accurarte responses.**

- **Document Updates, Listing, Retrieval, and Deletion.**

- **QnA over Documents/Collections and response generation based on provided context.**

- **Hybrid Search combining keyword-based search with semantic search.**

- **Prompt Execution on multiple LLM models on Azure OpenAI, Google Vertex AI (Gemini) and Amazon Bedrock.**

- **Embeddings and Multimodal Services Image Generation Service (e.g., DALL·E).**

- **Metric Evaluator to assess RAG system performance using quantitative metrics such as precision, recall, and custom metrics for generation quality**

Use cases

Document Processing and Information Extraction

Used by clients like Tirea to extract fields from unstructured documents (LLM only), and by Sabadell for QnA on individual documents. Also involves generating physical documents (e.g., tickets, invoices) from entity documentation and integrating them into repositories.

Customer Service and Automation:

- Tools for create a virtual assistants (e.g., for Syntphony Conversational AI).

- Automation of repetitive tasks like report generation and Q&A.

- Provision of contextual help within solutions.

Content Generation and Marketing

- Text and image generation for campaigns.

- Creation of promotions via prompts.

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