Syntelli Solutions Moves the Needle with Spotfire
Business growth, customer insights, increased capabilities and expertise

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— Rishi Bhatnagar, CEO

DETAIL

60%

Year-over-year growth due to Spotfire projects

CHALLENGE

"Over the years, we have served over 100 clients in banking and financial services, commercial services, healthcare, hospitality, insurance, manufacturing, oil and gas, and sports and entertainment—including the Tampa Bay Lightning NHL hockey team," begins CEO Rishi Bhatnagar. "Two of our biggest opportunities are in helping clients to leverage a platform for data analytics and to give them the ability for very smooth and fluid analytics leading to insight.

"Warren Buffet once said, 'Investing is easy, making money is difficult.' Similarly, making a dashboard is easy, getting insights is difficult. The great thing about TIBCO Spotfire® is that it's easy and simple to use. It's easy to make charts and graphs in Spotfire—but getting insight that actually moves the needle in terms of improved market share or improved profitability—that is not easy.

"For us to be able to help our clients leverage the power of their data, the two things that are most important are, number one, ease of use—for power users, everyday users, and mobile users out in the field. The second is enterprise class scalability, including the depth of the tool. Sometimes, people get carried away by how good a tool looks, but technical strength of the tool is important."

SOLUTION

"I think the reason our partnership with TIBCO went so deep was their willingness to work with partners in the true sense," continues Mr. Bhatnagar. "There are a lot of companies out there that said, 'We are partner friendly,' but the behavior does not always support that. With TIBCO, I found that, up and down the ranks, everybody in that company is consistently partner-friendly.

SYNTELLI SOLUTIONS INC.

Syntelli Solutions, a TIBCO Spotfire® partner and data and analytics solutions provider, helps organizations harness the power of data to influence behavior and improve overall performance, culture, and well-being.

FAST FACTS

Founded: 2005
Headquarters: Charlotte, NC
Clients: >100

DETAIL

6 MONTHS

Payback time for one client's project

"We have done over 100 Spotfire projects, and the reason that has happened is because partnership is a two-way street. When we do great work for TIBCO, they bring us into some of their more complex, high visibility projects, such as for the Tampa Bay Lightning."

BENEFITS

BUSINESS GROWTH

"TIBCO's partnership has provided us a very consistent flow of business," says Bhatnagar. "A relatively small consulting business like ours always goes through ups and downs, but TIBCO is one partner that has been with us for over five years now. They have stood with us when business was slow and when it went well.

"We had 60% year-over-year growth last year, but that's not necessarily a good indicator of where we will be. This year, we're looking for 100% growth in business, and 100% growth in number of employees. I think Spotfire and TIBCO will continue to be the cornerstone of our growth."

CUSTOMER INSIGHTS, EXCELLENT RESULTS

"Examples of clients who benefited from Spotfire are all over the place," says Mr. Bhatnagar. "One client specifically told me 'Rishi, This project paid for itself in less than six months.' In other places—Healthcare—the emphasis is around improving pricing. If these businesses are run efficiently, you can drop the benefit of better pricing directly to the bottom line. Today, there is no other way for these companies to significantly improve bottom line.

"Better demand forecasting has benefited many of our clients. By understanding how the supply chain works, they can better forecast demand and optimize shelving of the product. For the Tampa Bay Lightning, if they can accurately forecast how many fans are going to be in seats today, they can work backwards and optimize the whole supply chain and bring in the right number of staff.

"Other use cases that Spotfire is solving involve customer segmentation—which customers get what message, and how you convert them using better pricing or better demand forecasting—and making sure the sales reps have the right information at their fingertips."

INCREASED CAPABILITIES AND EXPERTISE

"Spotfire has helped us tremendously and has had a significant impact on our business," explains Bhatnagar. "It has helped us grow into a more focused and mature data analytics company and helped our team members develop increased depth as data scientists. It's our primary go-to-market tool and has allowed us to offer better services to all our clients."

FUTURE

"Syntelli Solutions is becoming a one stop shop for clients so they come to us not only for tools, but for help with insights. We want to continue to grow very aggressively, 100% year-over-year for the next couple of years. We've been helping our clients for years now, and we want to continue helping them leverage the power of data by bringing the best talent to them. Therefore, my objective is to become a company that every new graduate or data scientist wants to join."

TIBCO®

TIBCO Software empowers executives, developers, and business users with Fast Data solutions that make the right data available in real time for faster answers, better decisions, and smarter action. Over the past 15 years, thousands of businesses across the globe have relied on TIBCO technology to integrate their applications and ecosystems, analyze their data, and create real-time solutions. Learn how TIBCO turns data—big or small—into differentiation at www.tibco.com.