

# Synthesis Cloud Consulting Services

Tomorrow's successful businesses  
are cloud-first today



 **synthesis**

# ENTERPRISE-GRADE CLOUD COMPUTING IS HERE

Around the world large enterprises in all industries are fast-forwarding to rapid, comprehensive, full migrations to the cloud. This strategy is an essential next step in transforming enterprise IT environments and setting organisations up for future success.

Cloud computing enables organisations to innovate, launch new digital services, and ride the wave of digital disruption that the world is experiencing. Because cloud-driven progress in data science, big data and analytics is easily and cost-effectively accessed, with no capital expenditure, forward-thinking businesses are using it to innovate rapidly and disrupt traditional business models around the world.

Cloud gives organisations in emerging markets the agility and ability to compete on a global level.

Companies that choose a full migration strategy benefit sooner from cloud computing economies.

From day one, they can save from 30% to 60% on data centre costs. Then, by tapping into the power of cloud computing to optimise their businesses more effectively and extensively — for instance by scaling supply to match demand in near real-time — their savings can increase by as much as 50%.

Security is paramount, and today thanks to advances in cloud computing technology, services and data that are correctly configured on the public cloud are more secure than their on-premise counterparts.

From starting to think cloud-first, organisations are very quickly moving to a cloud-only way of working.

# SYNTHESIS: YOUR CLOUD CONSULTING PARTNER

Two decades of providing software solutions for blue-chip financial services companies means we understand that, in a connected world, technical innovation and business innovation are increasingly interchangeable.

So, it's critical that we are able to help our customers translate business strategy into IT solutions that have a real, measurable business impact.

We've gained in-depth experience in setting up advanced cloud architecture and managing cloud computing migrations for our own business. This means we can fast-track our customers' journeys as they migrate onto the cloud.

In addition, we've evaluated and stress-tested all the major cloud platforms and recommend Amazon Web Services (AWS) to our customers.

Today we specialise in assisting enterprise customers in becoming cloud ready, executing mass migrations, harnessing the benefits of big data analytics, and extracting cost savings and regulatory benefits. From a simple data centre migration to the implementation of fully elastic container fabric architectures, we understand the work and thinking required to unlock a cloud-first and, potentially, cloud-only world for large enterprises.



## Amazon Web Services

We've deliberately cultivated broad, deep knowledge and experience with Amazon Web Services (AWS), evidenced by our AWS Advanced Consulting Partner status. AWS offers enterprises a stable infrastructure, big data processing and AI capabilities. It is application agnostic and gives our customers access to a range of applications, allowing them bring their own to the platform as their requirements evolve.

# SYNTHESIS' CLOUD CONSULTING SERVICES



1

## MIGRATION OF APPLICATIONS

Moving existing applications onto the cloud needs careful planning and prioritisation, especially when you are dealing with complex enterprise portfolios running into thousands of applications. Plus, a strategically planned migration mitigates risks, allows the team to gain experience, and demonstrates early wins before tackling bigger, more critical migrations.

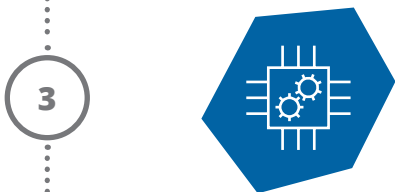
During the migration process, of course, it needs to be “business as usual” with innovation and development processes continuing, while taking into account the future cloud-based scenario. This is where cloud-first, and cloud-only, thinking comes to the fore.



2

## CLOUD SECURITY

When implemented correctly, today's public cloud is more secure than on-premise installations. Our experience with blue-chip banking and financial services clients means that security is paramount and baked into everything we do. This includes PCI and regulatory compliance, automated policies and auditable infrastructure.



3

## BIG DATA, MACHINE LEARNING AND ARTIFICIAL INTELLIGENCE

An advanced, stable cloud infrastructure, with access to additional processing power-on-demand, is the key to unlocking the opportunities that technology mega-trends offer. For instance, the processing power of the cloud unlocks real-time, actionable data that enables better decision making, personalisation, churn management and improved planning, amongst other benefits.



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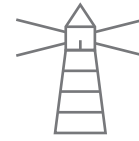
## AWS APPLICATION DEVELOPMENT

We believe that migration to the cloud should give companies more flexibility, and not lock them into a specific way of working. Unlike walled-garden style cloud platforms, AWS allows us to build, or migrate, whichever applications our customers need. This offers a range of options instead of a single solution, and means decisions don't need to be made upfront and locked down at the outset.

# THE SYNTHESIS APPROACH

We know that for change to succeed, it needs to be carefully and thoughtfully communicated to the rest of the organisation. We work with our customers and their teams to identify lighthouse projects that can quantifiably and convincingly demonstrate the impact of cloud computing to the rest of the organisation, C-suite and board.

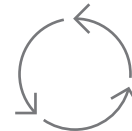
After a few successful proofs of concept, the organisation is convinced about the merits of cloud computing and has developed a level of comfort working in this new paradigm. This builds the trust and buy-in at all levels needed for successful large-scale roll outs.



## 1. IDENTIFY LIGHTHOUSE PROJECTS



## 2. PROOF OF CONCEPT



## 3. ROLL-OUT

# ABOUT SYNTHESIS

Synthesis is a specialised technology consulting and software development business with specific expertise in cloud services. Our clients include blue-chip organisations such as Investec, Absa, Standard Bank, Capitec and Nedbank.

Founded in 1997, we offer highly specialised software development, consulting and integration services and technology-based product solutions in South Africa and other emerging markets. Our focus is on the biggest impact areas for businesses: cloud computing, digital channels, blockchain and big data. In addition,

we have our eye on upcoming trends such as artificial intelligence (AI) and machine learning.

As an accredited AWS Advanced Consulting Partner, our cloud transformation initiatives assist enterprises to become cloud ready, successfully execute mass migrations, harness the benefits of big data analytics and extract the cost savings and regulatory benefits of compliance.

We are an independent, wholly-owned subsidiary of JSE-listed company, Capital Appreciation.

## CONTACT

To learn more about our cloud services and how we can help you on your cloud journey visit:  
[www.synthesis.co.za/cloud-consulting/](http://www.synthesis.co.za/cloud-consulting/)

# WORK WE'VE DONE

## **INVESTEC**

We worked with Investec to design and implement future AWS-based architecture for its global Investec.com digital platform. For this solution, we leveraged the core AWS services to provide a highly secure internet-facing network design. An elastic container architecture allows for continuous delivery of features, as well as the ability to meet the growing demand of customers on the platform.

## **LARGE LOYALTY PROVIDER**

We worked closely with the loyalty team to implement a HIPAA-compliant security policy around the management of member data at rest. Our solution architecture leverages the AWS CloudHSM devices, integrated into an elastic RDS cluster, to enable encryption of data within the data persistence tier of the application.

## **VATIT**

We worked in collaboration with VATIT to design and implement its application container architecture. This is used to host the large-scale data processing functions for the business. As a part of this process, we leveraged AWS core services to provide a highly secure and interconnected network, and implemented a large scale multi-tenant, multi-region Kubernetes cluster for hosting of both internet-facing and internal processing line-of-business applications. This reduced the integration and processing window from weeks to hours.



