

Executive				
POSITIONING	Sapient Synapse offers an intuitive way for firms to manage their data requirements through a series of highly visual, web-based tools that enhance transparency across people, process and datasets.			
	Sales, Trading, Marketing & other End Users	Operations, Compliance & Risk	Data, System & Business Analysts	Technology
	Sapient Synapse offers an intuitive way for end users to perform data discovery activities and to understand the meaning of data in the context of an activity they are performing and if desired, to stay informed about new data created and modified within their relevant domain, through an intuitive web user interface.	Sapient Synapse allows operations, compliance and risk users to track and see how data is used within the organization through a series of highly visual, web-based tools that enhance transparency across the entire organization.	Sapient Synapse enables business analysts to efficiently define data requirements (either in the Synapse UI or within existing tools) for a specific project. Leveraging a shared platform, peers working on the same or others projects can collaboratively share insights and existing knowledge, while providing transparency to internal stakeholders from business to technology.	Sapient Synapse provides an integrated solution for a technologist to manage data requirements within DevOps through a single data requirements platform that integrates with Jira to assign stories against a centralized knowledge bank of data requirements shared across projects.
SALIENT NOTES	Key Functionality			
	<ul style="list-style-type: none"> Quickly find the definitions of data as pertinent to activities performed Ability to view a PDF, click on a field and understand the lineage 	<ul style="list-style-type: none"> Access and contribute to a centralized knowledge base Identify new sources of data that will meet evolving regulatory requirements and key people responsible for controls or processes 	<ul style="list-style-type: none"> Create and manage term definitions, semantic relationships and physical lineage within respective data domains Effortlessly maintain data requirements in consistent and current stage 	<ul style="list-style-type: none"> Share and collaborate with data analysts in establishing physical lineage Build best practices and standardization of data formats
	Key Features			
	<ul style="list-style-type: none"> Search Glossaries & Wiki Transparency/Lineage report Content Correlation 	<ul style="list-style-type: none"> Impact Assessment Audit Trail Entitlements Lineage and Transparency Reports 	<ul style="list-style-type: none"> Data Mapping Data Standards Assign Tasks Audit & 4-eye controls 	<ul style="list-style-type: none"> Manage Metadata and Definitions Link Jira tickets to Requirements
BUSINESS VALUE	Offensive Benefits			
	<ul style="list-style-type: none"> Improve customer service through the ability to deliver quick responses to inquiries Improve efficiency through less dependencies on IT support to understand the origin of data Clear understanding on data usage to support business decisions 	<ul style="list-style-type: none"> Provide access to the right audience through entitlements Clear accountability when data interruptions occur for critical business processes 	<ul style="list-style-type: none"> Improve efficiency around requirements management Speed up project delivery leveraging accelerators Enable team collaboration 	<ul style="list-style-type: none"> Provide integrated transparency to key end users about how technology changes affect key areas of interest Transparency into business processes to inform how data should be defined and modeled to optimize design
	Defensive Benefits			
	<ul style="list-style-type: none"> Lower the cost of remediation Improve timeliness for data issue resolution 	<ul style="list-style-type: none"> Deliver a sustainable solution against regulatory transparency mandates Formalize a communication plan and process, including notifications and an issue escalation policy. 	<ul style="list-style-type: none"> Reduce attrition risk Minimize duplication in requirements gathering 	<ul style="list-style-type: none"> Mitigate the risks associated with silo-based project level funding Reduce fragmented data environments resulting in inconsistent naming conventions