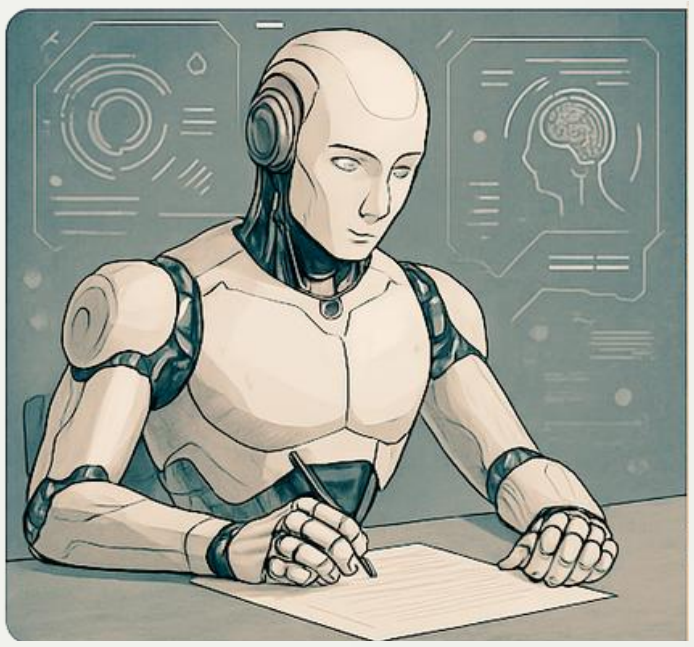
SYNAPTYX

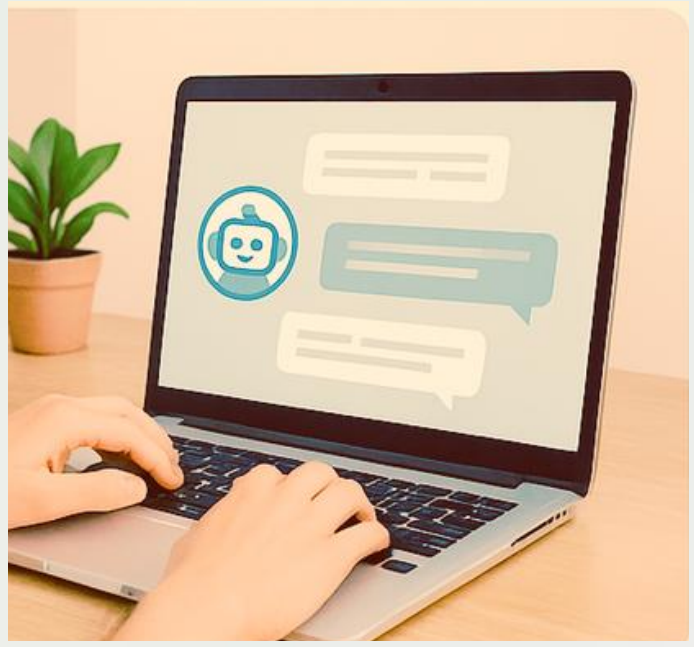
DELIVERING REAL BUSINESS IMPACT WITH GENAI

Everyone's talking about what GenAI could do. Here's what it's actually being used for..



Expectations

VS



Reality

530 real-world use cases analysed by IoT Analytics

SYNAPTYX

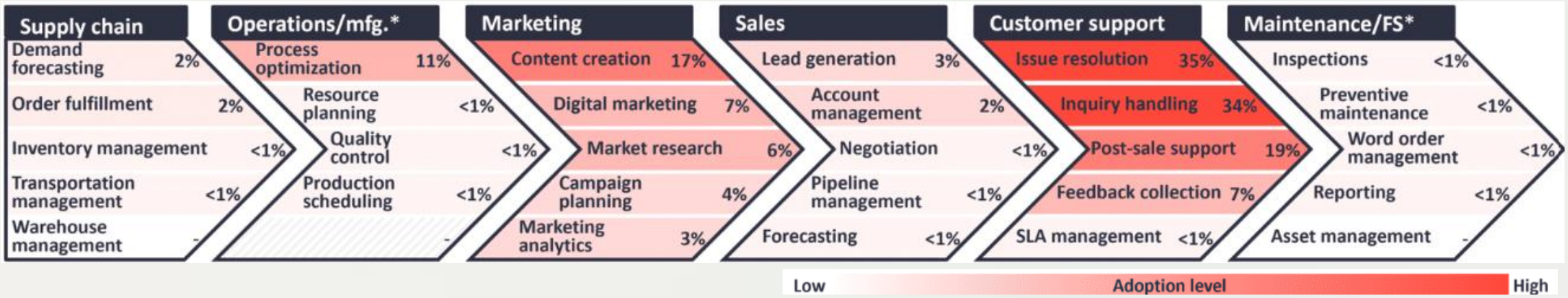
DELIVERING REAL BUSINESS IMPACT WITH GENAI

Out of 530 Gen-AI projects:

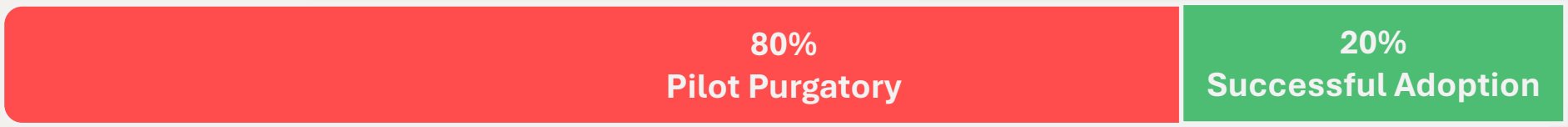
49% focus on Customer Support- with **issue resolution** alone making up **35%**

14+ use cases had **zero adoption**

Most projects **succeed** where **pain is obvious and value is fast**



Many industries still stuck in **"pilot purgatory" - almost 80%**



Source: IoT Analytics Research – Generative AI Market Report, April 2025

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DELIVERING REAL BUSINESS IMPACT WITH GENAI

What it Means...

GenAI Hype

Focused Use Case

Delivered ROI

- ***Scalable***
- ***Low friction***
- ***Measurable ROI***

GenAI isn't everywhere (yet).

But where it works, it really works.

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DELIVERING REAL BUSINESS IMPACT WITH GENAI

Where the Action is?

Content Creation & Campaign Planning

Inquiry Handling & Post-sales support

Personalised Recommendations

Sales Enablement & Lead Generation

SynaptyX's Win in Marketing + Telecom

Measurable uplift in

CAC, churn, and ROI

If you're in Sales & Marketing, Retail, or Telecom...

Your GenAI moment is now.

Source: IoT Analytics Research – Generative AI Market Report, April 2025

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DELIVERING REAL BUSINESS IMPACT WITH GENAI

Most companies don't fail on tech, they fail on execution.

- ✖ AI Pilots
- ✖ Skill Gaps
- ✖ Over-Engineered Platforms
- ✖ Undefined ROI



That's where SynaptyX comes in...

SYNAPTYX

DELIVERING REAL BUSINESS IMPACT WITH GENAI

We don’t do “AI theatre”,

We do outcome-first AI.



Business-led Strategy

Fast payback (3-6 months)

Advisory + Execution

Pay-for-ROI models

SYNAPTYX

DELIVERING REAL BUSINESS IMPACT WITH GENAI

Let’s stop guessing GenAI value.

Let's start delivering it.

DM / Email Us





Contact us : corp@synaptyx.ai