SYNTAX

SMSP Services Brief

Company Overview

Syntax is the largest mid-market system integrator and service provider for Oracle cloud, technology, and ERP services. We provide full-stack, industry-focused solutions as well as a breadth of complementary services for AI, analytics, identity, integration, and security. Syntax has over 900+ customers globally and goes to market with Oracle in North America and EMEA.

Key Facts

- Year Founded: 1972
- HQ Location: Montreal, QC
- Employees: 2,800
- Estimated Revenue: $650M
- Website URL: www.syntax.com

Personas & Target Market

Business & IT Decision Makers

- CIO, CTO, CFO
- Vice President of IT/Technology or Finance
- Senior Director of IT/Technology or Finance

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Technical Decision Makers

- Manager/Director of ERP/Applications
- Manager/Director of Infrastructure/Cloud/IT Services

Target Market

- Enterprises running Oracle E-Business Suite and JD Edwards with revenue between $150M and $10B annually

Key Industries

- Manufacturing and Process Industries
- Consumer Products, Retail, and Wholesale
- Utility - Mining, Oil, Gas, and Chemicals
- Construction, Architecture, and Engineering
- Communication, Information Technology and Media

Services Overview

Syntax is the largest independent, full stack, full-lifecycle service provider of Oracle ERP managed cloud services in the market.

Professional Services

- Application Advisory + Assessments
- ERP & Cloud roadmaps
- Upgrades and feature adoption
- M&A and Divestiture Support

Managed Services

- EBS & JDE + 100's of connected apps
- Full-Stack Technology and Functional
- Multicloud Support - OCI|AWS|GCP|SEC
- Software Licensing

Advisory, Implementation, Management

- AI, Analytics, IOT
- Hyperautomation and Integration
- Digital Manufacturing

Monitor + Protect

- 24*7*365 Managed Security
- AI-powered Detection and Response
- Identity & Access Management

Pain Points

Business and IT Decision Makers

- Need a cost effective and time efficient path to the cloud
- Running on old infrastructure, need to modernize
- Need to upgrade to the current supported version of ERP
- Allowed Oracle support to lapse and need a path to modernization
- Struggling with software support costs
- Unable to find technical and functional talent with industry expertise

Technical Decision Makers

- Need more agility, capability, and flexibility for their workloads
- Challenges with Oracle support costs and licensing restrictions
- Limited resources to manage, need services and tools to support
- Don't feel comfortable adding another cloud to their strategy

Value Proposition

Why Syntax for EBS and JDE on OCI?

Trusted partner

- Comprehensive capability for full stack/full lifecycle ERP and cloud services
- Oracle Strategic MSP/CSP Partner with financial commitment to Oracle
- License and support optimization capabilities with cloud FinOps
- Cloud and ERP migrations with 100% on time and budget guarantee, that use secure, audited reference architectures and drive predictable consumption, tailored to specific industry needs

Unparalleled flexibility

- Commercial flexibility for customers, including pay-in-arrears (but with discounts/rate locks), discounts < $100K threshold, bundled migrations
- Ability to manage hybrid and multicloud operating models, giving customers flexibility in what is managed by MSP vs. internally

Customer experience

- Robust CxHub customer portal with a single pane of glass enabling customers to view and manage their entire cloud landscape
- Customer-centric approach to provide tools to support solutions that meet your specific business needs

Built-in security

- All solutions and services include EDR, vulnerability scanning, and PAM with a 24x7 SOC

Elevator Pitch

For End Customers: Syntax provides industry-focused, comprehensive solution that includes cloud consumption, implementation, and managed services for ERP and OCI. Our extensive experience with cloud migrations ensures optimal outcomes for performance, scalability, reliability, and cost.

For Oracle Sellers: Syntax helps Oracle win and grow accounts using our team of OCI and ERP experts, giving customers better flexibility and financial benefits than buying direct, and overcomes customer objections to adding another cloud platform. By facilitating the customers' buying, migration, and support experience, Syntax helps Oracle win deals faster over the competition with our multicloud knowledge. We are tightly aligned with Oracle's MADE strategy for hybrid IaaS and PaaS solutions.

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Qualifying Questions

1. What is the scope of the opportunity – application, technology, and/or cloud/data center?
2. What are the business drivers prompting the opportunity and the outcomes the customer is hoping to achieve?
3. Is the customer already engaged with another cloud hyperscaler? What do they like and dislike about working with that partner?
4. How is the customer supporting their cloud platforms and mission-critical applications today and what challenges are they facing?
5. Is the customer's infrastructure or current Oracle Technology licensing inadequate to support their ERP and technology needs from a reliability, scalability, and/or performance perspective?
6. What are their current pain points from a functionality perspective?

Differentiators

- **Experience** - Established ERP and managed cloud services provider with 52 years of technology experience in full-stack, full-lifecycle ERP management with more than 350 cloud migrations
- **Application Focus** – Strong application and ERP focus delivers more successful outcomes and helps align with customer pain points for performance, availability, reliability, and security
- **Commercials –** Oracle Strategic Managed Service Provider (SMSP) with flexible and cost-effective migration and consumption solutions
- **Certifications** – 650+ Oracle certifications with more than 350 Oracle professionals with an average of 15+ years of ERP experience; solution architects with average 25 years' experience
- **Customer Experience –** CxHub customer portal with unique dashboards to provide a holistic view and ability to monitor their workloads and services; backend automation improves outcomes
- **Breadth of Services** – Full technology stack capabilities and wide range of services across analytics, AI, Business Intelligence, and IOT for digital innovation
- **MSSP Services** – 24 x 7 security operations included with all cloud and ERP managed services
- **Flexibility** – Syntax Boutique@Scale service design allows us to meet unique customer requirements

For Oracle

- **Solution Architects** - Syntax cloud architects have 25+ years' experience and help address customer objections, especially when another hyperscaler is an incumbent
- **Faster sales cycle –** Oracle Strategic MSP Partner with contractual and financial mechanisms to get deals done faster
- **Reliability** – Proven track record of successful implementations, consumption realization, and YoY growth

Customer Profile

- Customers who are due for a **hardware refresh** and don't want to continue to be in the data center business or invest in CapEx
- Customers who are **paying too much** on their existing cloud platform
- Customers who want to **upgrade ERP or database** quickly and inexpensively with the least amount of disruption to their Production environment
- Customers who have requirements for **database encryption** and will benefit from free Transparent Data Encryption in OCI
- Customers who need **better performance** but do not want to invest in on-premises Engineered Systems
- Customers looking for a fully **certified solution** for their EBS and JDE software that can support other ERP ecosystem applications
- Customers who are not ready for **Oracle Fusion Cloud Applications**, but want to take a first step toward ERP in a cloud environment
- Customers who have **seasonal businesses or spiked workloads** that are limited by their underlying technology licensing
- Customers who are on **third-party support** (or are not supported at all) and unable to modernize operating systems, browsers, and/or Java

Published Customer Success Stories and Recent Wins

TETRA TECH

stratix Nonstop Mobility.

KNAPE & VOGT

SCHOLASTIC

Itron

FABLETICS

Amy's kitchen

Simon & Schuster

HDR

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