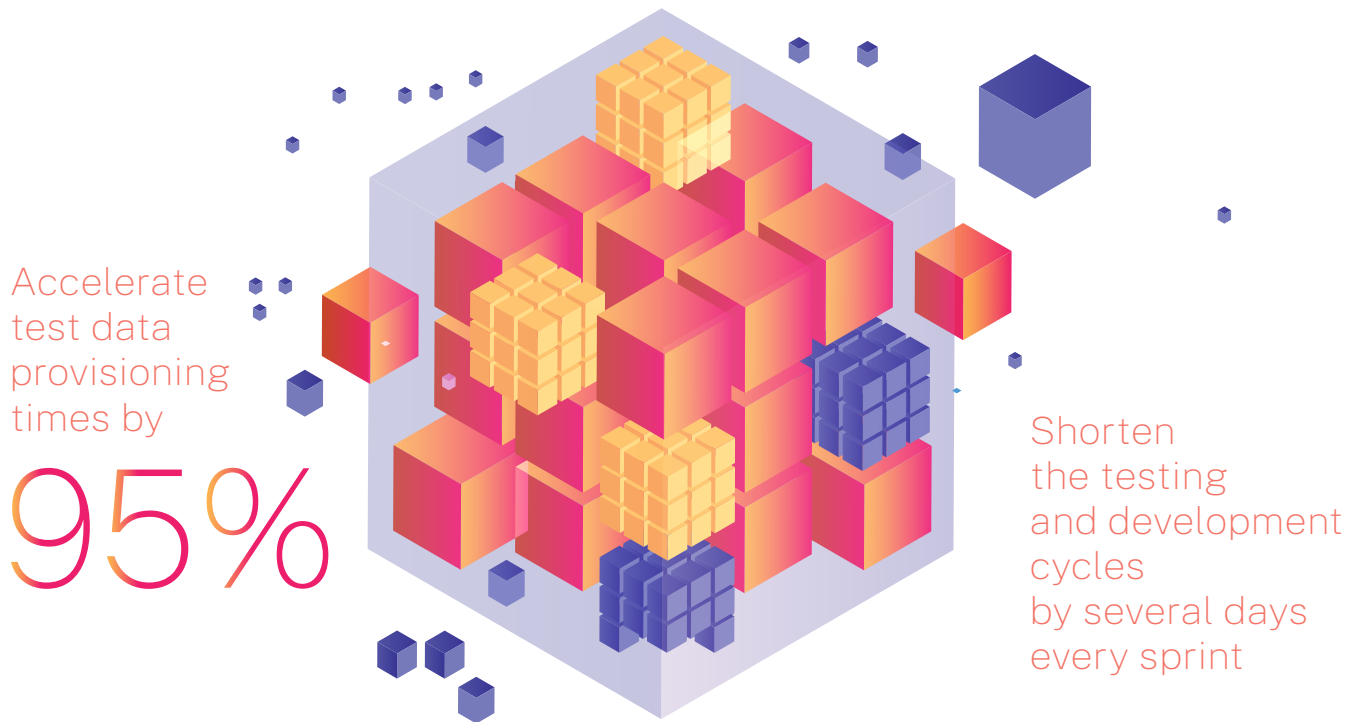


Synthetic Test Data Generation

Safe, Smart, Scalable Test data with endless variations



Synthetic test data is data artificially generated by an AI algorithm that has been trained on a real data set. It contains all the characteristics of production minus the sensitive content. As a result, the synthetic test data set has the same predictive power as the real data, but none of the privacy concerns that impose user restrictions.

ConnectIQ, can synthesize data from scratch or by looking at your existing datasets and uses AI to build data models and automatically create synthetic data for missing data combinations, for data virtualization or excess scenarios on demand at a fraction of the time and cost.



Create realistic, privacy-compliant, 'fit-for-purpose' data for every test on demand!



Sharing Data Securely

You can now easily share data to downstream environments across the organization. Data can be shared and reused across different models and pipelines. It can be shared with outsourced data testers or uploaded for application testing in the cloud, as safely and easily as when used on-premise. Developers can branch data alongside code branches, while testers can bookmark and share data with developers to resolve issues faster.

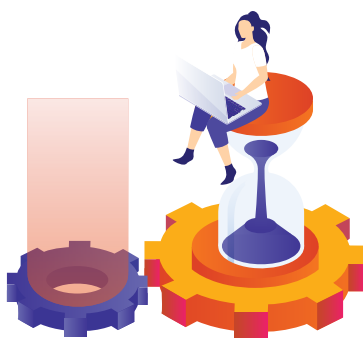


Eliminate the Risk of Data Leakage

Synthetic Test Data are completely new data that cannot be reverse-engineered back to the original, meaning that production data remain secure and not shared to non-production environments, eliminating the risk of data breaches.

Increased data quality

With synthetic test data, you can control how the resulting data is structured, formatted and labeled. That means a ready-to-use source of high-quality, dependable data is just a few clicks away. Synthetic Test Data includes future scenarios that have never occurred before, as well as "bad data," outliers and unexpected results, generating extreme data cases and 'bad path' scenarios for maximum test coverage.

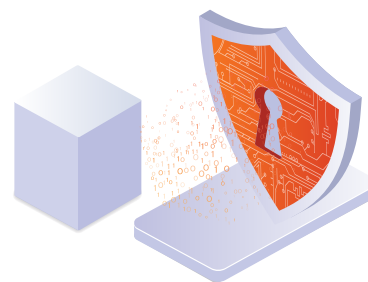


Create a Synthetic Digital Twin

With ConnectIQ you can create the Synthetic Digital Twin of your data model, while maintaining the characteristics, relationships and statistical patterns of the original data for maximum data quality and coverage.

Seamless integration with your enterprise systems

Built for cross-system and cross-browser testing.

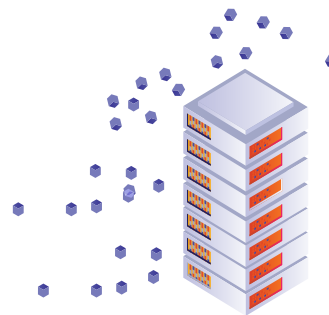


Faster data access

Get instant access to the data you need so you can start generating value from it. Leveraging synthetic data helps to overcome privacy and security challenges that often make it difficult and time-consuming to get and use data.

Scalability

Access exactly the data you need and, on the scale, you need, to develop and test new applications. Endless amounts of data can be created



Reuse your Datasets

Generated data is reusable does not become redundant with new releases. It can be virtualised, subsetted and cloned to multiple environments, and can be used to run multiple parallel tests to improve testing agility and reduce infrastructure costs.

Accelerate testing and development

Synthetic test data shortens the testing and development cycles by several days every sprint, improving the overall release cycle and saving significant costs.

Synthetic Test Data vs Real Data for banks and financial service providers



Complex legacy systems, strict regulations, growing security concerns, the inability to move, share and scale data to drive data-centricity and continuous innovation are the main problems in the banking and financial services sector.

A typical organization struggles with data spread over multiple different systems in production and non-production environments. Any data copied from the production system for use in non-production environments must be secure to comply with strict regulations such as GDPR.

Synthetic data generation can bridge these data gaps and can also help resolve infrastructure, storage and system constraints.

Moving beyond data-based challenges

- ⚙️ Product development is increasingly data-intensive, while data access is more restricted.
- ⚙️ Large volume, quality production data is inaccessible due to privacy policies and limiting legacy systems.
- Using traditional data masking tools to anonymize production data for testing endangers privacy, affects data integrity and does not guarantee compliance.
- ⚙️ Masking or subsetting production data or creating data manually from scratch can be a time-consuming task also affected by the incon

- ⚙️ Using production data for testing though will only provide as much as 20% functional coverage and focuses testing only on the 'happy paths.'
- ⚙️ Data sharing between different teams or with third-party vendors further complicates access issues. Organizations want to outsource testing and/or development without exposing production data to unauthorized users.
- Data provisioning can take weeks to months, requiring the involvement of various departments.
- ⚙️ Developers often end up manually populating environments that fail to provide the scale and complexity necessary for releasing customer-centric products.

