

Corporate Profile

Committed to Research. Committed to the Future.



Overview

SYNYO GmbH, an enterprise based in Vienna, Austria, is an independent **research, innovation and technology hub** that **explores, develops and implements novel technologies** to tackle business and societal challenges. The interdisciplinary team at SYNYO focuses on the intersection between **ICT and Society** to provide **smart solutions to citizens, consumers and decision makers**. SYNYO has designed and realised a number of modern concepts for national and international companies, ministries and municipalities. Additionally, SYNYO is a member of various networks and well-connected within the scientific community to keep up to date on new technologies, solutions, and methodologies.

The team at SYNYO consists of highly motivated employees specialized in various **social and technical fields**, including **research studies, requirements analyses, application design, software engineering, data analytics, and information visualization**. This technical expertise is applied to tackle contemporary challenges in various disciplines such as **big/open data research, digital futures, e-health, citizen inclusion, and smart technologies**.

European Research Projects

FutureTDM <i>Reducing Barriers and Increasing Uptake of Text and Data Mining for Research Environments</i>	
Duration: 2015 – 2017 (upcoming)	Role: Coordinator
Program: H2020 GARRI	Number: 665940

City.Risks <i>Avoiding and Mitigating Safety Risks in Urban Environments</i>	
Duration: 2015 – 2018 (upcoming)	Role: Partner
Program: H2020 FCT	Number: 653747

UrbanData2Decide <i>Integrated Data Visualisation and Decision Making Solutions to Forecast and Manage Complex Urban Challenges</i>	
Duration: 09/2014 – 10/2016	Role: Coordinator
Program: JPI Urban Europe	Number: 847511

Graffolution <i>Awareness and Prevention Solutions against Graffiti Vandalism in Public Areas and Transport</i>	
Duration: 03/2014 – 02/2016	Role: Coordinator
Program: FP7 SEC	Number: 608152

OpenDataMonitor <i>Monitoring, Analysis and Visualisation of Open Data Catalogues, Hubs and Repositories</i>	
Duration: 11/2013 – 10/2015	Role: Coordinator
Program: FP7 ICT	Number: 611988

UniteEurope <i>Social Media Analytics and Decision Support Tools Enabling Sustainable Integration Policies and Measures</i>	
Duration: 10/2011 – 09/2014	Role: Partner
Program: FP7 ICT	Number: 288308

National Research Projects

iCareCoops <i>Fostering Care Cooperatives in Europe by Building an Innovative Platform with ICT-Based and AAL-Driven Services</i>	
Duration: 03/2015 – 06/2017	Role: Coordinator
Program: AAL	Number: 802030

Future Food Factory <i>Innovative Concepts and Novel Technologies towards Modern and Sustainable Food Factories</i>	
Duration: 10/2014 – 06/2015	Role: Coordinator
Program: WAW	Number: 846232

TAALXONOMY <i>Development of a Feasible Taxonomy for Efficient Classification of Active & Assisted Living (AAL) Products and Services</i>	
Duration: 09/2014 – 04/2015	Role: Coordinator
Program: BENEFIT	Number: 846232

Social Media Crime <i>Structured Analysis and Characterization of Criminal Activities in Social Media and Deduction of a Crime Pattern classification</i>	
Duration: 10/2013 – 09/2014	Role: Coordinator
Program: KIRAS	Number: 840799

SmartCareBase <i>Web-based Information and Collaboration Platform to Support Independent Living of Elderly People</i>	
Duration: 09/2013 – 04/2015	Role: Coordinator
Program: BENEFIT	Number: 840699

SMD4Austria <i>Social Media Services and Mobile Applications for Security and Prevention in Austria</i>	
Duration: 10/2012 – 09/2013	Role: Partner
Program: KIRAS	Number: 836317

SYNYO has extensive experience in collaborative European-level and national research projects. Under FP7 and H2020 SYNYO is **coordinating pioneering projects** and participating in other interdisciplinary consortia. Strongly committed to project management and coordination, SYNYO is characterized by its integrity and cooperates closely with its partners and clients to meet their needs accordingly. By fostering **collaboration across practices, disciplines, industries and levels**, SYNYO stands for a culture of **constructive communicative exchange**, which is fundamental to developing solutions for businesses, economy and society.

Research

The research team at SYNNO addresses all steps of research including initial problem definition and conception, through rigorous qualitative and quantitative analyses, and technical implementation. The research themes at SYNNO include among others:

Data Analytics and Information Visualization

Interpreting, understanding and unlocking the intrinsic value in extremely large volumes of data or so called Big Data is at the forefront of innovation. SYNNO specializes in the design and implementation of interactive platforms that aggregate big and openly available data from various disciplines and sources. With expertise in informatics and data structures, SYNNO delivers sophisticated data analytical tools for not only businesses but also policy makers and society as a whole. The research and development team at SYNNO concentrates on developing unique metrics and intuitive visualisations of data analytics for decision support.



Social Software and Collaborative Web Platforms

Understanding social, cultural, economic and political dynamics within a society are indispensable prerequisites for identifying technological demands, and for implementing inventive solutions. Innovative technologies and web services have changed the web-user from a passive information consumer to an active contributor. As such, the staff at SYNNO specialize in the development of user-friendly platforms that aggregate such contributed information via social media and big data hubs. SYNNO provides state of the art tools for decision-makers, businesses and citizens to understand the immense possibilities of such new channels of communication. Using techniques such as text mining and emotion detection algorithms, the team at SYNNO uncovers the vast potential of social media data to deliver policy shaping solutions. With expertise in technological sociology, SYNNO concentrates social collaborative platforms to improve approaches to social innovation, entrepreneurship, crowdsourcing and youth engagement.

Security and Urban Governance

Being a complex theme, urban security can be considered in the context of various issues, such as natural disasters, major events, protest movements, emergencies, potential terrorist attacks or petty crimes. At SYNNO, security research combines both, the social research and the technological implementation. SYNNO is not only interested in the threats within social media, but also the capacities of social media and big data analytics for serving security and community governance. With expertise in criminology and technological sociology, SYNNO also concentrates on developing user-friendly platforms providing strategic foresight and proactive management for law enforcement agencies.



Smart Technologies and Digital Future

The data infrastructure of urban transport, energy and water, networks will become the important nervous systems of smart cities. SYNNO sees the future challenges of smart cities as an opportunity for the development and implementation of a variety of new and innovative potentials that will not only increase the quality of life, but also enable sustainable economic growth. SYNNO is pushing forward the societal uptake of modern ICT-based solutions in the fields of transportation, and intelligent mobility.



Integrated Care and Ambient Assisted Living

Due to inevitable demographic developments, dignified ageing and care giving will become an ever more relevant topic in the long-term future with large-scale social implications. In this respect, SYNNO has done much work to strengthen and enable the elderly with the help of ambient assisted living systems to continue an autonomous, healthy and safe life. SYNNO has focused on in-depth research on structured categorization and comparability of the abundance of innovative ICT-based products and services in the field of Ambient Assisted Living.

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Development

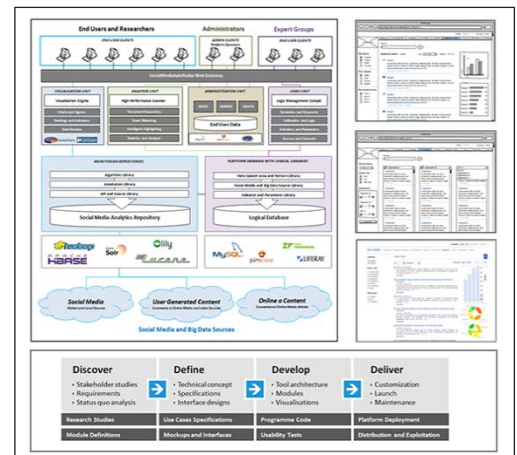
SYNYO's enthusiastic research engineers and software developers deliver high-quality, customized solutions to tackle emerging societal challenges and provide useful applications for various stakeholders. SYNYO supports innovative projects along the whole development cycle focusing on high standards including end-user-driven methodologies as well as state of the art technologies and frameworks. The following areas are covered by the development team of SYNYO:

Requirements Engineering and Use Case Specification

SYNYO's software projects are based on a profound requirements analysis and negotiation approach, which helps to address the specific needs of the clients and the end-users. In order to refine the specifications collected within this phase, we strategically employ various quality assurance techniques (i.e. expert surveys) in all stages of our projects. To uphold consistent high quality standards, SYNYO emphasizes thorough and iterative communication techniques between all partners during the stages of requirements engineering.

System Modeling and Application Design

SYNYO creates powerful and flexible architectures using state of the art technologies. This philosophy is applicable to all parts of our development and starts at the persistence layer in which we not only work with proven relational database solutions like MySQL or PostgreSQL, but also with new, innovative approaches to store and process an extremely high amount of data like NoSQL databases (MongoDB, CouchDB) or scalable, distributed frameworks respectively solutions like Hadoop or HBase. This future oriented approach continues in the conception of the business layer of our platforms in which we work with the newest web application frameworks (Yii, Laravel, Symfony, Zend, Django) in order to increase the productivity in the development. Besides the development of customized applications completely from scratch, we also work with established CMS solutions and adapt those solutions to the specific needs of our partners.

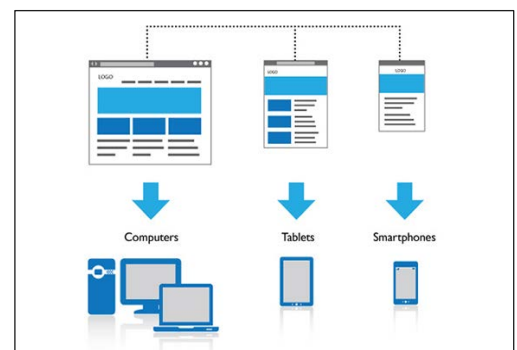


Programming and Usability Engineering

SYNYO evaluates user requirements and transfers them to comprehensive use cases which drive both design conception and technical implementation activities. SYNYO's broad experience in the fields of interface design, prototyping and mockuping allows the quick creation of sophisticated yet intuitive applications. Extensive knowledge on human-computer interaction as well as user experiences testing complete the usability engineering package. Our quality throughout the whole software development life-cycle is overseen by an insightful project management system. Through the use of agile and lean software process models (Scrum, Kanban) we are able to increase software development flexibility, while addressing partners' requirements. By using new advances in web technologies like HTML5 and CSS3 in combination with powerful JavaScript libraries like jQuery, our developers are able to provide rich user interfaces. Due to the implementation of responsive design features, our web-based platforms and apps can be used with all modern devices featuring different screen sizes (computers, tablets, and smartphones) including easy and clean interfaces.

Testing and Validation

In order to provide high quality software we place a strong focus on quality assurance during the testing of our applications. Techniques like Continuous Integration and Automated Testing help to incorporate the evaluation process into our software development life-cycle. This implies that our applications are tested and functional at any given time of the project. Additionally to automate testing principles, we validate our products through the opinion of end-users via user acceptance tests. Due to this approach we can integrate real-life experiences into our projects and therefore increase the overall quality of our software as well as of our services.



Combining our existing experience within the research landscape we help other project consortia and organizations to run successful projects. Our advisory services are delivered by a motivated team of experts supported by proven methodologies, best practices and modern tools. We focus on building long-term relationships with our clients based on trust and our commitment to deliver high quality solutions. The primary goal of our project managers, dissemination specialists and researchers is to partner with our research-oriented clients to deliver a strong value to their organizations and projects by providing the following services:

Consortium Building and Proposal Creation

Particularly international project proposals often require the composition of a large topic-attuned consortium including research, development and demonstration partners, as for example from academia, industry, NGOs or city administrations. SYNYO supports you in consortium construction activities such as structured scoping for potential partners, establishing contacts, and clarifying content-related, financial and administrative questions. Furthermore SYNYO provides you with efficient proposal management and helps to systematically elaborate and create national and international projects and funding proposals.

Project Management and Quality Assurance

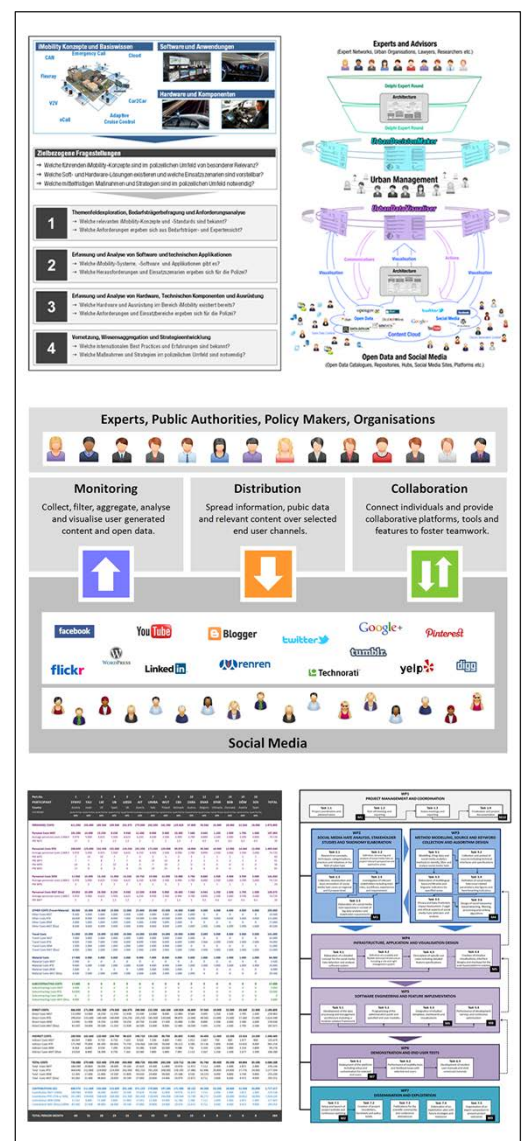
Functioning research and development projects do not only need extensive and in-depth content-related expertise and professional competence, but also well-planned project management and coordination. SYNYO provides you with perennial experience in holistic project management and supports you professionally in implementing administrative, financial and coordinative tasks. SYNYO additionally provides quality assurance services for successful project execution and elaborates sophisticated roadmaps for a well-structured project.

Dissemination Activities and Project Marketing

Besides management services SYNYO provides the setup of professional project websites, the creation of project newsletters, factsheets, policy briefs, or user manuals for its partners. Additionally, the setup and maintenance of social media appearances are main aspects for successful knowledge and technology transfer within your project. Together with you, SYNYO plans all dissemination and project marketing activities and therewith supports you to appropriately implement the respective strategy defined in your project proposal.

Scientific Publishing and Financial Reporting

The frequent delivery of scientific and technical reports and consequently informing funding agencies about the project status is an integral part of research and development projects. SYNYO provides you with comprehensive support regarding scientific reporting, including technical reports, the presentation of social-scientific research and the elaboration of literature investigations and reviews. Besides scientific and technical reports funding agencies generally require transparent, comprehensible and accurate financial and administrative reporting. SYNYO advises on the elaboration of respective project documentations and therewith contributes to the successful operational management of your research or development project.



Cooperation

SYNYO has formed partnerships with leading organizations all over Europe. Our network provides a strong foundation of collaboration and support that delivers unparalleled value for both our partners and customers. Through our network of partnerships with experienced research institutes, universities, municipalities and companies, we are able to extend our capabilities.

Project Partners



Future Cooperation

As part of the recent Horizon 2020 initiative, SYNYO aims to actively contribute as a partner in novel project proposals. Furthermore, the team at SYNYO is also looking for collaborators as we build our own inventive projects to tackle societal challenges using ICT-based solutions. If you need an innovative partner for transforming strong ideas into practical solutions, do not hesitate to send us an e-mail:

cooperation@synyo.com

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**Collaboration.
Innovation.
Success.**

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The diagram features a large hexagonal grid with various hexagons containing text. The hexagons are color-coded into several groups: blue (e.g., Conception, Platforms, jQuery, Prototyping, Frameworks, Interface Designs, Hadoop, Mockups, Application Development, Coding, Testing, Bootstrap, HTML5, CSS3, Scrum, Java, Android, PHP, CMS, Social Networks, Requirements Engineering, Validation, Process Models, SaaS, Apps, MySQL, Hbase), green (e.g., Society, Environment, Social Sciences, Digital Enterprise, E-Health, ICT, Data Analytics, Social Commerce, Future Energy, Food Security, Smart City, Big Data, Smart Care, GSS, Smart Home, Urban Governance, Collaborative Spaces, Safety & Security, Crowd Sourcing, Foresight, Open Data, Smart Technologies, Cyber Crime, Social Media), yellow (e.g., Conception, Platforms, jQuery, Prototyping, Frameworks, Interface Designs, Hadoop, Mockups, Application Development, Coding, Testing, Bootstrap, HTML5, CSS3, Scrum, Java, Android, PHP, CMS, Social Networks, Requirements Engineering, Validation, Process Models, SaaS, Apps, MySQL, Hbase), orange (e.g., Marketing, Controlling, Consortium Building, Project Management, Exploitation, Targeting, Publishing, Material Creation, PR), and purple (e.g., Proposal Writing, Quality Assurance, Reporting, Strategy, Coordination, Dissemination, Networking, Planning). The central hexagon is a large white hexagon. The text 'Collaboration. Innovation. Success.' is written in a large, bold, sans-serif font at the top left. The email address 'cooperation@synyo.com' is written in a large, bold, sans-serif font in the center. The SYNYO logo is at the bottom right.



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