

Synthetic population powered by AI

According to Gartner® "By 2025, synthetic data will reduce personal customer data collection, avoiding 70% of privacy violation sanctions."¹

- Gartner, Innovation Insight for Generative AI, Dec 15 2022.

Liberate your customer data

Become privacy-compliant and augment customer records with demographic and psychographic insights

 True anonymization  Fast data generation  Enriched demographics  Population aging

Problems solved

- ✓ Mitigate PII concerns (GDPR, CCPA)
- ✓ Accelerate automated testing
- ✓ Predict risks and scenarios
- ✓ Find hidden opportunities
- ✓ Adopt ethical AI practices

Customer data is a powerful business analysis tool but increases your data debt due to privacy regulation risks and long data cycles.

Transform your customer data records into an analysis-ready synthetic population. Your DataGenesis population is fully anonymous, statistically similar to your enterprise data, realistic, and rich in demographic and socioeconomic context.

Use your own synthetic populations for predictive analytics and test automation with support of complex use cases. Implement fast data science pipelines including models for aging, scenario forecasting and data gap filling.



Success stories

- **Revenue analysis**
Simulation of U.S. tax payer population
- **Disaster Preparedness and Response**
Vulnerability-based evacuation planning
- **Health and Societal Risk Assessment**
Risk forecast under changing environment

skymantics

SBA 8(a)-certified Disadvantaged Small Business

We provide AI, test automation, data security, eFile integration and geospatial solutions in Government, healthcare and financial industries.



www.skymantics.com

info@skymantics.com