



Technology

Adding **extra** **layers** of protection

Synectics

Synectics creates state-of-the-art surveillance and security systems based on Lenovo servers featuring AMD EPYC™ processors, delivering market-leading capabilities to customers in a range of industries.

Powered by



Lenovo

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Who is Synectics?

Synectics is a global leader in advanced security and surveillance systems that help protect people, property, communities, and assets around the world. Established in the early 1980s, Synectics has expanded quickly, transitioning from its early analog solutions to enterprise-class digital surveillance and security command and control systems.

Today, Synectics solutions have expanded to include software that feeds video content directly to the cloud, making it available to view anywhere, from any device. To build on a long track record of industry firsts, the company continues to invest in research and development.

SYNECTICS

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The Challenge

Synectics is always looking to bring its customers something new. In its search for differentiation, the company identified cybersecurity as a growing concern among its customer base.

“We’re always optimizing our solutions to give customers better value for money. Our goal was to find the right technological foundations to ensure high security, performance, and cost-efficiency.”

Jon Squires

Head of Tech Partnerships and Tech Solutions, Synectics



“In the past, our surveillance and security solutions were standalone systems,” says Jon Squires, Head of Tech Partnerships and Tech Solutions at Synectics. “Now, we increasingly integrate the systems to allow our customers to view events and orchestrate their response remotely. This introduces powerful new capabilities but also additional risk of cyber vulnerabilities. Since our systems are usually business-critical for customers, it’s vital that we choose robust, resilient infrastructure with high levels of security to mitigate these risks.”

To build on its market-leading position, Synectics also targeted higher performance for its solutions while keeping prices competitive. For the next generation of Synectics products, the company kicked off a search for a technology vendor to give it an edge.

Choosing the **best** foundations

Synectics chose to build the latest iteration of its Synergy surveillance and security platform on Lenovo technology. The company selected Lenovo servers featuring AMD EPYC™ processors and dual power supplies, combining performance, efficiency, and reliability.

“Lenovo appealed to us as a tier-one, enterprise-class vendor,” comments Squires. “Increasingly, our buyers are within or aligned with the IT department, and Lenovo is an instantly recognizable name to them. Our choice of server offered the ideal price-performance ratio, as the AMD EPYC CPUs deliver more cores and more performance at a lower cost.”

Hardware

Lenovo ThinkSystem SR655
powered by AMD EPYC™ 7302P
Series Processors
Lenovo ThinkSystem SR645
powered by AMD EPYC 7262
Series Processors

Software

KVM hypervisor

Services

Lenovo Global Warranty including
Keep Your Drive Service

Building something special

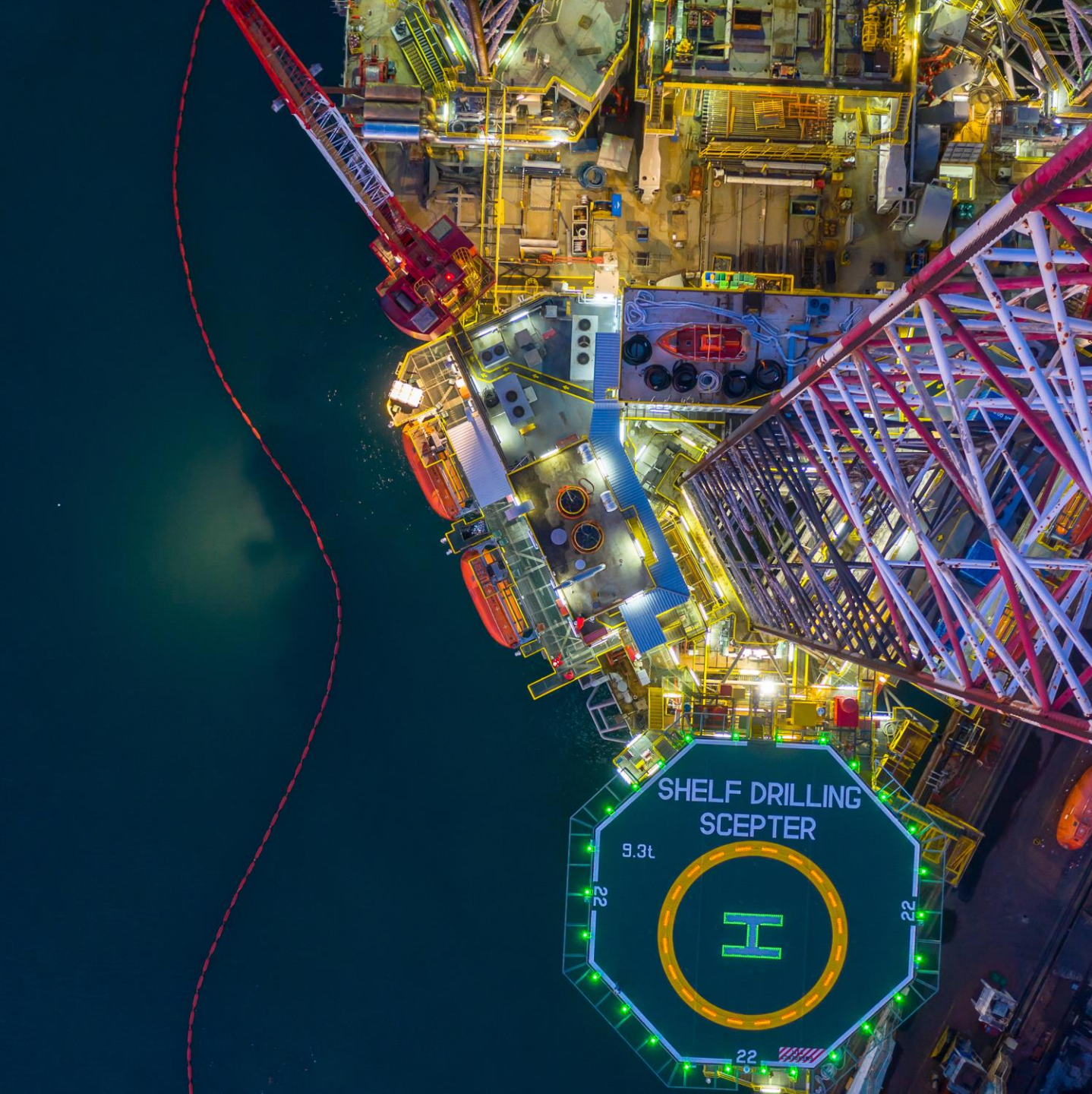
Working with the Lenovo OEM solutions team, Synectics customized the Lenovo servers to an exacting technical specification, specifically optimized for high throughput video surveillance data. Further customization was made to include full Synectics branding. The Lenovo team also created a bespoke OEM support offering to match the company's specific requirements.

To help bring its new server solutions to market, Synectics engaged Avnet Integrated, a Lenovo OEM Tier 1 Partner. Squires adds: "Avnet Integrated offered the system integration services we needed to roll out our new product range at a global scale."

Keeping customer data **safe**

Synectics teamed up with Lenovo to capitalize on built-in security features of the Lenovo servers. By streamlining the design with help from Lenovo, the company minimizes the attack surface for cybercriminals.

“We appreciate the fact that Lenovo are continually rolling out security patches and updates in response to emerging threats,” says Squires. “They helped us remove all hardware elements that aren’t required to run our applications to work to cut down on vulnerabilities, driving up the cyber-resilience of our platform.”



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“The high-density design of the Lenovo servers means we can offer our customers more compact, energy-efficient surveillance and security systems that deliver on performance demands.”

Jon Squires

Head of Tech Partnerships and Tech Solutions,
Synectics

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Results

Synectics is elevating its solutions by offering unique cyber-resiliency features, giving customers peace of mind that their business is in safe hands.

Squires explains: “Our systems protect what matters to our customers. With help from Lenovo, we’re giving them rapid access to surveillance and security from anywhere, at any time.”

- ✓ Reduces risk for customers with built-in cyber-resiliency features
- ✓ Enables stand-out performance
- ✓ Ensures 24/7 reliability for even the most challenging customer environments

Finding competitive advantage

Through its optimized platform based on Lenovo servers, Synectics is providing market-leading capabilities to customers in a range of industries; including gaming, oil and gas, public space, transport, and critical infrastructure. The company is building on the high performance, reliability, and cost-efficiency of the Lenovo technology to ensure that its solutions stand out from those of its competitors.

Squires concludes: “Our systems are deployed in a wide variety of situations—from a casino to a city, to a Floating Liquefied Natural Gas [FLNG] Carrier. By selecting Lenovo technology as the foundations for our server platform, we ensure it can handle anything our customers throw at it, enabling a high level of service in even the most challenging environments.”



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“Alongside Lenovo and Avnet Integrated, we’re taking security and surveillance systems to the next level with best-in-class performance, security, and reliability.”

Jon Squires

Head of Tech Partnerships and Tech Solutions,
Synectics

Why **Lenovo**?

With customers across the world, Synectics appreciated the global reach and breadth of expertise offered by Lenovo. Moreover, the Lenovo team responded quickly to all requests from the company, demonstrating equal motivation to bring the joint platform to market.

Synectics was also attracted by the Lenovo commitment to sustainability, which matches the company's own values. Squires adds: "The Lenovo team is always open to discussions about how to optimize the manufacturing and shipping of products to reduce the environmental impact. We're often asked by customers and prospects to articulate our sustainability efforts, and we know we can call on Lenovo to help us do that."



Partner perspective: Avnet Integrated

“The combination of Synectics’ innovation in security and surveillance, our leading expertise in technology design, integration, supply and services, and Lenovo hardware is a winning one. We’re joining forces to create a compelling market proposition for customers around the world.”

Graeme Smith

Sales & Business Manager, Avnet Integrated

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INTEGRATED

How can you add extra layers of protection to surveillance and security systems?

Creating state-of-the-art surveillance and security systems with Lenovo servers featuring AMD EPYC processors.

[Explore Lenovo ThinkSystem Servers](#)