



Synthetic Data of U.S. Population

Scaleable data generated programmatically for business needs and requirements



What is Synthetic Data?

Access to quality data is one of the most powerful and invaluable assets in today's tech space, but using pre-existing data presents a plethora of issues and oftentimes isn't representative of specific business requirements.

Synthetic Data is a repository of data that is artificially generated for the purpose of testing, gathering insights, and making reliable business decisions. The data is created programmatically, providing for a powerful, yet flexible, solution to advance your organization with the potential of big data and increased innovation.

Business Value



Security

Utilizing real data presents an inherent security risk of possibly compromising personal identifiable information (PII) and other forms of sensitive data. By using synthetic data, organizations can analyze data with no risk or limitations, while fortifying security infrastructures.



Volume Testing

Synthetic data can be leveraged to conduct functional testing and performance testing without using production data. Data repositories will have pre-built testing scenarios to simulate real-world data issues and increase overall effectiveness.



Innovation & Opportunities

Synthetic data is used to conduct comprehensive research, encourage innovation, and open a floodgate of opportunities. Big data solutions are endless and synthetic data is the key to take your organization to the next level and be on the forefront of modern day technology innovation.



Analytics & Insights

Analytics & insights drive informed business decisions, quantify progress, and facilitate organizational optimization. Companies that embrace and invest in data analytics see exponential increases in profit, progress, and overall efficiency.

4.1 billion

Forbes

records were exposed by data breaches in the first half of 2019

3.9 million

IBM

USD is the average cost of a data breach

1.8 trillion

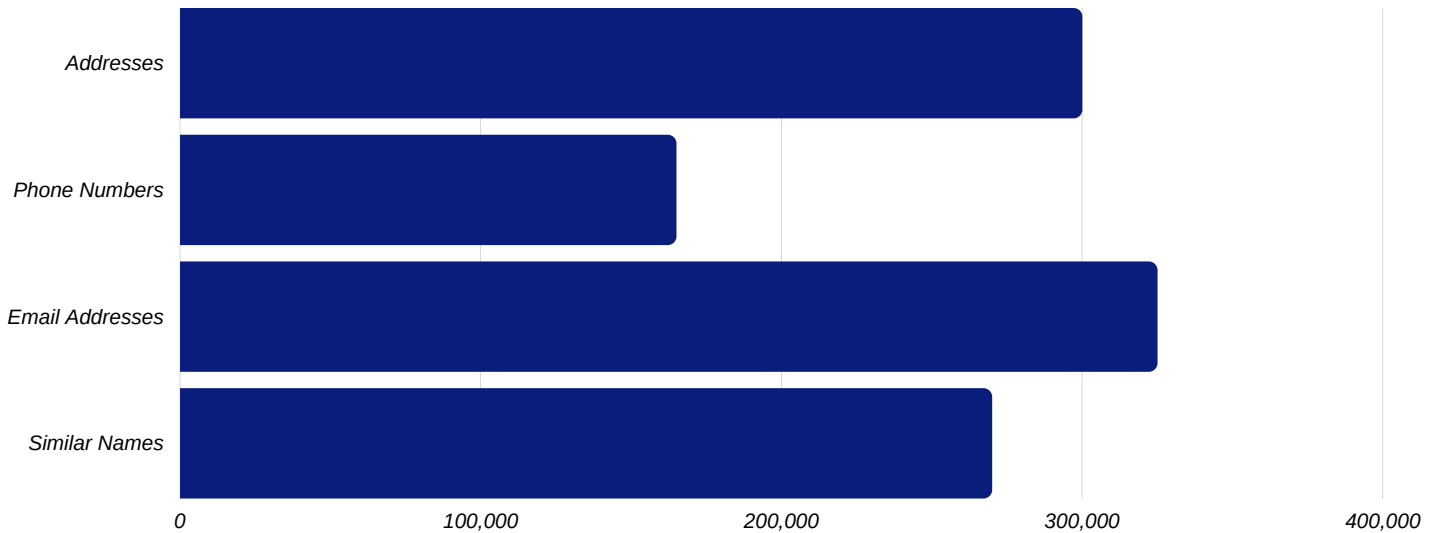
Forrester

USD in revenue is expected for insights-driven businesses by 2021

Our Solution and Methodology

Our synthetic data effectively simulates real demographics and test cases, available to you in minutes. The data is programmatically generated by taking random weighted samples from open source and publicly available datasets. Test scenarios are simulated to allow for successful functional and performance testing for your organizational needs. Another key feature of the data is its realistic variation and noise, paralleling the attributes of real data. The data is segmented into different functional areas to account for a variety of testing opportunities and the ability to leverage the tool for a myriad of differing business and technical needs.

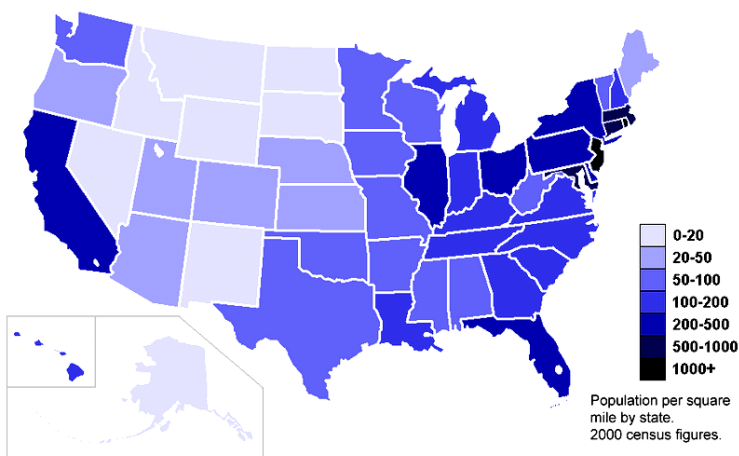
Testing Scenarios



Data Snapshots

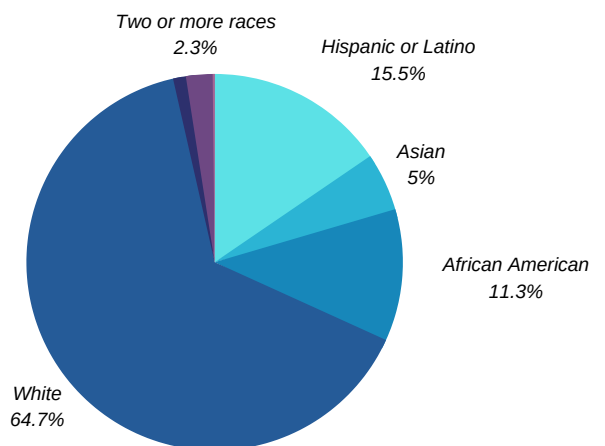
Geographic Data

Population Density per State



Demographic Data

Racial Makeup



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