

# OPTIMIZING HARDWARE & INTEGRATION FOR SECURITY SYSTEMS

AVNET®

## Client success brief

### The Challenge

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 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. In search of differentiation, the company identified cybersecurity as a growing concern among its customer base.

"In the past, our surveillance and security solutions were separate, stand-alone systems," says Jon Squires, Head of Tech Partnerships and Tech Solutions at Synectics. "Now, we increasingly integrate these systems to allow 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 business-critical for customers, it's vital that we choose robust, resilient infrastructure with high levels of security to mitigate these risks."

These types of data workloads were also different, with applications like artificial intelligence and deep learning requiring huge amounts of data to be crunched quickly and at the edge. To build on its market-leading position, Synectics targeted higher performance compute for its solutions while keeping the prices competitive. For the next generation of products, the company kicked off a search for the ideal technology partners to give it an edge.

### Choosing the best foundation

To help determine the best solution elements for the desired outcomes, Synectics reached out to Avnet Integrated Solutions. As a global system integrator, Avnet had the relationships, expertise and accessibility to all the desired tier-one technology partners Synectics was looking to engage with.

Ultimately, Synectics chose to build the latest iteration of its Synergy surveillance and security platform on Lenovo technology due to its performance, efficiency and reliability. "Lenovo appealed to us as a tier-one, enterprise-class vendor," commented Squires.

Working with the combined power of Avnet and Lenovo, Synectics customized the Lenovo servers to an exacting technical specification, optimized for high throughput video surveillance data. This allowed them to create a bespoke, branded OEM solution to match the company's specific requirements.



**SYNECTICS**

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

### Jon Squires

Head of Tech Partnerships & Tech Solutions, Synectics

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**Lenovo**™



## From design to scale

To help bring this engineered concept to market, Synectics leveraged Integrated Solutions, a Lenovo OEM tier-one partner, they had been working with on workstations previously. Synectics had found the ideal technology hardware supplier, now chose to expand an existing trusted relationship to help seamlessly get that solution produced and delivered at scale globally.

“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 Synectic customers around the world,” shared Graeme Smith, Business Development Manager, Integrated Solutions.

Avnet understood the business need and partnership required by Synectics to enhance their next stage of development and growth. By working with a partner who was able to deliver solutions that supported their business model, Synectics was able to maximize their financial results and go to market strategies. Their products are now packaged, distributed and serviced where their customers need them.

## Scaling together

Through its optimized platform 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 its solutions stand out from those of its competitors. It’s continued success will also come from it’s growing partnership with Avnet, who can provide the unparalleled service Synectics customers value and need.

Learn more about Integrated Solutions:  
[avnet.com/integrated](https://avnet.com/integrated) or [integrated@avnet.com](mailto:integrated@avnet.com)

## SYNECTICS

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



Lenovo OEM Solutions is your end-to-end answer for innovative, dependable OEM hardware. We fit our reliable, secure technologies in place so you can focus on what makes your solution remarkable.

## AVNET®

Integrated Solutions deploys your solutions using the ideal tier-one hardware technology. Our advanced integration facilities are global and span the entire product lifecycle, from engineering support to validation, assembly, configuration, shipping, and services.

You innovate. We'll integrate.