Cooperation of start-ups with corporation – Synerise and Microsoft

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The main objective of a small company is growing. They source a various funds to develop but often it could be not enough to establish cooperation with a big corporation. Nowadays, more and more young people decide to take a risk and they set up a small business called start-up.

START UP

A new company which has some structure and organization,

Created for the building of new, innovative products or services,

Created in order to search for a business model that can guarantee its growth,

There is at the development stage and actively seeking new markets.

WHAT DOES SYNERISE DO?

Creating software for the automation and optimization of business processes
(they are using Artifical Inteligence algorithms)

They are innovative solutions in the field of broadly understood data processing

Synerise is also the Honorary Patron of the Polish Association of Artificial Intelligence

The company's activities include collection of data from mobile applications and monitoring consumer behavior on the website. They are also using geolocation and analyzing information collected through call centers.

COOPERATION

Synerise cooperate with Microsoft for many years. Due to this, it brings many benefits from collaborative working. Synerise offering perfect solutions in the field of innovation and implement this solutions derivative on Microsoft Technology. The main purpose of this poster is to show how cooperation with corporation has a significant impact on start-ups development.

Synerise has won the 2019 Microsoft Country Partner of the Year Award for Poland.

The Microsoft Country Partner of the Year Awards honor partners that have demonstrated business excellence and reliability in delivering Microsoft solutions to customers over the last year.
This award recognizes Synerise in effective engagement with local Microsoft office. They present innovation and business impact, increase customer satisfaction.

Partnership between Microsoft and Synerise is an excellent way to promote innovation. Microsoft deliver database platform called Microsoft Azure which allow process data and store data. On the other hand, Synerise revolve around cooperation with clients and implement AI Growth Suite services. It brought many benefits for both sides.
Synerise was also awarded the title of the start-up year by the Warsaw Stock Exchange.

Summarizing, thanks to mutual help and commitment of both sides Synerise is called one of the best companies using Artificial Intelligence Algorithm. Cooperations new start-ups and corporations has a significant impact from both sides. They can receive many benefits from cooperation, such as development, increase of market share and improvement of the company's image.

SYNERISE

Microsoft