

Syntelli Solutions moves the needle with Spotfire

Business growth, customer insights, increased capabilities and expertise

60%

YOY GROWTH DUE
TO SPOTFIRE
PROJECTS

Challenge

“Over the years, we have served over 100 clients in banking and financial services, commercial services, healthcare, hospitality, insurance, manufacturing, oil and gas, and sports and entertainment—including the Tampa Bay Lightning NHL hockey team,” begins CEO Rishi Bhatnagar. “Two of our biggest opportunities are in helping clients to leverage a platform for data analytics and to give them the ability for very smooth and fluid analytics leading to insight.

“Warren Buffet once said, ‘Investing is easy, making money is difficult.’ Similarly, making a dashboard is easy, getting insights is difficult. The great thing about Spotfire is that it’s easy and simple to use. It’s easy to make charts and graphs in Spotfire—but getting insight that actually moves the needle in terms of improved market share or improved profitability—that is not easy.

“For us to be able to help our clients leverage the power of their data, the two things that are most important are, number one, ease of use—for power users, everyday users, and mobile users out in the field. The second is enterprise class scalability, including the depth of the tool. Sometimes, people get carried away by how good a tool looks, but technical strength of the tool is important.”

6 MONTHS

PAYBACK TIME FOR ONE CLIENT'S PROJECT

“Spotfire has helped us tremendously and has had a significant impact on our business. It has helped us grow into a more focused and mature data analytics company and helped our team members develop increased depth as data scientists. It's our primary go-to-market tool and has allowed us to offer better services to all our clients.”

— Rishi Bhatnagar,
CEO

Solution

“I think the reason our partnership with Spotfire went so deep was their willingness to work with partners in the true sense,” continues Bhatnagar. “There are a lot of companies out there that said, ‘We are partner friendly,’ but the behavior does not always support that. With Spotfire, I found that, up and down the ranks, everybody in that company is consistently partner-friendly.”

“We have done over 100 Spotfire projects, and the reason that has happened is because partnership is a two-way street. When we do great work for Spotfire, they bring us into some of their more complex, high visibility projects.”

Benefits

Business growth

“Our partnership has provided a very consistent flow of business,” says Bhatnagar. “A relatively small consulting business like ours always goes through ups and downs, but Spotfire is one partner that has been with us for over five years now. They have stood with us when business was slow and when it went well.”

“We had 60 percent year-over-year growth last year, but that's not necessarily a good indicator of where we will be. This year, we're looking for 100 percent growth in business, and 100 percent growth in number of employees. I think Spotfire will continue to be the cornerstone of our growth.”

Customer insights, excellent results

“Examples of clients who benefited from Spotfire are all over the place,” says Bhatnagar. “One client specifically told me ‘Rishi, This project paid for itself in less than six months.’ In other places—Healthcare—the emphasis is around improving pricing. If these businesses are run efficiently, you can drop the benefit of better pricing directly to the bottom line. Today, there is no other way for these companies to significantly improve their bottom line.”

“Better demand forecasting has benefited many of our clients. By understanding how the supply chain works, they can better forecast demand and optimize shelving of the product. For the Tampa Bay Lightning, if they can accurately forecast how many fans are going to be in seats today, they can work backward and optimize the whole supply chain and bring in the right number of staff.”

“Other use cases that Spotfire is solving involve customer segmentation—which customers get what message, and how you convert them using better pricing or better demand forecasting—and making sure the sales reps have the right information at their fingertips.”



Syntelli Solutions

Syntelli Solutions, a data and analytics solutions provider, helps organizations harness the power of data to influence behavior and improve overall performance, culture, and well-being.

Increased capabilities and expertise

“Spotfire has helped us tremendously and has had a significant impact on our business,” explains Bhatnagar. “It has helped us grow into a more focused and mature data analytics company and helped our team members develop increased depth as data scientists. It’s our primary go-to-market tool and has allowed us to offer better services to all our clients.”

Future

“Syntelli Solutions is becoming a one-stop shop for clients so they come to us not only for tools but for help with insights. We want to continue to grow very aggressively, 100 percent year-over-year for the next couple of years. We’ve been helping our clients for years now, and we want to continue helping them leverage the power of data by bringing the best talent to them. Therefore, my objective is to become a company that every new graduate or data scientist wants to join.”

Ready to get smarter with Spotfire visual data science? Talk to an expert today at spotfire.com/contact-us.



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Spotfire® is a visual data science platform that makes smart people smarter by combining interactive visualizations and advanced analytics to solve complex, industry-specific business problems.

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