Global Specialists in Integrated Security Systems
Synectics plc is a leader in the design, integration, and support of advanced security and surveillance systems

With over 30 years of field-proven experience, Synectics has acquired intimate knowledge of the unique customer requirements and priorities in commercial, public and industrial environments where security is fundamental to their operations.

Meeting the needs of highly demanding clients for Gaming, Transport & Infrastructure, High Security & Public Space and Oil & Gas applications, Synectics engineers sector-specific, tailored security solutions that its customers rely upon to safeguard their people, facilities and assets – across the world.

**Great technology, a flexible attitude and deep sector expertise – from decades of experience – are what set Synectics apart.**

The world’s leading casinos, transport operators, public authorities and oil & gas plants select Synectics.
Synectics has been at the forefront of understanding and anticipating industry changes, working with clients to help them turn potential opportunities into practical, live solutions which improve their operations and their own customers’ experience and safety. We are leveraging our underlying technologies and capabilities, such as our Synergy platform, to co-create new solutions with our clients.

This kind of entrepreneurial, innovative approach is in Synectics’ DNA. It equips us exceptionally well to succeed in an environment in which the traditional boundaries of what is possible and who does what are rapidly being redrawn.

Partnering with customers
Our latest annual customer survey told us that 80% of our customers view us as their preferred long-term partner. These are often leading global or national organisations in their own right and we are committed to working closely with them, understanding their thinking and needs, and sharing our plans as they evolve, so that we can move ahead together.

Customers tell us time and again that they value the world-class specialist expertise of our people and their dedication and unwavering commitment. We will continue to combine outstanding technology and product reliability with a human touch. We are always there for our clients. This is integral to who we are as a company, and to why we are successful.

Aligning our organisation
We continue to believe that the key both to delivering what our customers really need and to unlocking growth is to create a truly customer-centric organisation.

This is reflected in the scope of operations we have around the world to make it easier for our customers to access the expertise and services they need from us. It is also allowing us to identify and respond to opportunities more quickly, and to deploy our resources where they can be most impactful.

We will continue to focus on industry verticals where we have deep specialist expertise – complex, challenging environments where security, surveillance and control, are especially critical.

Leading in technology
We are making investments to build a new generation of capabilities and products to meet the customer needs which are emerging.

This includes the expansion of our core Synergy platform to include, among other features, a significant new Workforce Management module, further development of our cloud-based evidence management solution and enhanced Cyber Security features.

We are also investing significantly in integrating artificial intelligence and advanced data analytics capabilities, which will be central to delivering the proactive tools and services our customers are seeking as the world of surveillance morphs into operational security.

We have built an excellent platform for growth. I am confident that we are equipping Synectics to be a strong and successful player in the new world that we ourselves are helping to create.

The investments we have been making in our future are vital both for our own success and that of our customers; and we must also in parallel continue to drive up standards of delivery and service.”

Paul Webb
Chief Executive
Our business at a glance

Who we are

Synectics plc is an agile, innovative leader in the world of advanced surveillance technology systems.

We are experts in the specialist markets in which we operate, with decades of experience in areas of critical need. We have a deep and unique understanding of our customers' issues and challenges, and we draw on this to create solutions they can rely on completely – giving them peace of mind by securing the assets, people, and livelihoods they are responsible for protecting.

We have built an enduring reputation for our problem-solving expertise, technical excellence, and total commitment to delivering for our customers.

What we do

Synectics specialises in the creation of security and surveillance solutions that are precisely adapted for some of the world’s most challenging environments.

We operate in a limited number of sectors where security and surveillance needs are particularly acute and where our advanced technologies and specialist expertise deliver the maximum value for customers and clearly differentiate our offering.

We protect and support major pieces of public infrastructure, from nuclear power stations in the UK, to transport networks in Germany, to offshore energy installations in Qatar, to the highest grossing casinos in Singapore and Las Vegas.

Why we stand out

Synectics delivers large-scale security and surveillance projects for world-class companies, frequently winning major contracts in direct competition with conglomerates many times our size. We succeed because we combine the scale and track record required to handle the most challenging programmes with the agility and “can do” attitude of an independent firm.

- We create flexible, user-friendly products and services which are tailored around each customer’s specific needs but founded upon proven, core systems and components which clients can trust, including our Synergy software.
- We deliver sophisticated, value-adding solutions, which give our clients the capabilities to improve the way they operate and enhance the experience they provide to their own customers.
- We have exceptionally smart and talented people, who combine outstanding technical expertise with the ability to communicate directly with clients at all levels to understand their needs and deliver solutions.
- We care. Everything we do is driven by a deep understanding of our customers’ needs and a passionate commitment to working with them to solve the challenges they face.

Our vision...

Synectics will lead the creation of security and surveillance solutions that are precisely adapted for some of the world’s most challenging environments – and be the provider of choice “where it matters most”.

Our purpose...

By building a deep understanding of our customers’ needs, we create solutions they can rely on completely – helping to give peace of mind by securing the people, assets, and livelihoods they are responsible for protecting.
Where we work

We are committed to providing our customers with the support they need when and where they need it most. Our regional structure enables us to respond with agility and timeliness for a truly customer-centric approach.

- **Gaming**
  Where the surveillance and security solutions we deploy, and leading-edge cameras we provide, eliminate risk of downtime—guaranteeing high quality image detail, uninterrupted live view, and secure data retention in line with strict regulatory demands.

- **Transport & Infrastructure**
  Where our integrated and interoperable Synergy 3 platform and on-vehicle technologies give transport operators the power to connect, monitor and control systems vital to passenger safety, security and travel experience, at every stage of their journey.

- **High Security & Public Space**
  Where our sophisticated yet user-friendly solutions are used to protect critical infrastructure, often in large scale, and guide critical decision making in operationally difficult environments to protect assets, personnel, and the general public.

- **Oil & Gas**
  Where our COEX camera stations ensure clear, accurate and unfailing image quality in hazardous environments, and our integrated solutions deliver local, remote and multi-site monitoring and control of vital security and safety systems.
Our business model

Synectics embraces two complementary business models. These allow us to work with customers flexibly in the manner which best suits their needs.

The Systems and IMS businesses offer integrated solutions which draw on both sets of capabilities wherever this delivers the best outcome for our clients. However, each is a strong business in its own right. We work very flexibly with our customers, adapting our approach to suit their needs and partnering with other providers where we believe this adds value to our client solutions and enhances our market reach.

SYSTEMS BUSINESS MODEL

Synectics’ Systems division provides specialist electronic surveillance systems, based on its own proprietary technology, to global end customers with large-scale highly complex security requirements, particularly for gaming, oil & gas operations, transport & infrastructure, and high security & public space.

Our Systems businesses, marketed under the Synectics brand, secure major contracts for the design, development, and deployment of security and surveillance solutions founded on our proprietary technology.

We identify future opportunities at an early stage and work closely with customers to understand their needs and create solutions which are tailored to their unique requirements.

These businesses earn revenue primarily through the application of our intellectual property, in the form of proprietary software and specialist expertise. We translate complex client challenges and needs into robust, practical and user-friendly solutions.

Our partnerships with specialist integrators allow our solutions to be deployed in the most efficient way for customers and enable Synectics to maximise its global reach.

Much of our revenue comes from repeat business from clients whom we support over time and across multiple sites and estates. This is both a tribute to the strength of our customer relationships and an important factor in the long-term health and resilience of the business.

IMS BUSINESS MODEL

Synectics’ Integration & Managed Services (‘IMS’) division is one of the leading UK providers of design, integration, turnkey supply, monitoring and management of large-scale electronic security systems.

Its main markets are in critical infrastructure, public space, mobile transport and multi-site systems. Its capabilities include a nationwide network of service engineers, UK government security-cleared personnel and facilities, and an in-house 24-hour monitoring centre and helpdesk.

Our IMS businesses, trading under the Quadrant Security Group Limited (‘QSG’), Synectics Mobile Systems, and SSS Management Services brands, serve customers by designing security, surveillance, and facilities management solutions, and then implementing, maintaining, and supporting them over time.

Our IMS businesses generate revenue via a service-based model, working directly with end users to deliver best-in-class solutions.

Contracts are frequently multi-year and deliver a strong recurring and repeat revenue basis for the Group.
The value we deliver

FOR OUR CUSTOMERS...
we provide peace of mind, through robust, technically advanced security and surveillance solutions designed to deliver reliably in the most challenging environments.

FOR OUR INVESTORS...
we provide the strong returns and excellent prospects created by our market-leading positions in our key verticals, underpinned by our entrepreneurial culture and proven track record of technical excellence and customer service.

FOR OUR EMPLOYEES...
we provide stimulating, rewarding employment and excellent development opportunities within a very human and engaged working environment.

FOR OUR COMMUNITIES...
we play a full role in local programmes and charities, both through the Company’s direct investments and by strongly encouraging and supporting the initiatives of our employees.

How we deliver

THE PILLARS OF OUR SUCCESS

CUSTOMERS
Our business is founded on successful, lasting relationships with our customers.
Everything we do is driven by a deep understanding of their needs, the environments they work in, and the challenges they must solve.

PEOPLE
As our Company has grown, we have remained true to the human values at its heart – mutual respect, deep personal commitment, and pride in the application of world-class expertise in finding solutions to practical, real-world challenges.

TECHNOLOGY
Synectics has always been at the vanguard of security and surveillance technology, applying emerging capabilities to build sophisticated, value-adding solutions with the exceptional rigour our clients demand.
Today, the heartbeat of our solutions is Synergy 3, an innovative, highly flexible platform which marks us out as a technical leader in our industry.

MARKETS
We focus on market sectors that allow us to leverage the full potential of our capabilities, differentiate our offering and stand out.
Synectics is ideally positioned to benefit from the drivers of growth in its industry: the expanding scale and nature of risks and threats; increasing investment in critical infrastructure requiring protection; and our customers’ need for agile partners and value-adding solutions.
Synectics’ continuing success within the expanding global security and surveillance industry is founded on our track record in building successful, lasting relationships with our customers. Everything we do is driven by a deep understanding of their needs, the environments they work in, and the challenges they must solve.

As a result, 80% of our customers view us as their preferred long-term partner. Our clients also tell us that they believe that the solutions we will offer them will be an excellent fit with their organisations’ future needs. This gives us a terrific platform upon which to build further.

Customers come to Synectics for our expertise. We are specialists in security and surveillance, not a general “tech” company. Even more importantly to our clients, we are specialists in their industries, and the specific challenges they face.

In each of the markets in which we operate – Oil & Gas, Gaming, Transport & Infrastructure, and High Security & Public Space – we have built dedicated teams which understand the specific issues in minute detail.

Some of the underlying principles and technologies are of course transferable across markets, even with industries as diverse as these. The scope and flexibility of Synectics’ Synergy software platform, for example, means that it is used by customers in all of these areas – from the world’s busiest transport systems, gaming resorts and city centres, to infrastructure critical energy developments across the globe.

The key, however, lies in customising the way in which the vast array of tools and expertise at our disposal are used to create the right solution. Not just for each market, but for each individual customer. Having the knowledge, discipline, and desire to assess each set of requirements and deliver a precisely tailored solution is critical.

Above all, we look at things through the eyes of the customer. We focus on the big picture outcomes they need to deliver while also looking at the detailed practicalities of how they need to work day-to-day. What will be easy and intuitive to use? Where will extra speed or precision of results make all the difference when it matters most? These are the questions we consider and answer with the right, tailored solution.

To help us strengthen our relationships still further, we introduced a Customer Excellence programme several years ago.

The programme has created an additional channel of dialogue with our clients. We conduct a formal annual survey across our entire client base, run for us by an independent research consultancy. We feed back the results from each survey to our customers, commit to a programme of actions in response, keep customers updated on progress, and continue to seek their feedback to ensure that we are delivering the improvements they have asked for.

The overall results continue to be very pleasing. Our Net Promoter Score (‘NPS™’ has risen every year since we began the programme.

The latest findings also reaffirm how highly customers value our inherent strengths – reliability, advanced technology, specialist expertise, and the commitment of our people.

However, we are not complacent. Throughout the business we recognise that we must stay close to our customers and work with them to develop the next generation of solutions and support they need.

For us, “continuous improvement” isn’t a slogan, it’s a mindset that drives us forward every day to make the solutions we provide easier to use, more efficient to operate, and above all more effective in what they deliver for our customers.

As a result, we enjoy exceptionally high levels of repeat business.
Securing international gateways
“Synectics has a real understanding of how airports work and the key parameters for ensuring a positive passenger experience. More importantly, they understand how innovative technology can alleviate those pressures and support safe, secure, and efficient operations.”
Linda Hadi
Director, Jaya Teknik ICT Division

Supporting the wellbeing of students, visitors, and staff
“Throughout the process, Synectics has gone the distance to deliver. We’re delighted with the results and we’re sure the system will help us in our mission to provide an ever-safer environment for our students.”
Mark Stacey
Security Systems Operational Manager, Nottingham Trent University

Making vehicles safer for personnel and passengers
“We initially chose Synectics because the Company has a reputation for quality, flexibility, and the professionalism of its engineers. We’ve never been disappointed in that respect. But the best thing is that they just make our life simpler.”
Martin Fisher
Motor Transport Manager, Bristol Airport

Protecting people, safeguarding energy assets
“Very few organisations have the range and quality of products, combined with system integration capabilities and expertise, to develop an industrial solution for a project of this scale. That’s why we were keen to work with Synectics to provide a security CCTV system at Pearl GTL plant.”
Toni Partipilo
Sales & Proposals Manager, Page Europa

Footage without fail for casinos
“Ever since we first started working together, I’ve felt looked after. The team has always worked hard to understand our specific needs and develop practical solutions to tackle the challenges we face.”
Ted Nilsson
Assistant Surveillance Manager, Casino Cosmopol

Smarter solutions for public protection
“The level of customisation available in Synergy 3, and the way Synectics has worked in partnership with us to capitalise on that, has really been the perfect combination. It has meant we’ve been able to design and build into the software exactly what we need and use it in a way that suits us.”
Oliver Martin
CCTV Manager, London Borough of Ealing
As our Company has grown, we have remained true to the human values at its heart: mutual respect, deep personal commitment, and the pride we all take in applying world-class expertise to solve practical challenges.

Security and surveillance is a “technology” industry, but it is also a deeply human business. Our work protects assets and infrastructure, but its most important purpose is to protect people – to keep them safe, give them the peace of mind, and enable them to pursue their lives without concern. Whether protecting employees, members of the public, or both, the people who use our solutions – our customers – shoulder an enormous responsibility and rely on us to be with them every step of the way. We cannot fail them.

And our customers know we won’t. The feedback we receive from clients consistently praises our expertise and the enormous commitment and dedication our teams show. As one customer commented: “In terms of system and industry knowledge, expertise in the system, and understanding and responding to our requirements, they do an exemplary job.” Another said simply that we “provide instantaneous support and do so with a great attitude.”

None of this happens by accident. Attracting, developing, retaining, and inspiring the right people have always been commitments central to our business strategy.

For several years now, our talent programmes have been built around three simple streams of activity:

- right people, right roles;
- learning and development; and
- communication and engagement.

Our individual initiatives all connect into these streams. The organisational development programme we initiated last year will remain a priority to ensure that our structure is fit for purpose. During 2020, new, company-wide campaigns are promoting employee wellbeing, collaboration, and internal communication.

The launch of Colleague eXperience, our new global platform, connects all our people across the world and reaffirms our commitment to engaging our employees, communicating effectively, and providing everyone in Synectics with access to material that is accurate, relevant, engaging, fresh, and exciting.

As a collective, our people continue to bring innovative thinking and fresh ideas to improve processes, technology, and initiatives, driving our customer-focused values forward. Our job is to inspire and enable that process.

Recruitment is an important part of the strategy. Recent senior appointments and the significant strengthening of our R&D and product management teams are building on the talented pool of individuals already in place.

As we develop the next generation of talent and help new arrivals build their careers with Synectics, we will pass on to them the rich heritage of specialist expertise embedded in our Company.

Our industry is changing and doing so in ways which present new challenges but also great opportunities for our business. We must be a truly customer-centric organisation, ensuring our clients can access resources in whatever way is easiest for them as their own operations evolve. All the while, we must operate with efficient and effective supply chain management and support processes, to maximise the value we deliver for our customers and investors.

We face the future with great confidence and we trust our people to rise to the exciting opportunities which lie ahead.

We are proud of our people, not just for what they do for our Company but for the wider contributions they make to the communities of which we are a part.
Changing lives

As part of a year-long campaign, Synectics launched Sharing is Caring to support local homeless charities and to combat poverty hygiene.

A collection point was opened in Sheffield for beauty and hygiene items to support Beauty Banks throughout the year.

During the winter months employees donated hundreds of items including washing powder, hats, gloves, sleeping bags, thermals, and tinned goods for homeless charities based in Scunthorpe and Sheffield.

In September, a 17-strong team of employees ran the Sheffield 10K and raised over £1,700 for Cathedral Archer Project.

Active fundraising

We again supported Mission 500 in 2019 with Stephanie Mayes taking part in the tenth annual Security 5K during ISC West to help the charitable organisation raise over $145,000 for children and families in need across the US.

Supporting cancer charities

As part of the annual employee opinion survey, we make a commitment to donate to charity. The charity with the most nominations this year was Worldwide Cancer Research who fund bold research that uncovers new ways to prevent, diagnose, and treat cancer.

Improving children’s wellbeing

The Children’s Hospital Charity was one of the many charities that received support from employees during the year. The money raised will help to buy life-saving equipment, fund vital research, alongside creating a comfortable, engaging environment for the patients of Sheffield Children’s Hospital.

Special appeal

As part of the annual Customer Excellence Survey, we make a commitment to donate to a charity selected by one of our customers. 2019’s worthy recipient was James Rennie School, a local UK charity that focuses on children with severe or profound learning needs.
Our technology

Synectics has always been at the vanguard of security and surveillance technology. We apply human ingenuity and advanced technical capabilities to create practical solutions.

Crucially, these solutions are built for security and surveillance professionals by security and surveillance experts. Our teams understand intimately the world in which our clients operate. That knowledge is critical to designing and delivering configurable systems that mirror customer workflows and are efficient and intuitive to use.

To achieve this, we have remained focused on markets where security and surveillance are fundamental to the customer’s entire operation. Our specialist teams have decades of experience in adapting our capabilities to meet the needs of professionals in each of these sectors.

What marks us out as a technical leader in our industry is our Synergy 3 platform. It provides the foundation of integrated solutions which can be configured to meet the specific requirements of each customer. Its seamless ability to integrate and interoperate with systems and devices is crucial to their operational success unlocking huge opportunity and advantage.

Synergy’s incredible power and flexibility ensure the right people always have the information they need to make vital security and business decisions. This will never change, but the way in which we deliver those solutions is changing rapidly.

Digital transformation in the markets we serve is leading to the convergence of business systems in IT, surveillance, and security. This presents us with a vast and strategically important opportunity, one we are seizing by expanding Synergy with the tools and transformative capabilities our customers need as they adapt and move forward, tools that will help our customers stay competitive and break new ground.

Our ability to deliver unique capabilities is what sets us apart from the crowd.

• We are working with world-leading technology partners to integrate and leverage their solutions through Synergy. From the latest facial recognition developments to AI-based innovations, our integration strategy – coupled with features like Synergy’s dynamic workflows, mapping, and open-architecture – unlocks new levels of pre-emptive threat detection and intelligent automation.

• We are partnering with existing customers to design and develop new applications and business solutions to support them. Applications like Workforce Management and Computer Aided Dispatch enable organisations to transform their entire operational network to enhance and streamline communication to service, security, and surveillance teams for improved efficiency and effectiveness.

• We are continuously expanding our portfolio of Cyber Security features. Our solutions are robust, resilient, and designed to mitigate against data loss or corruption. Protection against potential cyber-attack is a critical part of the peace of mind we deliver.
All of these developments are laying the foundation for a next-gen Synergy platform equipped to help customers anticipate and respond to the new paradigm for safety, service, and security challenges. They will also help our clients achieve their broader business and service ambitions.

Increasingly, we are leveraging our Synergy platform to support our customers in establishing central control hubs from which their teams can proactively anticipate, respond to, and resolve incidents of any nature. This involves connecting field-based customer service and security personnel directly with video-enabled control rooms to enable guided, real-time responses and ensure operational safety for the client’s business and for its customers.

Synergy is pivotal to our offer but we are innovating in many other ways.

- Our Cloud-based evidence locker facilitates secure, real-time data sharing between authorized personnel who need to collaborate in order to diagnose and address an incident or problem. The employees concerned may be in different locations, or work for different organizations. The evidence locker allows them to access and share the information they need immediately, within a secure data environment, and determine the action required.

- In the oil & gas and marine industries, we are ensuring our specialist camera stations (“COEX”) continue to offer customers the flexible, reliable, and robust functionality they have come to expect. These customers operate in extraordinarily challenging conditions with specific demands and certification requirements that our camera stations have to meet.

The latest development of our COEX camera station range gives customers the peace of mind to mitigate cybersecurity concerns and vulnerabilities, while incorporating the latest technology including powerful 4K video, sophisticated encoding, and built-in analytic applications. These latest innovations, and our future roadmap, will ensure that our 30-year reputation for specialist camera innovation in these industries continues into a new decade.

With our unified portfolio of software solutions, hardware products, and integration partners, we have a scalable platform for future innovation. Our technology and our product development programmes will support profitable sales growth within each of our strategic markets by creating new competitive advantages and opportunities.

Synectics has always been, and will remain, a technical leader in security and surveillance. And it is this, coupled with our unwavering dedication to customer-driven development, that is helping us become a trusted innovator in converged operational management.
Our markets

We choose to operate in market sectors which allow us to differentiate our offering and deliver unique solutions and value. Our primary focus is oil & gas, gaming, transport & infrastructure, and high security & public space.

These markets present an extraordinarily diverse range of working environments and operational challenges. They also have important things in common – scale, complexity, and an imperative need for proven technologies applied with absolute rigour. Our strengths and capabilities align perfectly with these requirements.

The overall security and surveillance market is growing globally and we expect that trend to continue. The impact of further urbanisation, new investment in infrastructure, and increased international travel, combined with unrelenting and more diverse threats, are expanding the demand for high quality, reliable solutions to protect people and assets.

The emergence of new technologies is enabling the development of new and more powerful surveillance and protection capabilities and facilitating the seamless integration of these systems with others to provide holistic solutions.

We operate in some of the most complex and challenging environments, and it will be here that the forces of change will be most keenly felt in the coming years. Synectics is ideally equipped to benefit from these trends.

Many organisations do not know exactly what they will have to deal with in the coming years. They do know that there will be many challenges, some of which will be unforeseen. Meticulous planning will be important, but it will also be vital to be fast on one’s feet and to respond at great speed to the unexpected.

The qualities required to deliver and prosper in this environment are inherent in Synectics’ technology and culture.

Our solutions are founded upon proven, core systems and components, such as Synergy 3, but can be quickly adapted to meet specific needs.

Our talent strategy has consistently focused on attracting, retaining and developing exceptionally high-calibre people – individuals who can work closely with clients to understand their needs and apply problem-solving skills and technical expertise to deliver the optimum solution.

Synectics faces the future confident that our core values and capabilities are well aligned with the direction of travel for our customers. Over the next twelve months, we will continue to strengthen our talent base and make significant investments in our products and underlying technology, to ensure that we remain an outstanding specialist partner for clients seeking security and surveillance solutions in the areas of most critical need.

The new era is characterised by an accentuated focus on specific attributes which will be essential to survive and prosper.

**Agility** – the world we live in, the things we can achieve, and the threats we face are moving in ways which are dramatic, rapid, and unpredictable.

**Intuitiveness** – the standards of design and “ease of use” set by the likes of Apple, Google, and Facebook have become the new normal – the minimum we expect in every aspect of our personal and working lives.

**Pre-emption** – Artificial Intelligence and other technologies increasingly offer the potential to anticipate security threats or customer requirements and provide more secure protection and enhanced service.

**Integration** – different systems and components need to be able to connect seamlessly to support a variety of desired outcomes, albeit recognising that in some environments surveillance capabilities may need to remain ring-fenced to meet regulatory requirements.

We anticipated these trends, and have been working closely with our customers to create the solutions they will need to succeed.
We specialise in the kinds of sophisticated, value-adding solutions our customers are demanding. We are also used to partnering around the world with other organisations whose expertise complements our own, and to playing our own specialist role in delivering the total solution the customer requires.

Gaming
Gaming is one of the most technically demanding, tightly regulated leisure industries in the world. Monitoring vast, crowded facilities in low-light conditions where massive amounts of cash constantly change hands is a daily reality. With sophisticated resilience and data retention features that guarantee regulatory compliance, our solutions deliver precision images and absolute peace of mind.

Transport & Infrastructure
Transport operators need powerful, integrated command and control systems and monitoring technologies that protect the public and help to deliver a better passenger experience, both in and around stations and on vehicles themselves. Our tailored solutions for this sector meet this need now, and future proof the path to the continued adoption of new innovations.

High Security & Public Space
Balancing tight security with public access; visual surveillance with data privacy; localised control with central, multi-facility oversight; and operational efficiency with cost maximisation – these are just some of the challenges our High Security & Public Space customers face. Our solutions ensure that our surveillance technologies, integration capabilities and facilities management services are chosen time and time again.

Oil & Gas
The complexity of the task facing our Oil & Gas customers is enormous: safeguarding on-site personnel; protecting offshore and onshore pipelines; and monitoring hazardous and explosive areas, often in remote locations under extreme temperatures. It’s a challenging brief. It’s also why our COEX cameras and integrated solutions are trusted to protect major projects across the globe.
Gaming

Gaming is one of the most technically demanding leisure industries in the world.

From a security and surveillance perspective, safeguarding people is always the first priority, but our customers in this sector also face other challenges. For example, they must comply with stringent regulatory requirements – the installation of approved surveillance systems is a pre-requisite for obtaining a licence. Protection against fraud is an ever-present necessity. Casino operators must continuously monitor activity, analyse suspicious behaviour in real time, and respond appropriately and swiftly when concerns arise. All of this in vast, crowded locations with low-light conditions where very large amounts of money change hands.

Synectics is well established as a global leader in the gaming sector. We have built deep knowledge of the dynamics of this unique industry and applied our core technologies to create solutions tailored to its needs. The industry itself has been buoyant in recent years, and our specialist skills and propositions have enabled us to gain share within an expanding market. One key to our success has been the expansion from our original North American base into the dynamic Asian market, where we are now established as one of the main players. Macau, Singapore, Malaysia, the Philippines and South Korea have been especially important for us.

We see plenty of opportunities in the mature US market, where we have recently been gaining footprint with major operators in Las Vegas and nationally, and there is also plenty of potential for us to grow elsewhere, where Japan, Australia, Malaysia, Vietnam and South Africa all present opportunities.

Much of our growth comes through repeat business, with customers expanding or upgrading their operations, and through our specialist integration partners as they invite us to work with them in new geographies. The customer and partner loyalty we experience is both motivation and reward for maintaining the exceptionally high standards we set ourselves.

Casino operators around the world value Synectics for our ability to deliver ultra-reliable, scalable, end-to-end solutions – comprising hardware, software, cameras and networking – backed up by proven experience, industry knowledge, and technically expert staff who respond fast. Our turnkey approach includes hardware, software, cameras, and a network, and we integrate these into one solution.

Built using our Synergy 3 software platform, our solutions are designed to meet the unique needs of the gaming industry and tailored to meet the specific requirements of each customer. They offer casinos the flexibility to utilise existing hardware, work with their preferred integrator partners, and capitalise on being able to control and manage multiple applications from an intuitive user interface. We ensure that our customers can take advantage of ever-more sophisticated reporting and data analytics capabilities.

Meeting the industry’s demanding regulatory requirements is a “must have.” However, Synectics’ solutions go far beyond this. We give our customers access to high quality video with a speed and flexibility which enables them to mitigate against a plethora of risks and
Case study

Failsafe, flexible surveillance supports ongoing gaming growth

In gaming, surveillance is not merely critical to security. Continuous coverage is crucial to regulatory compliance and profitable operations, and system scalability is essential for expansion.

Our ability to meet these needs and serve a global client base sees us continue to win new casinos, and build long-term customer partnerships. The growing relationship with Harrah’s – part of the Caesars Entertainment Corporation – is a clear example.

In 2019 we secured the surveillance contract for Harrah’s Hoosier Park Racing & Casino in Indiana. This is the third Harrah’s property we have served in the US, and the fifth Caesars property in our portfolio.

Brett Davis, Director of Surveillance at Hoosier Park, said: “Synectics has one of the best reputations for gaming surveillance and not just from a system reliability point of view – the Synergy solution also plays well with others which gives us the flexibility we need.

“We know the Synergy 3 solution we’ve specified will integrate with any third-party system we need it to, grow with us, and enable us to migrate to IP cameras and new technologies as and when we want. Having also received great training, we’re excited to see where we can go with this.”

The 700-channel solution developed for Harrah’s Hoosier Park will be used for all aspects of risk management, from fraud prevention to theft detection. It will cover the entire casino facility – home to over 2,000 slots and a rapidly expanding range of live table games.

Having witnessed Synergy easily scale to support expansion at sister site Indiana Grand Racing & Casino, the team at Harrah’s Hoosier Park is already looking at the system’s future potential, including connecting satellite betting sites.

Stephanie Mayes, Synectics Vice President of Sales, Americas, said: “Our business is built on trust. Casinos trust that with our technology, surveillance never stops. They also trust that the solutions we design will always evolve to accommodate changing needs. Securing our third Harrah’s property is reflective of this successful strategy in action.”
Synectics systems protect over five billion passenger journeys worldwide each year.

We work extensively across the mass transportation sectors – buses, trams, subway/underground networks, and trains. Our customers include the operators of many different forms of transport, as well as the manufacturers of the vehicles themselves. We also have deep experience of working with the organisations which create and run the transport infrastructure, from stations and urban transport networks, to airports and ports.

Inevitably, organisations across this spectrum have varying requirements. Running a city bus company presents different challenges to operating an international airport. The key to our success lies in our ability to work closely with each customer and tailor proven technologies and capabilities to address their particular requirements.

However, there are some recurring themes across the transport sectors, and indeed some convergence in the wider issues the leading players are seeking to tackle.

Change is being enabled by rapid advances in technological possibilities. Cloud-based capabilities are making it easier to share and integrate different data streams. Increasingly, analytics are enabling this data to be used in real time to support a range of applications.

In a variety of land-based transport environments, these expanding capabilities are facilitating the pursuit of twin goals: improving safety and security through faster decision making and pre-emptive action; and enhancing passenger experience.

Within our clients’ organisations, different functions such as security and operations are working ever-more collaboratively to balance these two objectives. We are working with leading rail and subway/underground operators to develop pioneering workforce management solutions, linking field staff into control room operations. In the airport sector, we are helping to drive improvements in both the passenger environment and safety and security by combining and leveraging different data streams.

The demands created by this rapidly changing landscape play to Synectics’ strengths. Where customers need sophisticated and innovative solutions which deliver greatly expanded functionality, our high end design expertise and powerful technologies come strongly into play. Where their immediate priority is for systems which are robust, compliant, but less ambitious, we offer flexibility, efficiency, and absolute reliability.

Underpinning all this are the decades of experience we have built around the world across the full spectrum of transport operations – from London’s buses, through Germany’s rail networks, to Asia’s most prestigious airports.

We see great opportunities for Synectics to expand its role in these sectors in the coming years.

The global demand for transport and the associated infrastructure is being fuelled by continuing urbanisation at one end of the spectrum and increasing international travel at the other.
Case study

Next-generation operational management for a smarter, safer transport era

Synectics continues to develop technologies which set the new smart-solution standard for how the world’s public transportation networks are managed, monitored, and made safe. It’s what has enabled us to build long-standing customer relationships and continue to be successful.

We are especially proud of the next-generation operational management system we’re developing with Deutsche Bahn (Germany’s national rail operator) for their pioneering new “4S” Security and Service Centre for the Berlin-wide S-Bahn (overground train) network. The control centre will connect every aspect of operations across a vast network, to deliver an outstanding passenger experience for the 1.5 million daily users of the city rail network.

The transformative impact on Berlin transport – together with the performance tracking and reporting possible with the new solution – was a major factor in S-Bahn Berlin securing operator status in the city until 2036.

Spanning trains, tracks, and stations, the Synergy 3-based solution will integrate to, and interoperate with a complete range of systems, devices, and communications vital to passenger services and network security.

This exciting, future-focused project will use new functionality we’re developing for Synergy 3 as well as existing tools to facilitate state-of-the-art automation of data processing, incident responses, and performance reporting.

The solution will enable staff based at the “4S” control centre in Berlin to detect and react to any service or security event instantly. It will also streamline management and collaboration among the workforce and other stakeholders such as police, other transport operators, and infrastructure companies to ensure rapid and consistent responses.

Bastian Knabe, Chief Financial Officer at S-Bahn Berlin, commented: “We aim to push the boundaries of intelligent transport to deliver the best, most open, and integrated service possible for the benefit of residents and visitors alike.

“As a recognised leader in transportation command and control solutions, Synectics has committed to working closely with us to develop a tailored system that delivers a positive customer experience for passengers using S-Bahn Berlin’s services – both now and well into the next decade.”

Alongside this, the growing diversity and unpredictability of threats faced and a desire to transform passenger experience are driving increased demand for the sophisticated security, surveillance, command and control solutions in which we excel.

- We protect the busiest airport in the Southern Hemisphere.
- We provide and support command and control systems for the fourth busiest metro system in Europe, covering 170 stations and serving 1 billion passengers each year.
- Our solutions support 27,000 vehicles worldwide.

Synergy 3 is a great PSIM (Physical Security Information Management) solution for customers looking to unify their subsystems onto a single platform.”

Industry specialist integrator, Asia Pacific
Supporting secure and efficient management of facilities and spaces integral to modern life.

These sectors have always formed a vital part of Synectics’ heartland. We quickly established a strong track record of delivering turnkey, end-to-end solutions, and have retained our reputation ever since.

Our commercial and public sector customers require sophisticated yet user-friendly solutions to protect critical infrastructure, often in large-scale, sensitive, operationally difficult environments which present great technical complexity.

While public spending has come under pressure in some countries in recent years, the security and surveillance market in these sectors is expanding. There is more critical infrastructure to protect around the world, and more diverse, less predictable, risks to guard against.

We are also now seeing customers invest significantly in upgrading their existing systems and integrating wider command and control capabilities.

Synectics Systems serves these sectors globally, while our Integration and Managed Services teams at Quadrant Security Group (‘QSG’) and SSS Management Services (‘SSS’) operate primarily in the UK. Our solution design, integration, outsourced management, and efficient processes have allowed us to take an ever-widening role in the protection of high security sites, the people who are employed there, and the general public.

Synectics and QSG work with a series of specific customer groups, each with distinctive needs.

- In the commercial world, organisations such as major utilities providers and financial institutions seek sophisticated, value-added solutions from partners with the credentials and proven track record to support their high profile operations. There is a growing demand for greater integration of security systems with other operational and building management systems, and we are exceptionally well placed to deliver this.
- In the public sector, our involvement is greatest where there is a requirement for more complex, far-reaching solutions and the wherewithal to fund major projects. We have particular specialisms in energy (including nuclear), defence, borders, custodial, heritage buildings, and universities.

Synectics’ technology and QSG’s integration services are strongly complementary. For example, in the UK custodial sector, where both our brands have an outstanding reputation, QSG is highly experienced in implementing new or upgraded systems while maintaining security levels in highly sensitive environments, while Synectics’ software provides the foundation for the solutions we deliver.

Our customers’ needs and the technology we can bring to bear are evolving rapidly in these sectors, as they are in other areas of our business.

Clients are increasingly willing to invest in areas such as:

- database linked analytics;
- Smart Analytics that can identify behavioural patterns which in turn enable pre-emptive protection;
- IP networks, secure Cloud, and on-site Cloud computing; and
- protection against specific new and rapidly widening threats, for example drone detection.

We are at the forefront of helping our clients to harness these new capabilities and put them to practical, beneficial use to safeguard a wide variety of public spaces and infrastructure, from shopping centres to nuclear power stations.

Our SSS business excels in providing security and facilities management services to UK clients with complex estates, particularly in the retail and leisure sectors. We help these customers protect and maintain their facilities around the clock, while managing the 24/7 on-call support this entails in the most cost-efficient way.

This proposition has been further strengthened by the launch of our Cloud-based security and facilities management portal ("HALO") which provides tailored reporting to enable our clients to monitor activity and gain valuable business insight.
Case study

Protecting a power network critical to national security

Safeguarding sites critical to national security continues to be a significant component of Synectics’ work. The threats are always evolving and the agility of our technology and capabilities allows us to respond continually to the new challenges our customers face.

One recent example involves a multi-site protection project for a major European power distributor.

Responsible for maintaining an energy network that supplies over 3.9 million homes and businesses, the customer required a centralised system to guard against both physical and cyber threats at five key locations – each of these sites recognised as a national asset with corresponding levels of access clearance.

The team based at the state-of-the-art Alarm Receiving Centre (‘ARC’) requires complete oversight and control of security, safety, and site-management systems at all five locations. The Synergy 3-driven solution developed for the customer seamlessly integrates with third-party sensors, analytics, cameras, personnel databases, and edge-devices to deliver on this challenge.

Each site also has its own localised command and control system, with the ability to escalate incidents to the ARC team as required.

All five locations have government authorisation to trigger armed units in response to imminent threats, so robust alarm verification is crucial. In other words, we need to get it right! Our ability to implement workflows to support clearance verification, incident validation, and protocol-compliant action was a significant factor in Synectics securing the contract.

Cybersecurity was another essential element of the customer brief. In addition to meeting critical technical resiliency specifications, Synectics is providing ongoing cybersecurity consultation, working in partnership with in-house specialists to ensure continuous development of protective measures.

Greg Alcorn, Synectics Divisional Director for Transport & Infrastructure, commented: “Synectics’ track record in critical national infrastructure meant the lead systems integrator came directly to us with this complex project. Our credentials and expert team, coupled with Synergy 3’s ability to integrate and interoperate remotely with third-party systems vital to effective operations meant we met every aspect of the brief.”
Monitoring and controlling security, safety, and industrial processes in all conditions.

The task facing our Oil & Gas customers is hugely complex. Often operating in remote locations and under extreme temperatures, they are presented with multiple challenges: safeguarding on-site personnel; protecting offshore and onshore assets; and monitoring hazardous and explosive areas.

The scale of these challenges means that Synectics’ specialist capabilities and deep knowledge of the industry are widely respected and sought after. We are long established as a major global player in security and surveillance for the oil & gas sector, and also in the marine markets which share many of the same needs.

The oil & gas market has been an extremely tough one in which to operate in recent years. Our strategy has been to take the long view, anticipate our customers’ changing needs, and implement the right actions to secure the future of our business. We have continued to invest to ensure that we keep our product range at the cutting edge of the industry. This has left us extremely well placed to respond to the signs of recovery which are now apparent.

We believe the market is returning, but it is also evolving geographically, with more of the key decisions being taken in Asia, especially in China and South Korea. We are continuing to expand in these markets, as well as in Japan, South East Asia, and Australia. Other regions remain very important to us, especially Western Europe, the Middle East, and the US. More than ever, these are global industries. With proven experience of successful deployment of our solutions all over the world, and a strong network of international partners, Synectics is well positioned to benefit from the opportunities now emerging.

The Synectics proposition is based around turnkey solutions, long-standing industry expertise, and a specialist product range. Our COEX camera stations and Synergy software have an exceptional track record of reliability in the uniquely demanding conditions our customers face and satisfy the constantly changing requirements of compliance legislation.

By definition, many of the facilities we protect are in remote locations. The systems and products we deploy must be faultless. They must also facilitate remote monitoring and analysis, often thousands of miles away from the site itself. Conditions are often extreme, and we have demonstrated time and again that we can enable our clients to meet the exceptional challenges they face.

The oil & gas industry is founded on teamwork. Our projects frequently involve working in partnership with our end clients – the companies which own and operate the oil & gas installations – and with the engineers, construction firms, telecommunications providers, and other specialist security and surveillance firms with whom these customers also have relationships.

The collective and individual reputations of our people create a foundation of trust and mutual commitment which allows us to interact successfully with other stakeholders throughout every stage of a project. We are proud of the role we play in helping our customers tackle some of the most demanding challenges on the planet, and we are equally proud that these achievements result from Synectics working with trusted partners whose expertise complements our own.
Case study

Advanced protection for a major upstream project

Synectics has been protecting the oil & gas industry for over 30 years with technologies specifically designed for harsh and extreme conditions.

Our long-standing reputation and commitment to ongoing product development gives reassurance to the world’s biggest oil & gas companies and systems integration partners as they continue to turn to us with their most challenging projects.

A world-leading automation, electrification, and telecommunication company recently engaged Synectics to develop a tailored solution to protect one of the Middle East’s largest onshore projects. This new project builds on an existing relationship which is now being expanded into a new regional division. It’s an excellent example of the way our strategic partnerships support our growth ambitions.

The 1,200 sq km estate required a solution to secure and safeguard a wide mix of processing plants, remote degassing stations, gas trains, and other crucial infrastructure.

Linking over 20 different monitoring and control locations, and encompassing over 100 COEX hazardous, safe area, and thermal camera stations, the Synergy 3 solution specified employs advanced capabilities specifically designed for the oil & gas sector, including radiometric monitoring for flare stack performance analysis.

Forging a close working relationship with the integration partner, especially during the bid process itself, was integral to the success of the project. From the outset, the customer has been delighted that the support we have provided has gone far beyond what they expected from a potential vendor.

Darren Alder, Synectics Divisional Director for Oil & Gas, said: “Securing such a major contract in such a competitive industry is a testament to our Oil & Gas offer. It demonstrates not only the quality of our technology and extensive experience within this specialist sector but also the way in which we solve complex client needs through our commitment to customer service excellence.”

Synectics is trusted by the end users within oil & gas. They listen to our needs and respond quickly to our changing requirements.”

Oil & Gas industry integrator, Asia/Africa

We engage with our end customers and their partners from the very earliest stages of a new installation or upgrade, providing input and advice from the start. This personal commitment, an understanding second to none of every nuance of the industry’s complexities, and a technology platform and product perfectly suited to our customers’ needs all lie at the heart of our success.

- We monitor the world’s largest gas-to-liquids plant, Shell Pearl GTL in Qatar, with over 340 cameras across the site.
- We have delivered over 800 COEX camera stations for a single major project in the Middle East.
- We protect the largest, most expensive floating structure ever built – the Shell Prelude Floating Liquefied Natural Gas facility.

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Oil & Gas industry integrator, Asia/Africa
Project highlight:

Synectics has been awarded a multi-million dollar contract from a new customer to provide its proprietary Synergy 3 software platform to replace the surveillance system in a large, established gaming property in Macau.

The initial phase of the project was delivered in 2019, with potential for significant further revenue in the future.
Key facts

For 30 years, the core elements of Synectics have been value to customers and innovation. These remain the foundation for a sustainable future.

Recent performance trends – Synectics plc

Revenue
-3.8%

Underlying profit before tax
-13.0%

Underlying return on capital employed
-1.2%

Net cash
-55.9%

- Income earned from the delivery of goods and services.
- Profit before tax and non-underlying items1
- Ratio of underlying operating profit as % of average operating capital employed (being net assets excluding the pension asset, cash, tax and loan balances).
- Cash balances net of loans.

- Over 30 years of field-proven experience
- Listed on the London AIM market since 2002
- Solidly profitable backed up by strong balance sheet
- Sales in excess of £65 million and net assets of over £40 million
- More than 400 employees operating across five global hubs – in the UK, US, Asia-Pacific, and Europe
- Serving leading organisations in the transport, oil & gas, gaming, critical infrastructure and retail sectors in 55 countries across the globe
- 40 development engineers ensuring we are at the forefront of emerging technology

1. Non-underlying items comprise provision for costs on settlement of a legal claim, and amortisation of acquired intangibles.
I believe that SSS solutions will be an excellent fit in the future due to their helpdesk programmes they have in place. They are always looking for new technology to fit the facilities way of working.”

SSS customer, UK
Locations

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