



## SYAPSE EXPERIENCE CLOUD CASE STUDY

*"The Experience Cloud community not only alleviated a huge cost burden internally, but directly impacted the way we communicate and present ourselves to customers. Syapse's Experience Cloud saved time for everyone involved and allowed us to streamline knowledge management into a one unified platform. We are very grateful to the ECHO team for their support through this process!"*

**Andrew Pejman | Commercial Operations Manager**

### CHALLENGE

Syapse needed a secured online community platform to enable clients to access and read articles that were produced and published. The challenge was that the accessibility of each article was limited, and specific companies were not able to access them. In addition, multiple versions of the same article were available to users.

### SOLUTION

ECHO Technology Solutions built an online community platform for Syapse through Experience Cloud, in order to create a seamless single-sign-on location, while allowing readers to easily access information.

ECHO team built a Help Center that linked all Syapse's data products, which became a crucial place for users to ask questions and create support tickets. ECHO was also able to seamlessly transition Syapse's data from a 3rd party vendor into Experience Cloud.

Our team trained Syapse's internal staff on how to add new users, edit and republish articles. Each user was given a specific profile to access articles and was able to make comments, create discussions, increase collaboration between users on articles, and get feedback from clients and communities.

Experience Cloud not only alleviated a huge cost burden internally, but it directly impacted the way Syapse presented themselves to customers.

### INDUSTRY: INFORMATION TECHNOLOGY & SERVICES

Syapse works with leading health systems, life science companies, and regulators to accelerate real-world evidence to improve the outcomes of cancer patients.

### RESULTS

#### ENABLED

all clients and users to collaborate and communicate, access articles and relevant information.

#### CREATED

a secure SSO (single-sign-on) location for the articles.

#### REDUCED

internal costs.

#### IMPACTED

the way Syapse presented themselves to customers.

#### CREATED

a Help Center for users to ask questions and create support tickets.

#### POSITIVE FEEDBACK

was voiced by users on getting answers quickly and on being able to follow progress on support tickets.

Through Experience Cloud, ECHO enabled Syapse to streamline knowledge management into a one unified platform, while saving time and reducing costs.

**Syapse**<sup>™</sup>