

Why Synthetic Data?

Synthetic Test Data Automation is a new approach to Test Data Management. GenRocket synthetic test data allows Developers and Quality Assurance teams to greatly increase data coverage, reduce cycle time and increase productivity.

Customer Profile

Primary Markets:

Banking, Financial Services, Insurance, Healthcare, eCommerce / Retail, Software and Telecom

Typical Customer:

Enterprises with a complex application & data environment

Typical Decision Makers:

Sr. Managers & Directors of Software Engineering

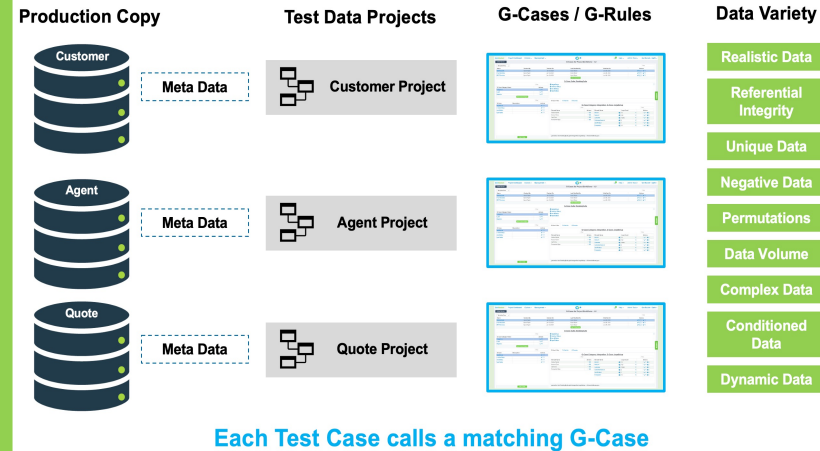
Where GenRocket is Helpful

- Is test data being created manually or in spreadsheets?
- Is there a lack of data for load and performance testing?
- Does the team have complex applications / environment?
- Is data provisioning too slow?
- Is data provisioning dependent on a large data team?
- Are there data privacy concerns?
- Does the team have a goal to increase test coverage?

Additional Resources

- GenRocket Overview Video: [Click Here](#)
- Flight School Tutorial Videos: [Click Here](#)

On Demand, Real-Time Test Data Automation



Synthetic Data Use Cases

- Unique Data, Negative Data, Edge Case Data
- Data to Test All Permutations & Combinations
- High Volume Load and Performance Test Data
- Data in a particular "State" or condition based on rules
- Data-In-Motion - Data Sent / Received over REST API
- Simulated Transactional Data and Historical Data
- Data for E2E testing and workflows
- SWIFT MT and MX Messages
- Kafka Messages
- Data in Complex Data feeds
- Forms data such as PDF's and Bank Checks
- X12 EDI 837, 835, 834 Transaction Sets
- Data to Test ETL for Data Lakes and Data Analytics
- Data to Train AI and Machine Learning

The Company

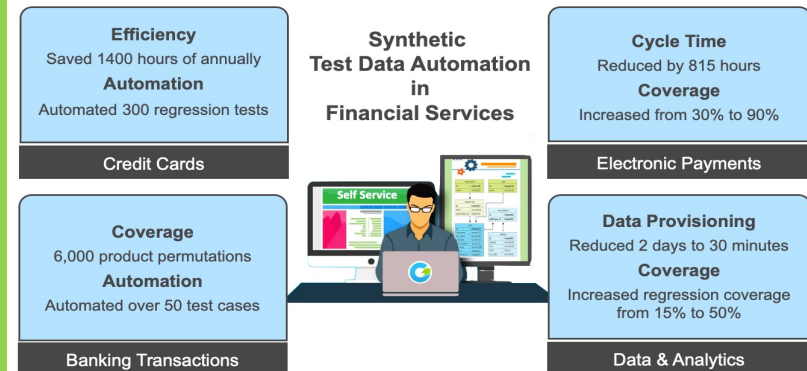
Synthetic Test Data Market Leader

- Only patented synthetic data platform
- Chosen by large enterprise customers
- Global Support Team 5 x 24
- 1,000+ Knowledge Base Articles
- Flight School Online Training Portal
- G2 Highest Synthetic Data Vendor Rating... 4.5 / 5 Stars

Key Features

- 680+ Data Generators (Name, Address, SSN, %, Logic)
- 90+ Data Formats (SQL, NoSQL, XML JSON, REST API, etc.)
- Maintains Referential Integrity within / across Applications
- Rapid Data Modeling and Test Data Design
- Full Data Control with Test Data Cases and Rules
- A Dynamic, Programmable API to make Real-Time decisions
- Ability to Query and Migrate Data Subsets
- Life Cycle Management including Versioning

GenRocket Benefits



The infographic highlights the benefits of GenRocket across four industry sectors, centered around **Synthetic Test Data Automation in Financial Services**. A central image shows a person working at a computer with a 'Self Service' monitor.

Industry	Benefit	Value
Credit Cards	Efficiency Automation	Saved 1400 hours of annually. Automated 300 regression tests.
Electronic Payments	Cycle Time Coverage	Reduced by 815 hours. Increased from 30% to 90%.
Banking Transactions	Coverage Automation	6,000 product permutations. Automated over 50 test cases.
Data & Analytics	Data Provisioning Coverage	Reduced 2 days to 30 minutes. Increased regression coverage from 15% to 50%.