

Businesses to benefit from big data through BE Group investment in Synoptica

FOR IMMEDIATE RELEASE

19 MAY 2017 - Market leading business services company, BE Group, have today announced that they have become a major investor in a pioneering new technology business.

Synoptica, currently based in Guildford and Shoreditch, provide data as a service, using an integrative platform and artificial intelligence to automate traditional company research done on the web. The innovative technology allows its customers to profile, rank, track and forecast business that they have an interest in.

As a result of this new partnership and to leverage the region's strong academic focus on Big Data and AI technology Synoptica will be recruiting and basing a significant proportion of their team at one of the BE Group's main offices in the North East of England.

Simon Goon, currently Chief Executive of the County Durham Development Company, has simultaneously announced that he is to step down from that role to join Synoptica as Chief Operating Officer.

Nicki Clark, Chief Executive of BE Group said "This investment represents a step change in the Group's ability to provide our customers with uniquely targeted information that gives them a formidable competitive advantage. It's also fantastic to be bringing some really special jobs to the North East of England".

Stephen Mooney, Managing Director of Synoptica added "We're delighted BE Group have joined us as major investors. Their portfolio, business audience and relationships provide us with unrivalled insight and access to business across the UK. Simon Goon joins us with a well deserved reputation in the fields of technology and science, underlining the scale of our ambition. We expect to be making another equally exciting investment announcement shortly. Watch this space".

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FOR MORE DETAILS CONTACT

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NOTES TO EDITORS

The BE Group is a market leading specialist in business information, events and commercial development programmes. With a well deserved reputation for delivering exceptional results, the Group's comprehensive portfolio of business services is based on the specific requirements of customers across the UK.

Synoptica is a software platform that helps investors and sales teams identify, profile and track potential targets and deals. Using advance techniques in Natural Language Processing, the company extracts meaningful data from the world's biggest database, the web, to provide insights and information on companies that no one else can.