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To Whom it May Concern,

With the prospect of significant investment in a new technology initiative, we engaged Synovia's expertise with technology ROI valuation to determine and communicate our project value.

Synovia took us through a comprehensive process to quickly isolate the key organizational benefits. Their framework made the value within the project tangible and the cause-effect relationships between corporate objectives and system capability understandable. Further, the process was very engaging for stakeholders, thereby generating a high degree of consensus from stakeholders on a very actionable plan. Overall, the process was very efficient and helped everyone to understand exactly where and how benefits would be achieved – the linkage from broad objectives to tangible detail was impressive.

I would encourage any executive considering a technology investment to have a look at Synovia's approach to building business cases and technology plans. I certainly look forward to working with them in the future.

Sincerely,

A handwritten signature in black ink, appearing to read "Doyle Sam", followed by a horizontal line extending to the right.

Doyle Sam, P.Eng.
Vice President, Engineering & Operations