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](#)

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

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

GenRocket Benefits

- Efficiency: Saved 1,400 hours of manually
  - Automation: Automated 300 regression tests
- Cycle Time: Reduced by 0.1% hours
- Coverage: Increased from 30% to 90%