

Synthetic data

From data constraints to testing freedom



The business dilemma

Development and testing stall when access to real data is blocked by privacy concerns or regulations. Manual test data creation is time-consuming, error-prone, and fails to cover critical scenarios seen in production. Traditional data masking approaches reduce utility without eliminating privacy risks.

Our consultancy-led approach

- **Expert-led data profiling:** We analyse your data needs and identify privacy risks.
- **Industry-leading generation with Tonic.ai:** Our partnership ensures high-quality synthetic data.
- **Post-generation validation:** We confirm statistical accuracy and use case suitability.
- **Detect and address edge cases** for completeness of coverage.

Real success stories

When a public sector organisation needed to improve their testing approach:

- **Challenge:** Manually produced test data that missed key production scenarios.
- **Solution:** 6-week evaluation of AWS Bedrock using our consultancy framework.
- **Outcome:** AWS Bedrock wasn't suitable for their complex relational data.
- **Added value:** Clear recommendations and roadmap for the right synthetic data approach.



With 2i's guidance, we now have a clear roadmap for implementing the right synthetic data solution for our specific needs, saving us from investing in an approach that wouldn't have delivered the accuracy we require."

– Data Manager, UK Government Agency

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