

Why Synthreo

Profitability. Predictability. Technology. Support.

Here is what we bring to each.

01 · SNAPSHOT

US

Synthreo

AI as a Service, end to end. We help you sell it, build it, install it, and manage it. Agentic execution through Builder and Wingtip. Multi-tenant control plane. Zero Data Retention. Flat per-seat pricing with token liability carried by us. Mobile-first adoption.

THEM

The software vendor

An LLM wrapper with secure chat and light workflow. Self-serve build, support that ends at the handoff. Standalone from PSA and RMM. Your client's data sits on someone else's retention schedule, not on a policy you set. Credit-pooled billing that moves with usage. No mobile story.

02 · WHAT SETS SYNTHREO APART

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| 01 | <p>SUPPORT</p> <p>We deliver the service, not just the software.</p> <p>Sell, build, install, manage. We train your salespeople, run client demos with you, and stay on the deployment. Partners bring us in for the last mile: production rollout, security, governance, and ongoing management.</p> |
| 02 | <p>TECHNOLOGY</p> <p>We are not a wrapper.</p> <p>Real compute, storage, and execution sit behind the chat window. Most AI tools stop at the interface, which is why they run into every wall on page two.</p> |
| 03 | <p>EXECUTION</p> <p>Agentic execution, live today.</p> <p>Builder for no-code agent creation. Wingtip for autonomous execution with local file, process, and browser control. Most tools sold into this market are not in this category.</p> |
| 04 | <p>PROFITABILITY AND PREDICTABILITY</p> <p>Billing you can quote with confidence.</p> <p>Flat per-seat, token liability carried by us, no surprise refresh costs. Predictable cost is what lets you write a fixed-fee client contract and sleep on it. Pooled-credit pricing turns that contract into a bet.</p> |
| 05 | <p>ADOPTION</p> <p>Mobile is the adoption vehicle.</p> <p>Voice first, agents on the move, chat on demand. A scorecard agent in two taps, in the inbox before the QBR starts. Adoption is what makes a seat renew.</p> |

POSITION IT AS

Others sell software to your client. Synthreo puts you at the center of their AI strategy.

THEY SAY

“The tool we are looking at does secure AI chat too.”

- Chat is the wrapper. Ask what happens when the client wants the AI to open the ticket and finish the job.

“They give us office hours.”

- Office hours means you bring the questions and you do the work. We train your salespeople, sit in on your client calls, and stay through deployment and management. Ask who owns it after go-live.

“It is cheaper to get started elsewhere.”

- At signup. Ask what month nine looks like when usage triples and credits are pooled.

“Our people will just use the desktop.”

- Their team is on the floor, in the truck, in the field. Seats that do not get used do not renew.

04 · DISCOVERY QUESTIONS

— Who is going to sell this for you, and who is training them?

— When the AI needs to take action and not just answer, what happens next?

— Who eats the token cost when a client's usage triples?

— Where are your client's people when they need the answer?

05 · FRAMEWORK

The Six Walls every AI tool hits

Applies to any LLM or AI tool on the market. Almost no MSP clears all six. Most are stuck on one or two, and that is the wedge.

01 Subscription You hit the base plan's limits. A gated feature or connector is behind a paywall. Upgrade or stop.	02 Usage limits Even on a higher tier, rate and usage caps land mid-task and work stops every few hours.	03 Build and share You built something useful for yourself. Now you need to get it in front of your team or your client.
04 Infrastructure and hosting Sharing it means hosting and maintaining it, which loops you right back into usage caps.	05 Security and compliance You are holding other people's data now. That takes real architecture, not a working prototype.	06 Certification and attestation Secure is not enough. You have to prove it, and license every API key and data source behind it.

06 · HOW TO USE IT

THE OPENING

Sooner or later, every AI tool stops at a wall. Ask which one they are standing at.

THE REFRAME

Most MSPs name one or two walls without prompting, and that answer is your opening. Use it to reframe the “why not just use the free version” objection by showing exactly where the friction lands, no matter which AI tool they pick.

WHERE IT GETS SERIOUS

Walls five and six are not features a wrapper can add later. That is the difference between a tool your client uses and a service you can sell, price, and stand behind.

POSITION IT AS

Every AI tool on the market eventually hits a wall. We’ve already solved for what’s on the other side.

