

Syncari: Agentic MDM

The Company

Syncari was founded in 2019 by Nick Bonfiglio and Neelesh Shastry. It is a modern master data management technology, a data unification tool. It is a venture capital backed company with a Series A round in May 2021, raising \$17.3 million, and a Series B round of \$20 million in September 2025, led by Escape Venture Investing. It has gained corporate customers such as Deepscribe, Altair, Eakes and Impartner.

Syncari is headquartered in Newark, California.

Visit their website: www.syncari.com

Syncari Global Presence & Financial Strength

<\$10M	5+	50+	50+
Annual revenue	Countries with customers	Employees	Corporate customers

The Market

Syncari is a modern master data management product, competing with established vendors such as Informatica, Reltio, Boomi and Ataccama. Its synchronisation capability overlaps somewhat with data integration tools like MuleSoft and Fivetran. It can also be seen as a process optimisation data operations tool, competing with products like Workato.

Overview

Syncari takes a modern approach to master data management, with a federated, distributed structure that is well suited to decentralised organisations. Unlike some of its competitors, AI capabilities are native rather than bolted on, such as the ability to integrate with AI agents, and to provide a natural language interface for its business users.

Key Features:

Multi directional synchronisation	Distributed master data management	No code automation	Relationship awareness
Enables bi-directional synchronisation of data across systems allowing data flows across systems such as Salesforce, Snowflake and Netsuite.	Flexible approach to master data management, allowing local data ownership while handling synchronisation and governance rules.	There is business rule automation and visual governance, with no coding needed to handle orchestration and data synchronisation.	Syncari has an operational data graph to visualise and allow the preservation of complex data relationships and data structures such as hierarchies.

The Technology

Syncari is a multi-domain MDM platform. It makes heavy use of AI technology to help drive their vision of autonomous MDM. It uses machine learning techniques to analyse historical inconsistencies in data, and so be able to flag anomalies. This capability extends to making data governance recommendations. Fuzzy matching is enabled using machine learning, allowing the technology to perform intelligent matching and deduplication of data records. The merging and enriching of data come with confidence scores, the product being able to justify why it made particular decisions in merging cross domain records. Syncari is aware of the underlying schemas of the systems that it is connected to, meaning that changes in these schemas such as adding new columns or tables,

, are mapped into the central data model. Syncari has native agent support for tools like Claude, allowing 3rd party AI agents to trigger actions directly via Syncari's data hub. Syncari preserves relationships between data, such as hierarchies, account structures and dependencies. This enables it to avoid creation of duplicate accounts and fragmented customer views, which are common issues in corporate systems such as revenue operations. The product provides distributed master data management, allowing local data ownership while Syncari handles data synchronisation and governance rules. Syncari leverages patented multi-directional sync technologies to keep multiple systems continuously updated simultaneously. Operational data relationships can be visualised in graphical form.

Competitors

Given its positioning as a modern master data management product ("agentic MDM" is the vendor's marketing positioning), Syncari competes with established vendors such as Informatica, Reltio, Profisee and Ataccama. It can also be seen as an integration platform, which overlaps, to a degree, with products like Workato and Boomi.

Summary

Syncari is a modern MDM platform that has distinctive differences from traditional MDM approaches. It should be considered by companies seeking a cloud-native MDM platform that is distributed in nature and has built or is building out their AI capabilities.

Market Differentiation:

- Real time data synchronisation.
- AI native functionality, such as AI agent integration.
- Distributed data management.
- Graphical representation of data relationships.

"It no longer matters what we connect to; we get all the data in the format we need it"

Dan Lang, Director of Salesforce Solutions, Impartner

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If you are contemplating a data management project, we can advise you on strategy, vendor selection and best practice.