

CUSTOMER CASE STUDY

No More Dashboards

How watchTowr Uses Synqly to Meet Enterprise Customers Where They Already Work

“These teams already have 400 dashboards. They don’t need that 401st dashboard in their life.”

BENJAMIN HARRIS · CEO AND FOUNDER, watchTowr

COMPANY

watchTowr

CATEGORY

Preemptive Exposure
Management

CUSTOMERS

Fortune 500, government,
and critical infrastructure

SYNQLY PRODUCT

Synqly Embedded, on-
premises

EXECUTIVE SUMMARY

watchTowr embedded Synqly as its integration normalization layer, so its engineers could stay on the attack surface problem instead of the connector problem.

The problem watchTowr faced is familiar to every security vendor operating at enterprise scale: customers do not want another dashboard. They want tools that fit inside the workflows, systems, and processes they have already built. That means integrations, maintained ones, across a wide and constantly shifting vendor landscape.

Rather than building and maintaining bespoke connectors internally, or outsourcing to a model that still required significant ongoing engineering investment, watchTowr embedded Synqly as its normalization layer.

The result is a platform that can confidently say yes to integration requests, deliver on those commitments quickly, and keep sensitive vulnerability data within customer environments, without diverting the engineering team from its core mission.

THE CHALLENGE

Enterprise Customers Already Have 400 Dashboards

watchTowr's customers are predominantly large enterprises in financial services, healthcare, government, and critical infrastructure. They are not looking for a new place to log in. They have mature technology stacks and established workflows. When a new security tool enters that environment, the question is not whether it works in isolation. It is whether it becomes part of the workflow the team already lives in.

Integrations were never optional. They were a requirement for being a credible enterprise offering: pushing exposure data into the tools customers already use, and pulling in context to enrich what watchTowr sees.

watchTowr's global footprint compounded the problem. Vendor stacks vary by region and sector, and the same product can be deployed in entirely different ways across organizations. Building an integration is only part of the challenge. Building one that accounts for how every customer actually uses that tool is exponentially harder.

watchTowr had started building connectors internally. Some were straightforward. Others carried long-term maintenance commitments. When an integration breaks at 3:00 a.m. for an enterprise client, it stops being the integration team's problem and becomes the whole team's problem.

"We have clients that use ServiceNow everywhere, the same product, very differently. Accounting for each of those differences at the speed they need, and building that context on our side for each integration we use, that's a huge amount of work."

BENJAMIN HARRIS · CEO AND FOUNDER, watchTowr

FINDING SYNQLY

A Drop-In That Normalizes and Scales

Harris had been evaluating solutions to the integration problem for some time. He was aware of several providers and had looked at outsourced connector platforms. The model that kept surfacing was one where an external engineering team builds bespoke integrations on a vendor's behalf, maintained through an ongoing subscription.

That model did not appeal to him. Bespoke means fragile, and fragile means ongoing cost and risk.

What Harris wanted was the opposite: turnkey, requiring no watchTowr engineering resources to make it fit, and staying current without active management from his team.

Synqly came to his attention through the SYN Ventures funding announcement. He evaluated several options and reached a clear conclusion: most of what was available felt brittle. Synqly read as a drop-in that would update over time, normalize across vendors, and stay out of his engineers' way.

"I actually don't want bespoke integrations. What we want is turnkey. I want something that plugs in and plays. You don't think about it, because we don't have to have engineering resources allocated to figure out how we integrate. You've got that normalization layer."

BENJAMIN HARRIS · CEO AND FOUNDER, watchTowr

One Normalization Layer, Full Ownership

A Flat Layer That Absorbs Complexity

Synqly is the single point through which watchTowr serializes its integration connectivity. Vendors, formats, and deployment patterns are absorbed before they reach watchTowr's platform logic.

On-Premises for Sensitive Environments

Vulnerability and exposure data is among the most sensitive in any security environment. Synqly Embedded runs inside watchTowr's own infrastructure, so no vulnerability data leaves the customer perimeter.

Integrations That Feel Owned

For enterprise and government buyers, how a product presents its integrations signals maturity. Synqly runs inside watchTowr's environment, so customers experience integrations as native.

THE RESULT

Reliability, Speed, and Engineering Focus

Since deploying Synqly, watchTowr has reported zero availability issues with its integration layer. For a platform built on agility and always-on visibility, that reliability is foundational, not secondary.

The engineering team does not context-switch into integration development or maintain connectors through API changes. New requests go into a shared Slack channel and come back with a timeline, so commercial commitments rest on a maintained capability rather than a backlog estimate.

"We haven't had any availability issues. Super important to me. We haven't had anything go down. Does it work for the client? It does. Fantastic."

BENJAMIN HARRIS · CEO AND FOUNDER, watchTowr

BUY IF YOU CAN, BUILD IF YOU MUST

"I've always said to the team: buy if we can, we don't want to build. We are not an integration company. We are not an API docs company. It's how we focus on the core mission."



watchTowr is the AI-driven Preemptive Exposure Management capability trusted by Fortune 500 companies and critical infrastructure providers. When exploitation happens in hours, watchTowr delivers what no one else can: time to respond.

ABOUT SYNQLY

Synqly is The Connected Platform for Security, IT, and AI. Built from the ground up for OEM and enterprises, Synqly's patent-pending data orchestration and normalization layer streamlines product integrations, leveraging a unified API. Synqly delivers the secure integrations that customers demand, continuing to set the standard for scalable, secure, and efficient integrations across the industry.

Stop building connectors.
Start shipping integrations.

synqly.com

