

CASE STUDY

Expanding certification exams globally with ease

About the company

GRESB (Global Real Estate Sustainability Benchmark) benchmarks the environmental, social, and governance (ESG) performance of real estate assets worldwide. GRESB partnered with Synap to launch and scale a **global professional certification programme**.



The Challenge

- 1 Launching a **certification programme** for the first time.
- 2 Delivering exams globally to a **growing international audience**.
- 3 Balancing **exam security** with a **strong user experience**.



Synap has been the best customer engagement and experience I've had, especially in terms of the quickness of the response.

Why GRESB Chose Synap



An intuitive certification platform

Synap offered a user-friendly platform that enabled GRESB to confidently launch its first professional certification exams.



Global, scalable exam delivery

A platform designed to support international candidates and scale seamlessly as demand for certification grew.



Strong onboarding and integrations

Clear documentation, responsive support, and APIs gave GRESB confidence in smooth implementation and automation.

The solution

Synap enabled GRESB to **launch and scale** a global certification programme through a flexible online exam platform, supporting **secure exam delivery**, **streamlined administration**, and **professional credentialing**. The solution allows GRESB to manage certification exams, **issue verifiable digital certificates**, and deliver training within a single, cohesive platform.



Stronger professional recognition

GRESB strengthened the credibility and visibility of its certification by issuing verifiable, custom-branded digital certificates that professionals can easily share on LinkedIn.



Improved candidate and administrator experience

Candidates benefit from an intuitive, easy-to-navigate exam experience, while administrators gain flexible tools for managing exams, updates, and reporting with minimal friction.



Significant time savings through automation

Automation across grading, enrolment, certificates, and reporting significantly reduced manual administration, allowing the team to focus on programme growth rather than operational tasks.



Scalable foundation for future growth

With a flexible and scalable platform in place, GRESB can confidently expand its certification programme, introduce new topics, and support future multilingual delivery.

Scale global certification with confidence

Discover how Synap helps organisations deliver secure, scalable certification exams with an intuitive online platform.

[Book a demo](#)

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