



# World Class Orchestration for Your Business Services Offering

Ensuring your business broadband subscribers have access to the right suite of services is key to unlocking numerous opportunities in the rapidly growing global IT managed services market, expected to reach \$180 billion by 2026. Striking the optimal balance between performance and costs is essential to carve out a share in this lucrative market.

Synamedia Gravity is a custom-designed service and device orchestration platform purpose built for small business broadband subscribers. Unlike other options on the market, Synamedia Gravity isn't simply a modified version of enterprise-level software or a supered-up consumer-grade residential solution. It's been designed from scratch to precisely cater to the unique requirements of SMB subscribers. Synamedia Gravity provides:

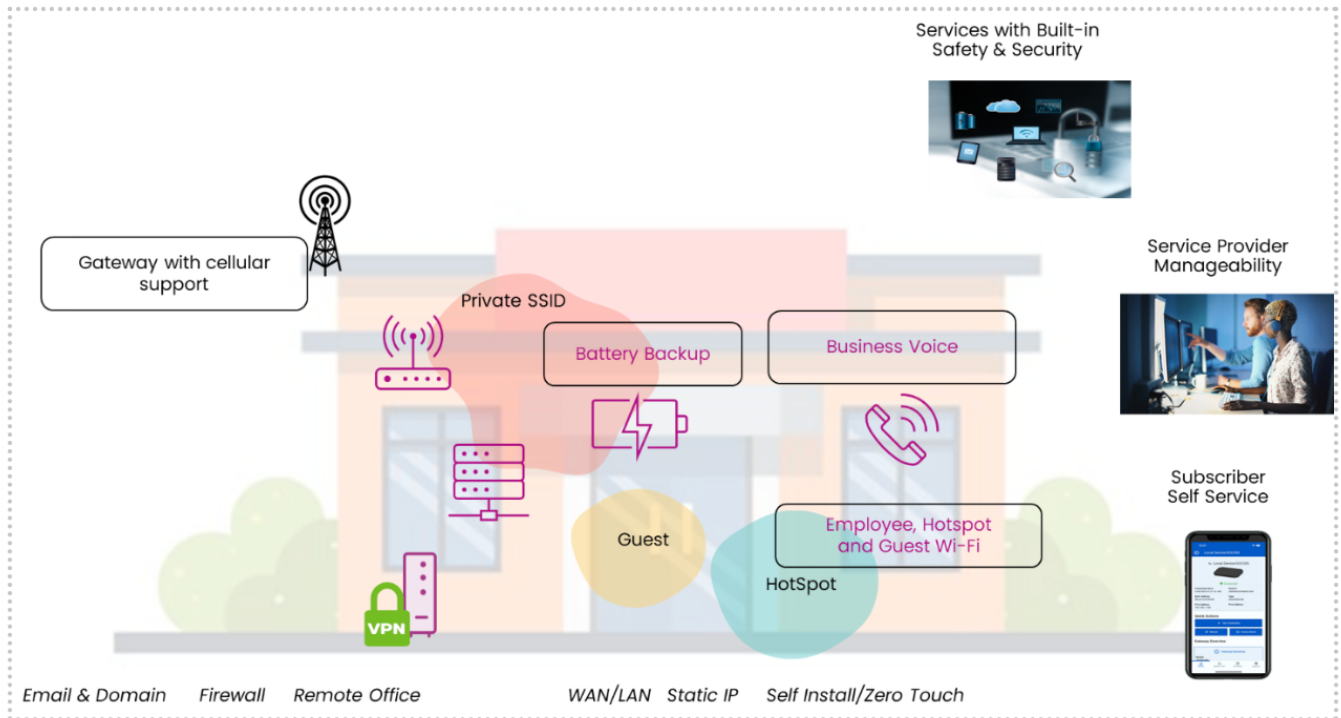
- Integrated gateways that deliver essential business requirements and services, including data management, managed Wi-Fi, business Voice, and network security.
- Business continuity features ensure that your subscribers never experience disruptions during critical moments such as sales transactions or client video calls.
- Subscriber self-help capabilities reduce the reliance on customer service representative calls and on-site technician visits.

The Synamedia Gravity service and device orchestration platform serve as your gateway to attract and keep valuable small business subscribers. The Gravity platform allows you to intricately weave together devices and software of your choosing as the operator, avoiding the pitfalls of generic solutions. This distinctive approach establishes a robust platform capable of addressing the diverse support and management requirements inherent in supporting your SMB subscriber base.

## Highlights

- Purpose built service and device orchestration platform for your business services offering
- A platform to launch and manage value added advanced services
- Offers flexible choice in software stack and off-the-shelf hardware
- Ensures operational simplicity through subscriber mobile app/ operator portals
- Address service and device issues before subscribers become aware of that an issue has arisen





## Add Advanced Value-Added Managed Services to Stand Out

Synamedia Gravity offers a robust platform for launching value-added “managed services.” Subscribers, especially the small business owner, have consistently appreciated the many benefits managed services bring, such as simplicity and quality. Furthermore, managed services eliminate barriers of adoption for subscribers, thereby enhancing overall satisfaction. For service providers, leveraging managed services has been a successful strategic differentiator against over-the-top insurgents. With Synamedia Gravity, service providers can deliver the value added services that significantly boost Average Revenue Per User (ARPU) and lowers churn:

- “Managed SMB Broadband” provides enterprise-grade broadband with a commercial model tailored to small to medium-sized business owners. It includes built-in features ranging from voice and business continuity to advanced routing and Quality of Service (QoS), supporting both business and service continuity for commercial users.
- “Managed Wi-Fi” simplifies the optimization and management of your business subscribers’ Wi-Fi networks, ensuring a superior wireless experience.

“Managed Network Security for Business” assists your business subscriber in securing their networks from unsecured Internet of Things (IoT) devices. It incorporates Intrusion Detection Systems (IDS) and Intrusion Prevention Systems (IPS), streamlining the experience for both subscribers and service providers.



A distinctive feature of Synamedia Gravity lies in its ability to empower operators with the flexibility to choose software and device vendors based on their preferences. This freedom allows operators to mix and match vendors, taking into consideration current business factors such as costs, availability, and capability.

Additionally, a robust Synamedia Gravity services gateway, along with its proven managed API, seamlessly integrates Synamedia Gravity with any backend or access network. This integration is instrumental in automating service enablement and management, contributing to a more efficient and streamlined operational experience.

## Facilitate Device and Network Management

Successful delivery of value-added managed services hinges on superior device and network management. A crucial element is maintaining complete visibility into your business subscribers' networks. With this visibility, it becomes effortless to implement access and bandwidth restrictions, seamlessly add devices through Zero Touch Provisioning (ZTP) and introduce new services and features with a simple click.

Synamedia Gravity provides two tools to facilitate full network visibility, one for your business subscribers and their employees, and one for the Service Providers operations and engineering teams: :

- With the operator branded Subscriber Mobile App, your business subscribers can manage their broadband 24 hours a day. This includes tasks like effortlessly resetting Wi-Fi passwords, setting up SSIDs, or checking the status of their network and devices. This eliminates the need for the time-consuming process of calling their service providers, saving both subscribers and service providers valuable time and money.
- With the Gravity Operator Portal Service Providers have a one-screen view of all the devices on the network and provides the tools CSRs and Engineers can leverage to simplify their jobs.

With these two Gravity user portals both subscribers and operators have tools customized to their needs to effectively manage the home network.

## Devices to Services

### Benefits



#### Better Business Metrics

- Minimize Capital Expenditure (CapEx) by leveraging a flexible vendor philosophy, empowering operators to secure the most cost-effective solutions.
- Decrease Operational Expenditure (OpEx) by streamlining the process for Operations teams, reducing the time required to provision new services and devices. Additionally, streamline ongoing maintenance tasks such as deploying new firmware across various generations of devices from multiple vendors.
- Grant engineering teams unparalleled flexibility by providing full access to devices for advanced troubleshooting. This includes features like remote shell access and the recovery of log and crash files.
- Leverage industry-disruptive pricing that is a fraction of the cost compared to other vendors in the market.



#### Streamlined Operations

- Utilize recommendations, audits, and analysis of usage patterns to gain valuable insights into the performance of your releases, features, and deployments.
- Harness API-driven design to bolster support for mobile applications, customer service, and operational/business support systems.
- Stand out from OTT providers by eliminating technical barriers and provide a simple broadband solution for business owners.
- Enhance cost-efficiency by empowering subscribers to independently resolve issues, thereby reducing the need for extensive support resources.

## About Synamedia Video Platforms

Synamedia is the number one provider of video platform and delivery solutions for satellite, cable and telco pay TV service providers. Our platforms provide customers with comprehensive solutions for managing broadcast and OTT media workflows, securing video content and services, and delivering user experiences across all screens. Leveraging expert know-how and over 30 years of experience, Synamedia enables you to stay competitive today and smoothly migrate to an all-IP, cloud solution over time.

## Next Steps

To learn more about the **Synamedia Gravity Service and CPE Orchestration** or to book a demo, [contact us](#).