



Take Control of Complexity



Broadband providers face pressure to deliver seamless connectivity, launch new services more quickly, and reduce costs. Traditional systems create silos and lock operators into rigid vendor ecosystems.

Synamedia Gravity changes the model.

Synamedia Gravity is a cloud-based device management and service orchestration SaaS platform that empowers Service Providers to efficiently deliver residential and business broadband while offering managed Wi-Fi and advanced value-added services — all from a single pane of glass.

By unifying CPE and advanced services with a vendor-agnostic, multi-domain services orchestration platform, Gravity creates intelligent, scalable networks with a pay-as-you-grow model that drives business growth, enhances efficiency, and elevates operator, CSR, and subscriber user experiences.



How Synamedia Gravity Stands Apart



Breaks Free from Lock-In

Works with CPE devices across multiple technologies such as DOCSIS, Fiber and FWA, with no agent integration needed



Faster Onboarding

Agentless design, no firmware changes



Unified Operator/CSR view

End-to-end QoE visibility from a single pane of glass



Manage at Scale

Diagnostics, automation, fleet visibility



Fast launch, fast growth

Faster on onboarding for new devices



Move with Agility

Cloud-based updates and elastic scale



Subscriber portals

Seamless and secure Wi-Fi, proactive fixes, and self-service tools



Pay-as-You-Grow

No integration fees

For Operators

(Ops Managers & Network Teams)

Operators need comprehensive oversight of multi-vendor fleets across DOCSIS, Fiber, and FWA. Gravity delivers:

- **Fleet-Wide Visibility** → KPI dashboards unify monitoring across technologies.
- **Bulk Operations** → Push firmware updates, configuration changes, and policies to thousands of devices.
- **Performance Analytics** → SLA-grade reporting reveals optimization opportunities and validates service quality.

Operator Benefit: Lower OPEX, higher SLA compliance, and proactive service quality management.

For Customer Support Representatives (CSRs)

CSRs are on the front lines of customer experience and need tools to resolve issues quickly. Gravity equips them with:

- **Device Monitoring at a Glance** → Instant insight into device status, connectivity, and performance history.
- **Efficient Troubleshooting** → Access to logs, telemetry, and supported real-time sessions.
- **Faster Resolution** → On-the-spot configuration updates during customer calls.
- **Reduced Escalations** → Diagnostics and recommendations to drive higher first-call resolution.

CSR Benefit: Shorter call times, fewer escalations, happier customers.

For Customers

(Residential & Business Subscribers)

Subscribers expect broadband that is fast, reliable, and easy to manage. Gravity puts control directly in their hands:

- **Guided Setup** → Step-by-step installation reduces errors and eliminates setup calls.
- **Wi-Fi Insights** → Monitor Wi-Fi performance data with clear recommendations for improvement.
- **Parental Controls** → Protect families with content filtering
- **Proactive Alerts** → Notifications with easy fixes stop problems before they disrupt service.
- **Business Continuity Tools (SMBs)** → Internet backup, guest access, and managed security keep businesses connected.

Subscriber Benefit: Simple self-service, fewer disruptions, secure connectivity, and more control over their broadband experience.

Capabilities at a Glance

Agentless Architecture	•No embedded software or CPE firmware changes required. Works seamlessly with any vendor's devices, reducing deployment friction.
Vendor-Neutral, Open Platform	•Integrates with your existing ecosystem. •Open, agentless, standards-based (<i>TR-369, TR-69, WebPA, OpenSync</i>)
Multi-Domain Service Orchestration	•Unified management & monitoring for DOCSIS, fiber, and fixed wireless access (FWA) from a single pane of glass.
Zero-Touch Provisioning & Deployment	•Automated provisioning & firmware upgrades - faster TTM
Powerful CSR & Operator Portal	•Single CSR/operator portal that unifies multi-vendor systems into one troubleshooting view.
AI-Driven Operations	•Realtime analytics that enhance operations. Predictive analytics, service quality and network health monitoring.
Pay-As-You-Grow Pricing	•No high-cost, long-term licensing models, no minimums, no heavy upfront fees.
Subscriber Empowerment	•Branded mobile apps and self-service portals let subscribers manage devices, upgrade services, and troubleshoot—cutting support calls.
Managed Services Enablement	•Managed WiFi, Internet Backup, Voice, Security, SMB services
Easily Integrates with Other Platforms	•Service Provider Billing & Customer Support Tools (<i>ACS & Element systems</i>).

One Platform for Every Network

One Platform for Every Network Gravity unifies DOCSIS, Fiber, and FWA management — from OLT to gateway to Wi-Fi extender — in a single, Vendor-agnostic, agentless platform that enables fast onboarding and simplified multi-vendor operations.

Smarter Device & Service Management

End-to-end lifecycle control with real-time telemetry, bulk updates, automated provisioning and zero-touch provisioning across multi-vendor fleets.

Proactive Wi-Fi & Support

Resolve issues before they impact subscribers with Wi-Fi scoring, extender placement recommendations, and one-click fixes that empower CSRs to achieve first-call resolution.

Unified Fleet Control

Orchestrate thousands of devices with bulk actions, health monitoring, and open APIs for OSS/BSS integration.

New Revenue Opportunities & Quality Assurance

Launch new value-added services — managed Wi-Fi, guest access, business voice, advanced security — while optimizing performance.

Secure & Subscriber-Friendly

Built-in security, role-based access, and white-label ready self-service apps for web, iOS, and Android.



Why Gravity wins:		Locked platforms
Multi-domain service orchestration	✓	✗ Often Wi-Fi only
Vendor-neutral, agentless architecture	✓	✗ Limited flexibility
Single-pane-of-glass visibility	✓	✗ Fragmented tools
Open Standards / Software Support	✓	✗ Requires branded adoption
Speed to Deploy / Migrate	✓	✗ Integration and firmware delays
Unified Portal, predictive analytics	✓	✗ Limited or unavailable
Zero-touch provisioning	✓	✗ Manual steps required
Pay-as-You-Grow	✓	✗ Minimums often apply

The impact: Faster, Smarter, More Flexible



Gravity unifies device management and orchestration across domains, simplifies operations, and future-proofs networks.



Cut OPEX

fewer truck rolls, simplified operations



Launch Faster

Agentless device onboarding, zero-touch provisioning, cloud agility



Grow Revenue

Monetize residential and SMB services



Boost Retention

Better Wi-Fi, self-service, and security



Future-Proof

Open, cloud-based design that adapts as you grow

Next Steps:

Ready to learn more? Schedule a demo with our experts and see how **Synamedia Gravity** can help your business. **Book now!**



One platform. Every network. Every device. From edge to core.