



Synamedia Gravity for Municipal & Utility Broadband

Municipal utilities and community broadband providers face unique operational challenges: delivering reliable, affordable connectivity with small teams, limited budgets, and diverse community needs. **Synamedia Gravity** is an open, vendor-agnostic and agentless device management and service orchestration platform that gives municipalities the freedom, flexibility, and support they need to deliver broadband services on their own terms—without vendor lock-in, with sustainable economics, and tools sized for lean teams.

The Challenge: Municipal Broadband at a Crossroad

Municipal utilities and community broadband providers operate under a fundamental constraint: they must deliver enterprise-grade connectivity while functioning with resources a fraction of what commercial operators deploy. Teams of 3–5 staff members serve thousands of subscribers spanning every demographic—from digitally native students to elderly residents with limited technical literacy.

Yet the vendor ecosystem treats them as afterthoughts. Proprietary platforms designed for operators with hundreds of engineers become operational burdens for generalist teams. Licensing models built around massive subscriber bases force municipalities to pay for capacity they'll never use. Support structures assume technical depth that simply doesn't exist in lean municipal IT departments.

When these mismatched relationships fracture—as they did for operators like Wyandotte Municipal Services—the consequences cascade beyond budget overruns into direct community impact. Municipalities find themselves locked into punitive contracts, paying for thousands of phantom subscribers, unable to adapt technology roadmaps to actual community needs.

Traditional broadband management platforms weren't built for municipal realities. Synamedia Gravity was.

Solution Overview: Gravity for Community Networks

Synamedia Gravity is a cloud-based device management and service orchestration platform purpose-built to address the unique requirements of municipal and utility broadband providers. As an open, vendor-agnostic SaaS solution, Gravity delivers enterprise-grade capabilities with the operational fit, economics, and support model that community networks need.

Core Value Proposition



Operational Independence

Multi-vendor device support across DOCSIS, Fiber, and Fixed Wireless Access eliminates proprietary lock-in. Open standard protocols (WebPA, TR-069, TR-369, OpenSync) ensure municipalities control their technology roadmap and protect infrastructure investments.



Operational Efficiency for Lean Teams

Unified fleet management through a single pane of glass enables teams of 3–5 to operate at scale. Role-based access control, automated provisioning, and intelligent diagnostics reduce complexity without requiring specialized engineering resources.



Community-Centric Design

White-label subscriber applications designed for diverse demographics—not just power users. Simplified interfaces, guided workflows, and proactive self-service tools reduce support load while improving resident satisfaction.



Accelerated Deployment

Device onboarding in as little as 60 days, plug-and-play vendor transitions, and rapid self-service app launches eliminate year-long deployment cycles that municipal decision processes cannot accommodate.



Sustainable Economics

Pay-as-you-grow pricing aligned to actual subscriber counts eliminates massive upfront licensing costs and capacity commitments based on unrealistic projections.

Addressing Municipal Broadband Pain Points

Pain Point 1: Vendor Lock-In and Limited Flexibility

The Problem

Proprietary contracts force utilities into single-vendor dependencies with escalating costs, early termination penalties, and roadmaps controlled by vendor priorities rather than community needs. The result: municipalities lose control over technology decisions and find themselves trapped in economically unsustainable relationships.

The Synamedia Gravity Solution

Multi-vendor support across device manufacturers (Heights, Hitron, Humax, and others) combined with open standard protocols ensures genuine freedom of choice.

Municipalities can:

- Source devices competitively across multiple vendors
- Swap vendors without platform migration
- Adopt best-of-breed solutions as technology evolves
- Protect infrastructure investments long-term

Pain Point 2: Inadequate Resources for Complex Systems

The Problem

Staff sizes of 3-5 people manage networks serving thousands of subscribers. These lean teams cannot absorb complex management systems requiring specialized expertise, navigate week-long support ticket queues, or operate tools designed for organizations with dedicated NOC teams and engineering departments.

The Synamedia Gravity Solution

Centralized device and service management through an intuitive Operator Portal delivers:

- Role-based access tailored to actual job functions
- Fleet-wide visibility enabling bulk operations
- Automated firmware updates and policy-driven provisioning
- Proactive monitoring reducing reactive troubleshooting
- Responsive support from teams who understand municipal constraints



Pain Point 3: Customer Experience and Support Burden

The Problem

Diverse community demographics—particularly elderly and less technical residents—struggle with complex interfaces designed for tech-savvy users. Poor user experience drives repeat support calls, community frustration, and operational overhead that lean teams cannot sustain.

The Synamedia Gravity Solution

Simplified, branded subscriber applications (web, iOS, Android) provide:

- Guided setup workflows reducing installation friction
- Proactive alerts with clear, actionable recommendations
- Intuitive self-service tools (Wi-Fi password resets, device health monitoring)
- Placement helpers for extenders and equipment optimization
- Interfaces designed for actual community demographics

Pain Point 4: Unsustainable Cost Structures

The Problem

Traditional licensing models force municipalities to pay for thousands of unused licenses, accept proprietary hardware markups, and commit to inflexible contracts that drain budgets and constrain service expansion.

The Synamedia Gravity Solution

Economic alignment through:

- Pay-as-you-grow pricing tied to actual subscriber counts
- Competitive device sourcing across multiple vendors
- Automation reducing operational overhead
- Sustainable unit economics supporting long-term viability

Market Applications

Municipal Utilities

Integrate broadband operations seamlessly with existing utility billing, customer management, and support systems. Open APIs and OSS/BSS integration leverage established infrastructure while adding advanced broadband management capabilities without forcing parallel operational structures.

Small & Mid-Sized MSOs

Scale service delivery without Tier-1 platform overhead. Synamedia Gravity provides enterprise-grade orchestration for organizations managing 5,000 to 50,000 subscribers—the scale where proprietary platforms become cost-prohibitive while sophisticated management remains operationally essential.

Rural & Underserved Areas

Unify Fixed Wireless Access, Fiber, and DOCSIS networks under single-platform management. Multi-domain service orchestration enables providers to bridge the digital divide across diverse access technologies without multiplying operational complexity or requiring specialized expertise per technology.

Community Fiber Initiatives

Support next-generation fiber strategies with edge-to-core visibility including OLT and ONU/ONT monitoring. Manage residential gateways, business services, and network infrastructure cohesively as communities build future-ready connectivity.

Competitive Advantages

Architectural Openness

Open architecture eliminates proprietary lock-in. Support for multiple device vendors, access technologies, and integration patterns ensures municipalities control their technology destiny rather than being controlled by vendor roadmaps.

Operational Fit

Tools designed explicitly for lean teams deliver efficiency without requiring massive technical benches. Zero-touch provisioning, automated troubleshooting, and fleet-wide policy management enable small teams to operate at enterprise scale.



User-Centric Design

Applications and workflows designed for real community demographics—not Silicon Valley early adopters. Simplified interfaces, proactive issue resolution, and empowered self-service reduce support burden while improving resident experience.

Future-Ready Platform

Cloud-based architecture supports continuous updates and feature expansion without deployment cycles. Ready for Wi-Fi 6E/7, aligned with 10G strategies, and built on open standards that adapt as technology evolves.

Partnership Model

Responsive, hands-on support from teams understanding municipal operational realities. Direct access to experts who prioritize community success over support ticket metrics.

Customer Validation

Customer Testimonial:

"Synamedia Gravity has been instrumental in streamlining our transition from legacy cable systems to next-generation fiber services. By automating activations and centralizing service management, it has enhanced efficiency across our operations while ensuring faster, more reliable installations."

— **Tonya Thompson,**
Lead Communications Specialist,
Wyandotte Municipal Services



Technical Capabilities Summary

- **Multi-Domain Support:** DOCSIS, Fiber (including OLT/ONU/ONT monitoring), Fixed Wireless Access
- **Open Protocols:** WebPA, TR-069, TR-369, OpenSync
- **Device Management:** Fleet visibility, bulk operations, automated firmware, zero-touch provisioning
- **Subscriber Experience:** White-label apps (web, iOS, Android), guided setup, self-service tools
- **Value-Added Services:** Managed Wi-Fi, security, parental controls, guest access, business continuity
- **Integration:** Open APIs, OSS/BSS integration, role-based access control
- **Deployment:** Cloud-based SaaS, as little as 60-day device onboarding
- **Economics:** Pay-as-you-grow pricing, no heavy upfront licensing

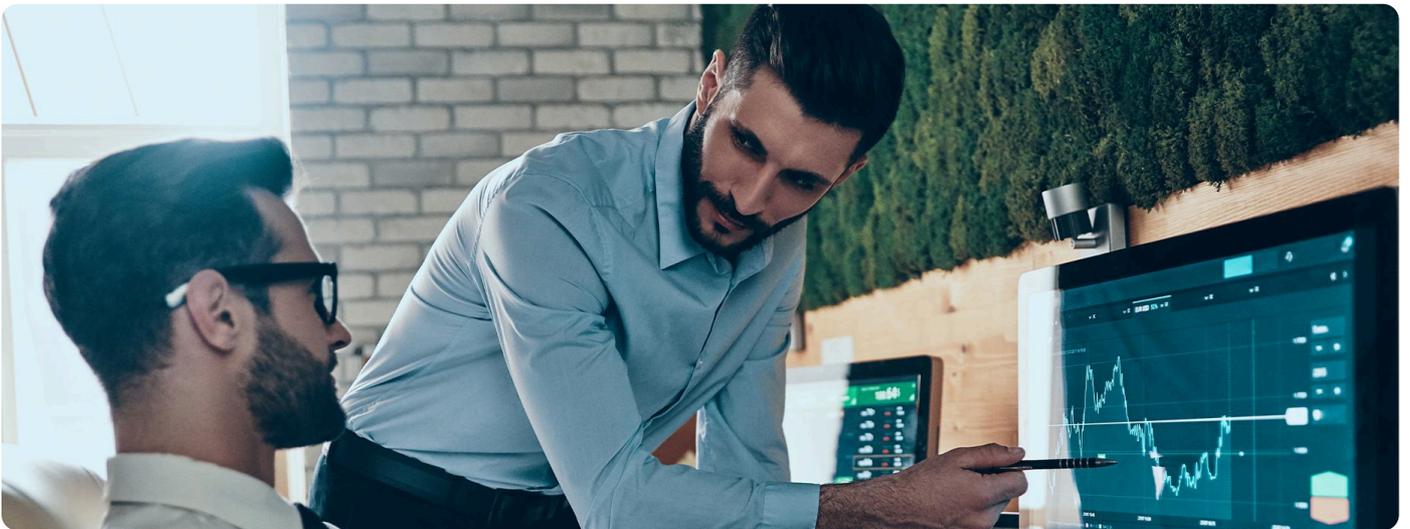
Conclusion

For municipal utilities and community broadband providers, Synamedia Gravity represents more than a technology platform—it's the operational foundation for delivering modern connectivity services on community terms. With vendor independence, sustainable economics, and tools empowering small teams to serve diverse populations effectively, Synamedia Gravity enables broadband providers to modernize, scale, and thrive on their own terms.

This is how community networks compete with commercial operators: not by matching their resources, but by deploying technology aligned to their actual operational reality.

About Synamedia

Synamedia is a leading provider of advanced broadband and video software and SaaS platform solutions, transforming connectivity with innovative technologies. We help service providers connect customers with experiences designed to protect, enrich, and deliver world-class solutions.



Next Steps:

Learn more about how [Synamedia Gravity](#) can transform your municipal or utility broadband operations. For more information, [contact us](#).