



Elevate Connectivity Next-gen Device & Service orchestration

Enabling Service Providers with advanced device
management & service orchestration



About Synamedia



Enrich . Protect. Deliver

Synamedia is a leading provider of **advanced video and broadband** software and SaaS platform solutions, dedicated to **transforming the broadband and video landscape** with their **innovative** technologies.

We help service providers connect customers with devices and services designed to protect, enrich and deliver world-class solutions

Over **30 years** of global **expertise**

Market leader in Security

Protecting **330 million** active devices and **\$60B** in revenue annually

20 cross-portfolio industry **awards**

Working with 30+ innovative partners

Trusted by more than **200 Media and Entertainment** leaders

Products fully **modular** and open for **integration**

50% resource saving with Just-In-time Everything

Ultra-low latency to any device – from mobile to **8k**

Over **900 patents**

Global Presence

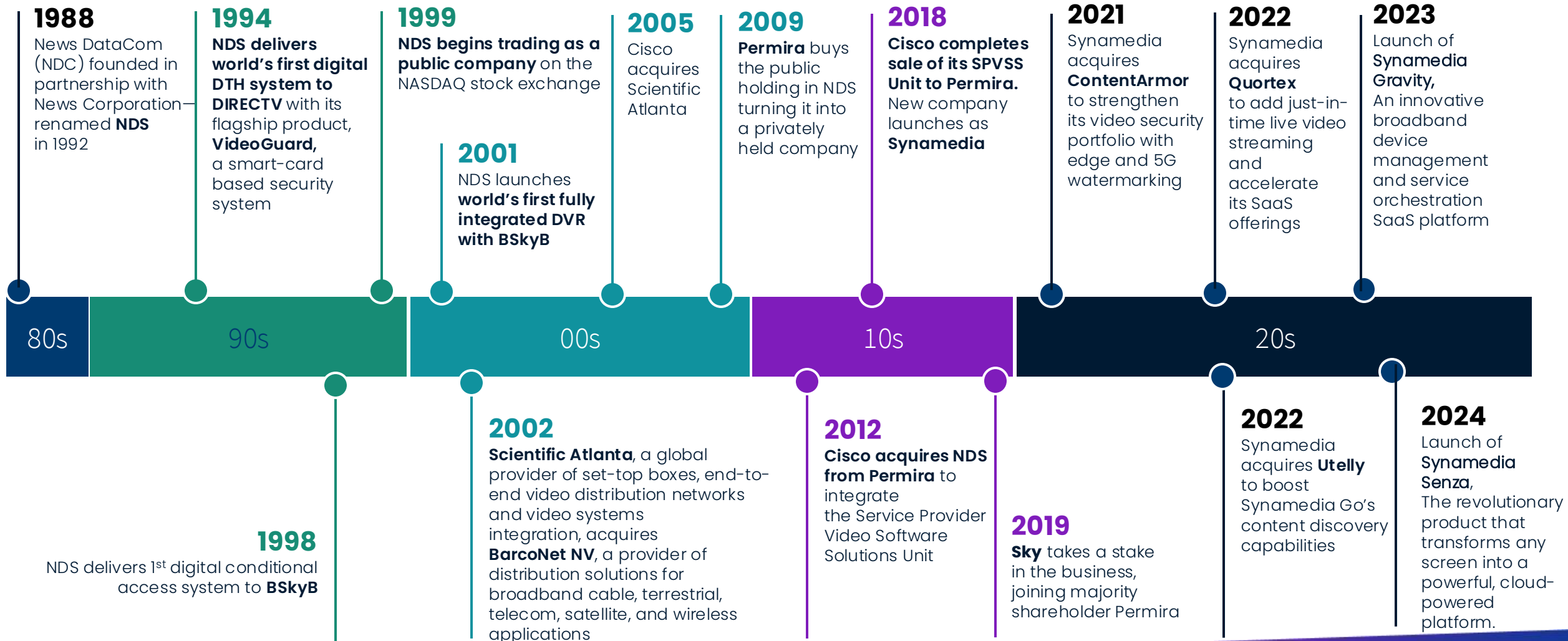


15+ Offices and
R&D Centers

- England**—Weybridge (Corporate Headquarters)
- England**—Chilworth
- England**—Maidenhead
- Belgium**—Kortrijk
- France**—Boulogne—Billancourt (Regus)
- France** – Rennes
- Spain**-Madrid (Regus)
- Israel**—Jerusalem
- India**—Bangalore
- India**—Chennai
- India**—Gurugram (New Delhi) (Regus)
- Singapore**—(Regus)
- China**—Beijing
- Canada**—Toronto (Regus)
- USA**—Lawrenceville, GA
- USA**—Costa Mesa, CA



Our Milestones



Global Deployments

allente



**AMC
NETWORKS**

astro



**beIN
SPORTS**

Bell

bharti



CANAL+



COMCAST



eastlinktv

GRUPO GLOBO



NBCUniversal



Shaw)



TATA PLAY



Telefonica

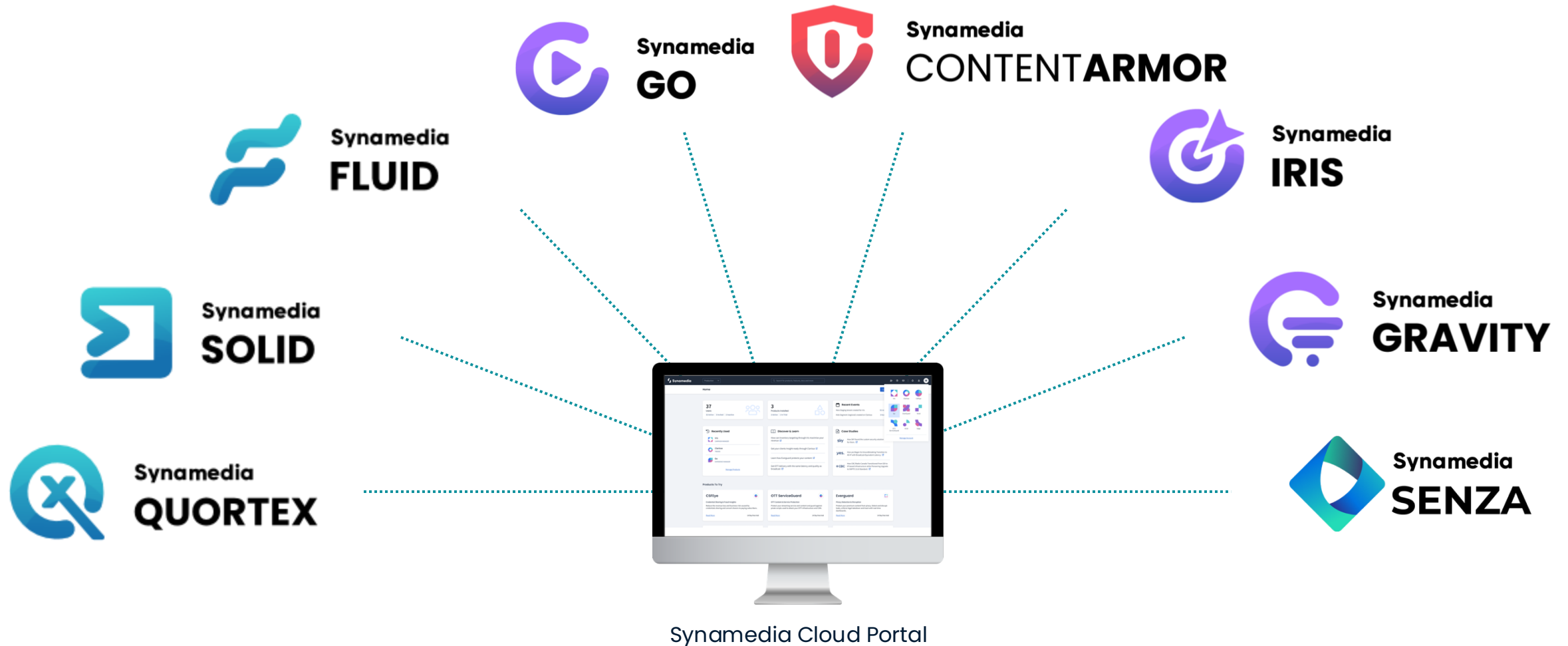
verizon

VIACOM



Synamedia Product Portfolio

Synamedia enables Video & Broadband Service Providers to deliver, protect, and enrich home entertainment and broadband services to reduce costs, and increase reach and subscriber loyalty. **Synamedia Gravity**, a B2B SaaS product, is part of Synamedia's Media Cloud Services (MCS) portfolio.



Challenges in Connectivity & Service Management

Service Providers face increasing pressure to manage growing devices & services, rising customer expectations, in a very dynamic competitive environment. Some of the hurdles they face...



Vendor Lock-in

Limited choice & less control over a multi-vendor device ecosystem



Lack of Flexibility

Difficult to integrate & slow time to market for new services and devices



Not Future-Ready

Limited options to meet evolving customer needs



High Operational Costs

Manual configurations, multiple tools & inefficient management



Poor Customer Experience

Reactive rather than proactive service handling

Providers need a scalable, vendor-neutral platform that simplifies operations, supports multi-access technologies, and enables differentiated offerings to customers.

Gravity Product Overview

Introducing Synamedia Gravity

Synamedia Gravity is a **cloud-based device management and service orchestration SaaS platform** that empowers Service Providers to offer residential and business broadband, managed Wi-Fi, and advanced value-added services.

By unifying CPE and advanced services into a Single Pane of Glass, Gravity creates intelligent, scalable networks that drive business growth, enhance efficiency, and elevate user experiences.

- Gravity's capabilities span edge to core (OLT, ONU, Gateway, Modem, AP, Extender)
- Vendor agnostic – works with any CPE
- Supports multiple network access technologies (FWA, FTTH, DOCSIS)
- Enables onboarding of any hardware across a diverse set of technologies (TR-369, TR-69, WebPA, OpenSync)
- Co-exists within the Service Provider's existing tools and hardware, while providing optionality for future technology choices
- End-to-end single pane of glass solution with easy integration and management – for Service Providers and their customers
- Pay-as-you-go, no minimums, no hardware integration fees



What Synamedia Gravity does for Service Providers

Operational Efficiencies/Loyalty/ARPU



Interoperability

Supports **multiple software stacks & Devices** across different network access technologies (DOCSIS, Fiber, FWA).



Vendor Agnostic

Works across **any CPE manufacturer** – no vendor lock-in.



Future- Proof

Adapts to **new technologies** & Service Provider's needs.



Service Orchestration

Offers **zero-touch provisioning** & robust advanced feature-set for residential & business customers.



Unified View

Provides a **single pane of glass** via an Operator Portal to simplify & unify management of advanced service provisioning & device management



Easy Onboarding

Facilitates efficient device management, faster introduction of new services.



Simplified Self-Service

Enhances connectivity experience for customers, enables choice, control via an easy-to-use customer App



AI-Driven Ops

Leverages AI to solve **customer pain points**, delivering cost savings & improved customer satisfaction.

What Gravity does for Broadband Subscribers

Easy Set up / Self Service / Enhanced CX



Residential Subscribers

- Seamless & secure Wi-Fi connectivity
- Ubiquitous Quality Wi-Fi Coverage
- Intuitive self-install & self-service App



Business Subscribers

- Seamless & secure Wi-Fi connectivity
- Ubiquitous Quality Wi-Fi Coverage
- Secure, managed services, including advanced security, Internet backup & other VAS
- Advanced self-service & engagement tools



Synamedia Gravity Capabilities

Vendor-agnostic, network-neutral platform

Manage from edge to core (OLT, ONU, Gateway, Modem, AP, Extender)

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 (ACS & Element systems).

Gravity Product Architecture

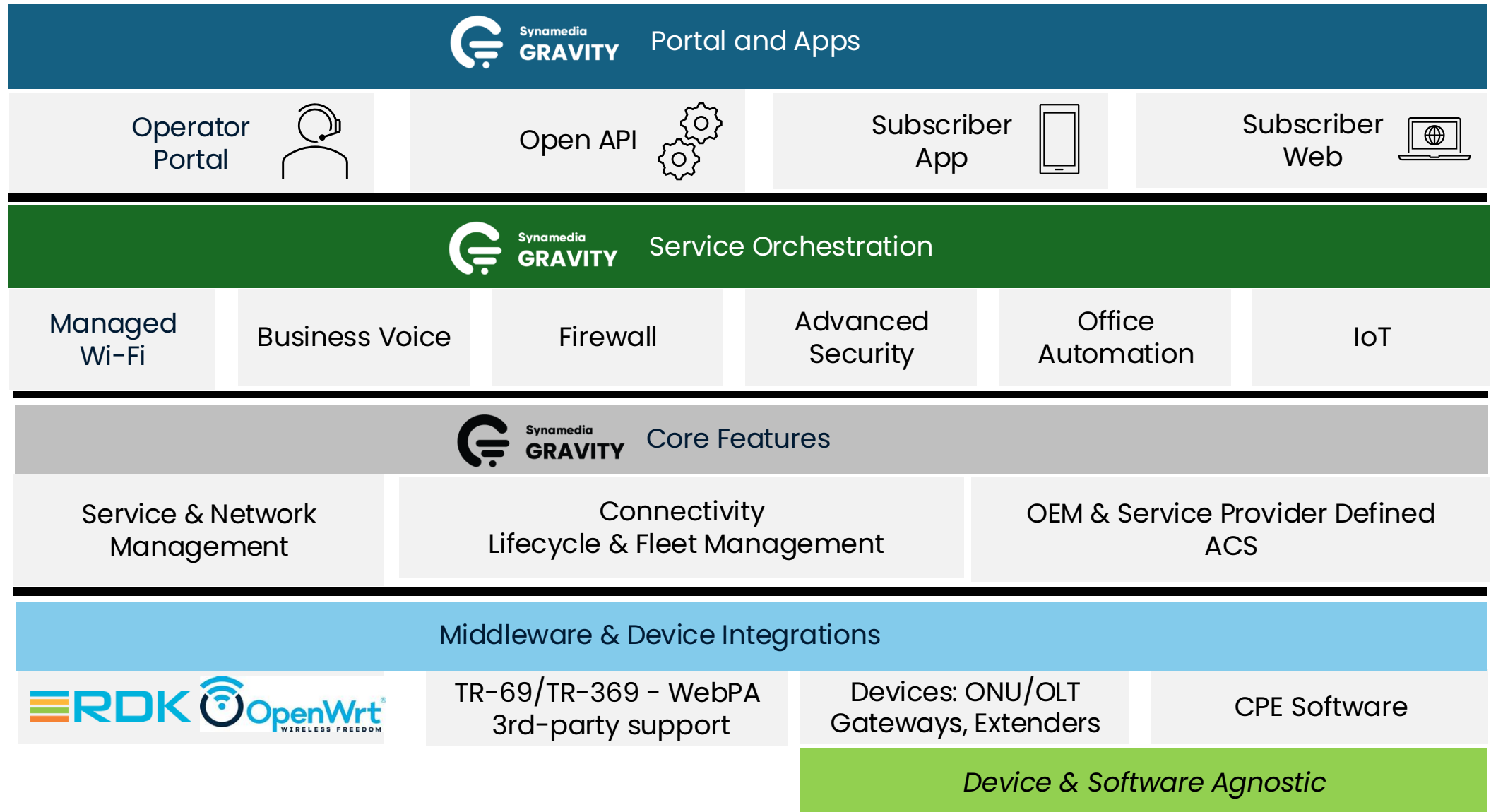
Integrates with operator's existing devices & systems



Revenues



Costs



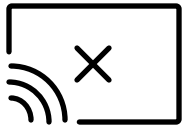
Maximizing Efficiency with Synamedia Gravity

	Use Case	Benefits
DOCSIS & Fiber Networks	Supports high speed DOCSIS & Fiber deployments ensuring seamless connectivity (Resi & SMB)	• Automated Provisioning reduces operational overhead • Real Time Network Monitoring enhances service quality • Open-standards compatibility eliminates vendor lock-in
Fixed Wireless Access Networks	Enables high speed broadband connectivity in underserved areas or where fiber deployment is costly & impractical (Resi & SMB)	• Rapid deployment with lower infrastructure costs • Scalable connectivity for expanding service areas • Open-standards compatibility eliminates vendor lock-in • Self-service tools to optimize installation and customer experience
Managed Services	Enables Services Providers to offer secure, scalable and remotely managed broadband solutions (Resi & SMB)	• Simplified device and network management via a single platform • Enhanced security and QoS for business-critical applications • Streamlined service expansion with flexible integrations

Customer Case Study:

Transforming Broadband Operations

Customer Profile: 4th largest cable operator in the U.S., serving a diverse customer base: **B2C**, **Enterprise**, and **SMBs**.



The Challenge and Business Needs

- Frustration with vendor lock-in, limited choice & high cost
- Integration limitations with current & future systems and devices
- Proprietary solution, with swivel-chair operations
- Difficult & expensive to influence roadmap
- Need for open, adaptable management platform



The Solution: Synamedia Gravity

- **Open, Vendor-Agnostic Platform** – No vendor lock-in; flexible hardware & services integration
- **Cloud-Native** – Scalable, fast deployment, centralized control
- **Customer-First Model** – No minimums, Pay-as-you-grow pricing
- **End-to-End Control** – Full visibility across all devices & services



The Business Outcome:

- **Enhanced Operations** – Eliminated constant retraining
- **Lower Costs** – Cloud-based efficiency reduced operational expenses
- **Faster Deployment** – Quick onboarding & integration
- **Better Insights** – Real-time device metrics for smarter management
- **Future-Ready** – Scalable platform supporting service expansion
- **Happier Customers** – Reliable service, fewer complaints

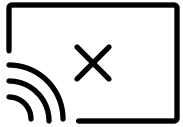


“With **Synamedia Gravity**, we've **streamlined operations, reduced support tickets, and unlocked new revenue opportunities**. Our SMB customers finally have the seamless experience they expect.”

Customer Case Study

Modernizing Broadband Infrastructure

Customer Profile: Wyandotte Municipal Services, a leading municipal broadband provider in Michigan, serving Residential & Business customers



The Challenge and Business Needs

- Operating a proprietary closed broadband system
- Need for a unified system across devices
- Need faster TTM for next gen devices
- Need for a scalable system, with flexible, cost-effective pricing



The Solution: Synamedia Gravity SaaS product

- **Support for multi-vendor ecosystem** of devices & services
- **Zero-touch provisioning** with ease of service activation
- **Seamless Device Management** for broadband gateways & extenders
- **Enhanced Troubleshooting** - Telemetry, insights, proactive issue resolution
- **Flexible Pricing** - Pay-as-you-grow

The Business Outcome:



- Rapid deployment within 60 days
- Ready for rapid onboarding of new devices
- Leveraging single-pane-of-glass for enhanced troubleshooting, diagnostics, insights & actions
- Improved operational efficiencies & costs including eliminating ongoing training
- Launch of a new customer App to self-serve



“Synamedia Gravity's open architecture gives us flexibility to integrate devices from multiple vendors, while maintaining full control over our service evolution.” *Wyandotte Municipal Services*



Watch our Videos!

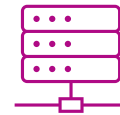
[Gravity Explainer Video](#)

[Wyandotte Municipal Services
Customer Testimonial](#)

The Gravity Advantage



Improved operational efficiencies & reduced costs



Improved customer satisfaction & self-service



Faster time-to-market with deployment of new devices & services



Future proof solution for operators with no limits on future hardware & VAS

Delivers secure, scalable, and differentiated broadband experiences

Thank You