Synamedia
GRAVITY

Elevate Connectivity Next-gen Device & Service orchestration

Enabling Service Providers with advanced device management & service orchestration

Presentation for Sky, July 28, 2025

Synamedia

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

*Synergy research 2018

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**
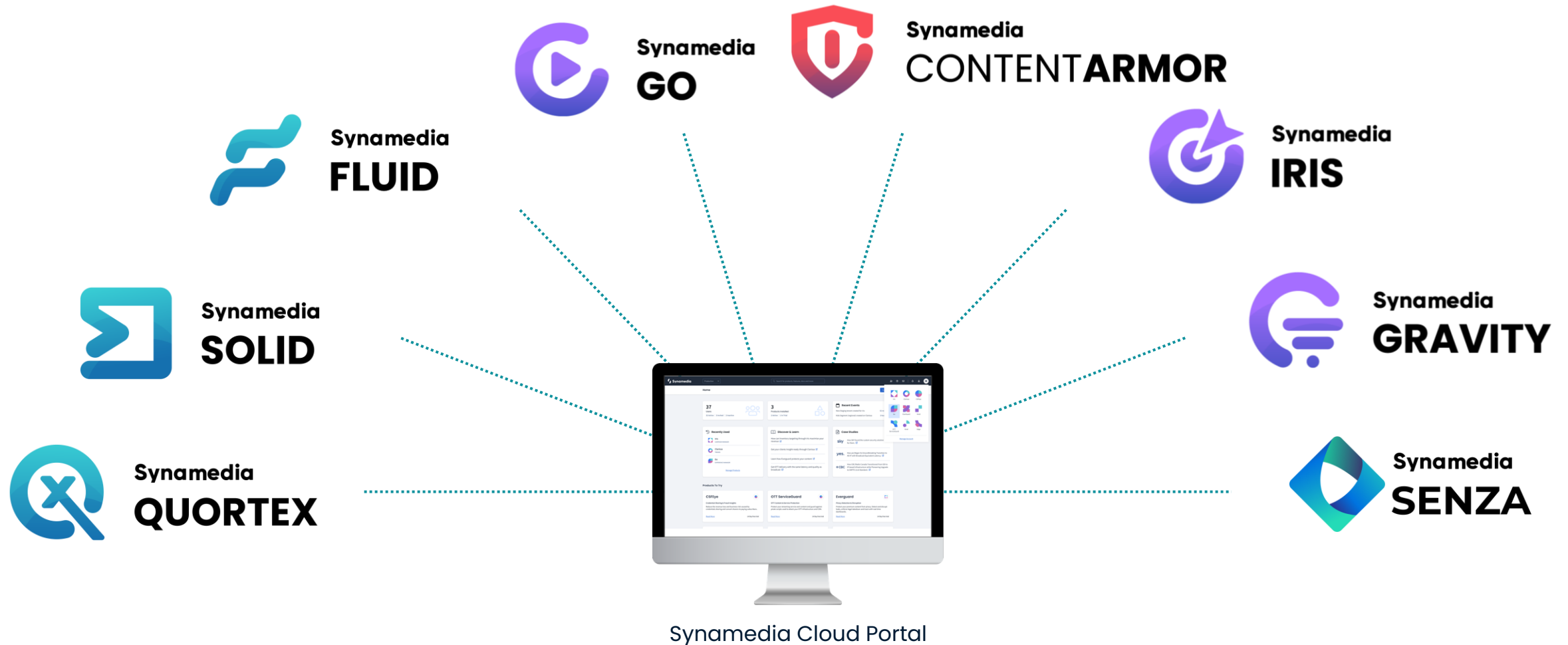
Over **900 patents**

Global Deployments

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.

Synamedia GO

Synamedia CONTENTARMOR

Synamedia FLUID

Synamedia IRIS

Synamedia SOLID

Synamedia GRAVITY

Synamedia QUORTEX

Synamedia SENZA

Synamedia Cloud Portal

Synamedia
GRAVITY

Gravity Product Overview

Breaking Barriers in Broadband

Challenges in Connectivity & Service Management

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

Introducing Synamedia Gravity

Synamedia Gravity is an open platform for intelligent broadband device & service management that enables service providers to deliver seamless, scalable, secure connectivity & service experiences

- Cloud-native SaaS device management and service orchestration platform, that is vendor-neutral

- Unifies device & service management into a Single Pane of Glass

- Transforms broadband networks (DOCSIS, Fiber, FWA) into intelligent, scalable platforms

- Supports business growth, operational efficiencies and enhanced customer experience

Gravity – Product Capabilities

Cloud-based Orchestration

• Centralized control - CPE, services, in-home networks

• Devices & platforms - Gateways (RDK, OpenWRT); Wi-Fi extenders

• Compatible with standard protocols - TR-69, TR-369, Web PA

• Deploy over DOCSIS, Fiber or FWA

Zero Touch Provisioning & Deployment

• Automated provisioning & firmware upgrades - faster TTM

Managed services enablement

• Managed WiFi, Internet Backup, Voice, Security, SMB services

Operator and Subscriber Tools

• Centralized dashboard for fleet and network management

• Intuitive subscriber mobile app for real-time user control

Advanced Telemetry

• Realtime analytics that enhance operations

• Predictive analysis for proactive troubleshooting
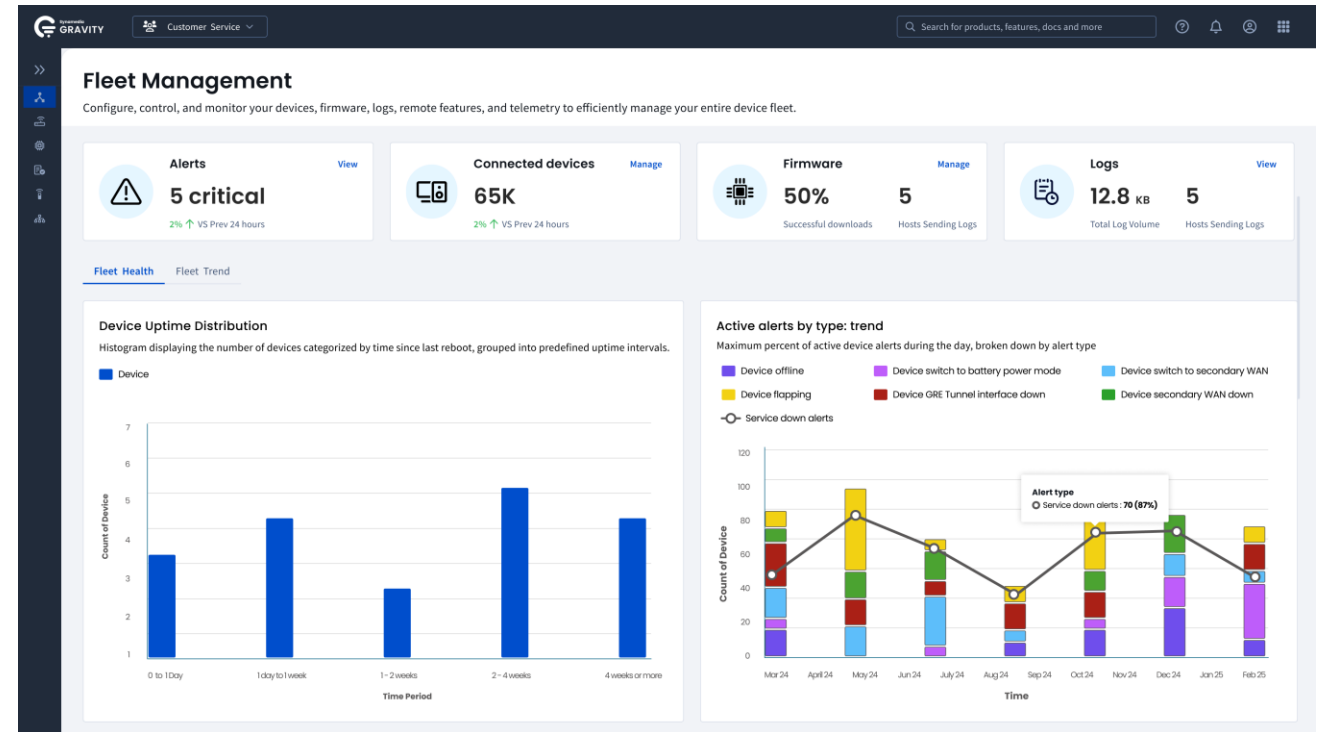
Fleet Management via Operator Portal
User Persona: Ops Manager

Fleet-Wide Visibility: Customizable KPI dashboards provide comprehensive Wi-Fi oversight across all technologies

Bulk Operations: Deploy firmware updates, configuration changes, and security policies across thousands of devices

Predictive Maintenance: Advanced diagnostics with automated alerts reduce reactive support requirements

Performance Analytics: Detailed reporting supports SLA management and reveals optimization opportunities
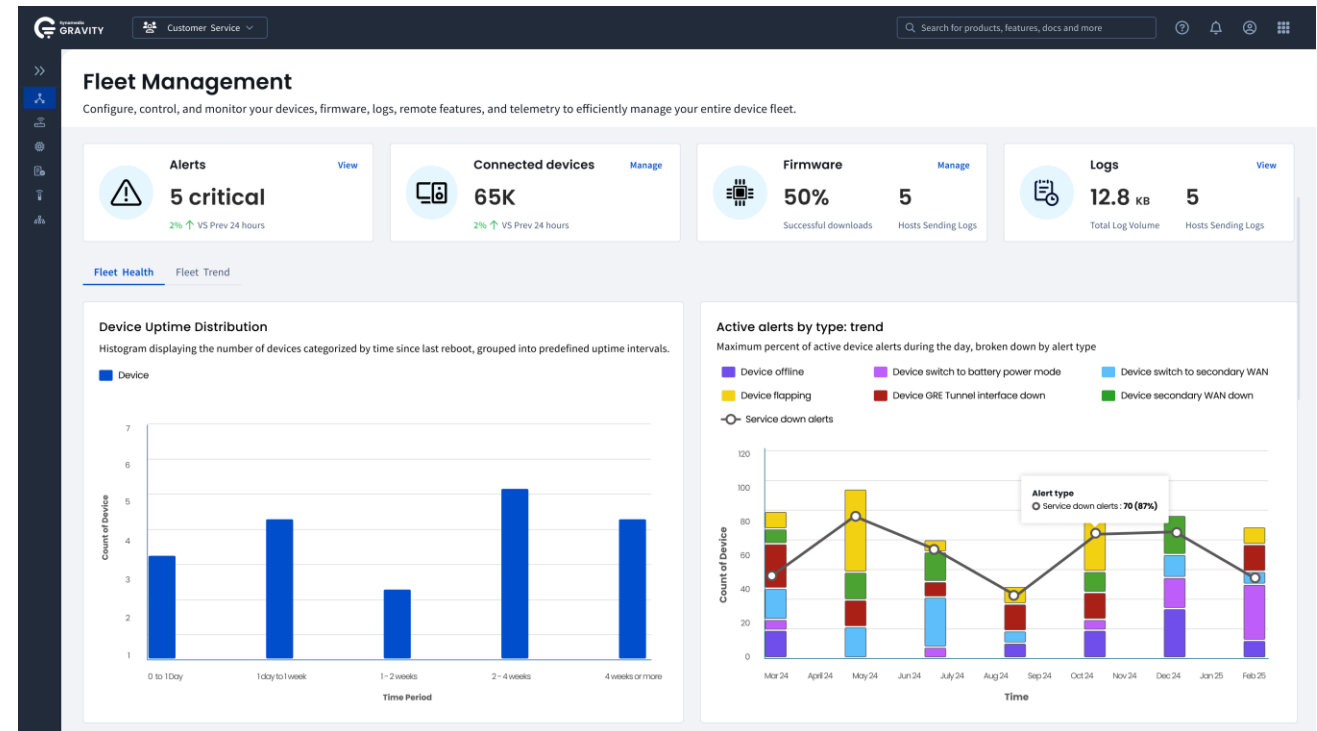
Device via Operator Portal
User Persona: CSR

Fleet-Wide Visibility: Customizable KPI dashboards provide comprehensive Wi-Fi oversight across all technologies

Bulk Operations: Deploy firmware updates, configuration changes, and security policies across thousands of devices

Predictive Maintenance: Advanced diagnostics with automated alerts reduce reactive support requirements

Performance Analytics: Detailed reporting supports SLA management and reveals optimization opportunities

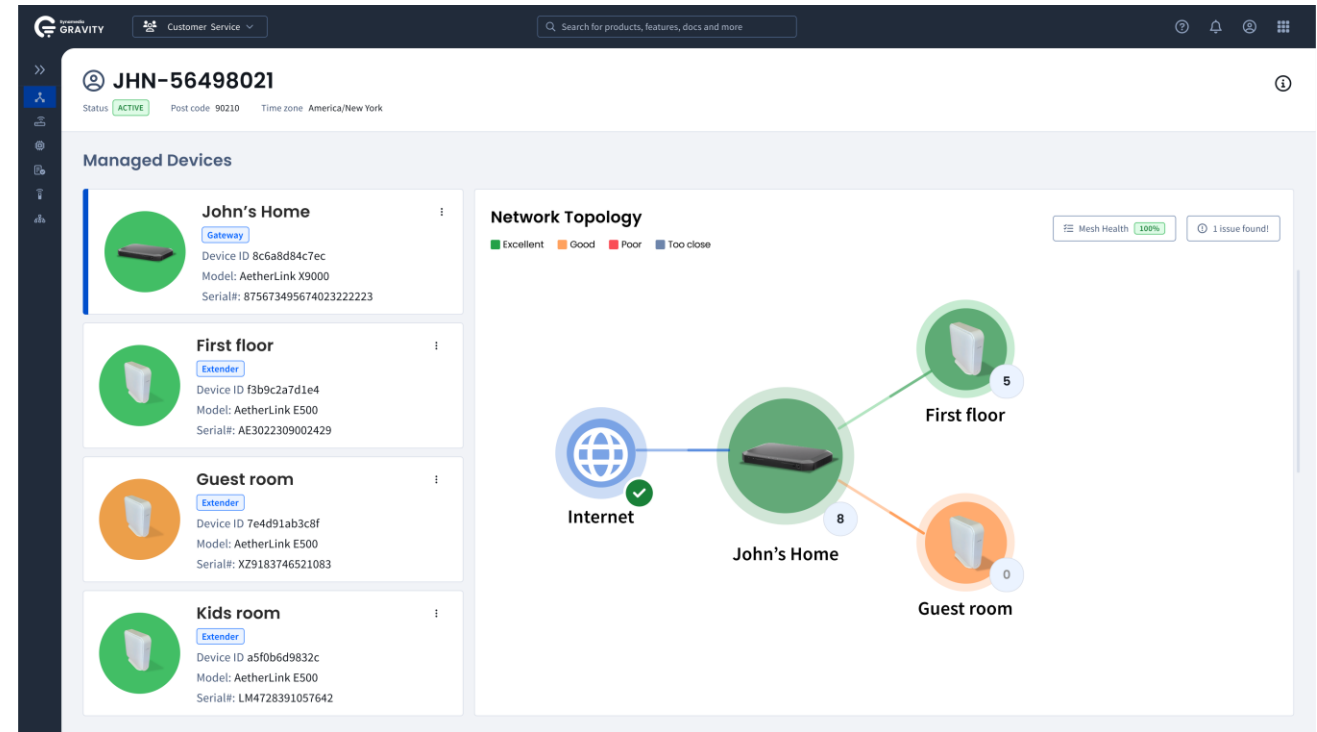# Self-install & self-service via Customer Portal / App
User Persona: Residential & Business customers

Guided Setup: Step-by-step Wi-Fi installation eliminates configuration errors and support calls

Real-Time Monitoring: Live performance data with optimization recommendations customers implement independently

Parental Controls: Comprehensive content filtering and device management for family safety

Proactive Alerts: Issue notifications with resolution steps prevent problems from escalating
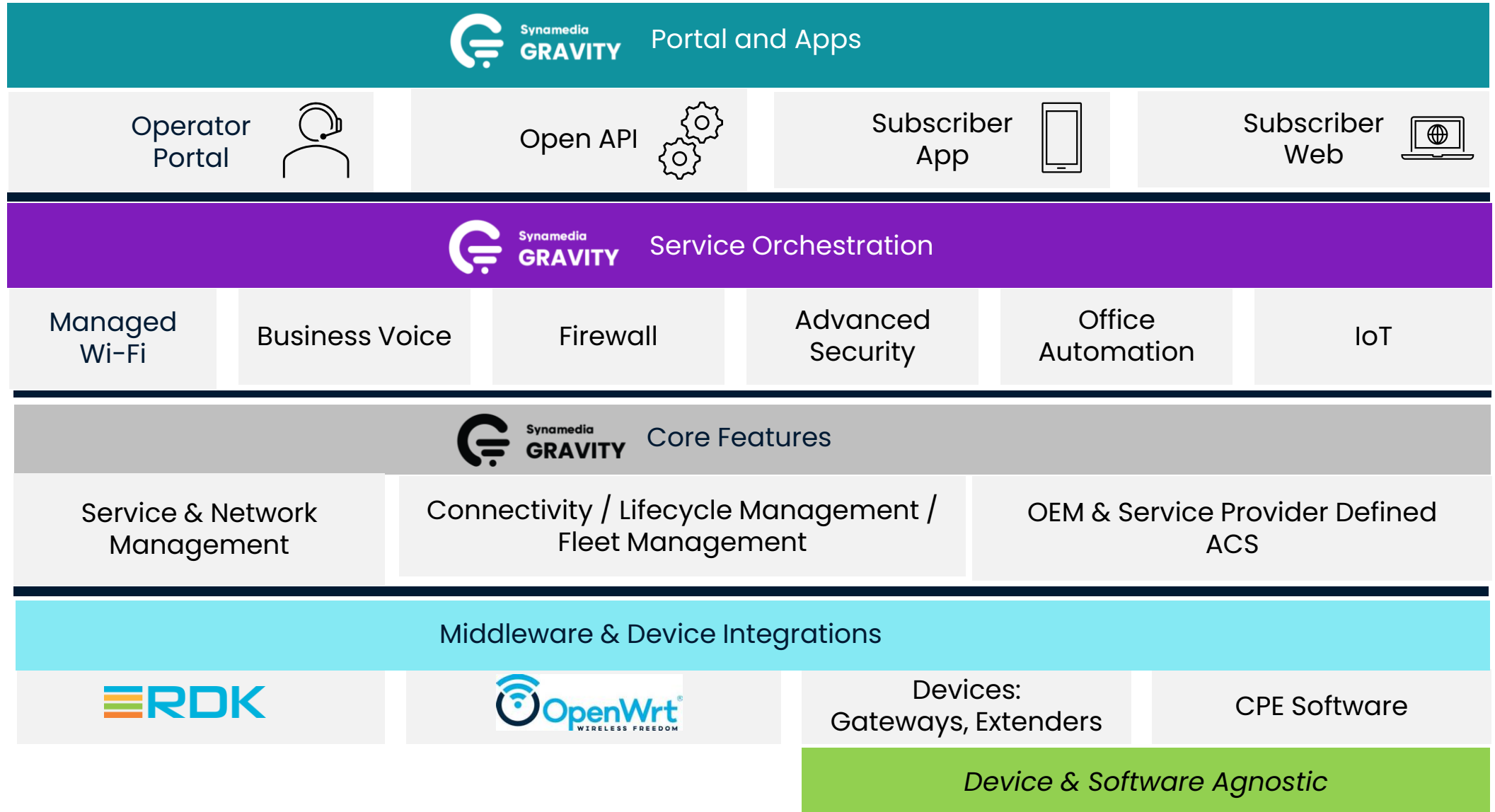
Gravity takes a modular approach

Revenues ↗

Costs ↘

Synamedia GRAVITY Portal and Apps			
Operator Portal	Open API	Subscriber App	Subscriber Web

Synamedia GRAVITY Service Orchestration					
Managed Wi-Fi	Business Voice	Firewall	Advanced Security	Office Automation	IoT

Synamedia GRAVITY Core Features		
Service & Network Management	Connectivity / Lifecycle Management / Fleet Management	OEM & Service Provider Defined ACS

Middleware & Device Integrations

RDK	OpenWrt WIRELESS FREEDOM	Devices: Gateways, Extenders	CPE Software

Device & Software Agnostic

Synamedia Gravity 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.

Gravity Benefits for Customers.
Easy set-up/Self-Service/Enhanced CX

For Residential Users

- Seamless and secure connectivity
- Ubiquitous Quality Broadband Coverage
- Intuitive self-service app to install new devices & service upgrades

For Business Users

- Safe, Secure, and reliable connectivity
- Secure, managed network solutions for business continuity
- Advanced self-service & customer engagement tools
- Advanced value-added services to meet your business needs

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 Operator's Device Management & Service Orchestration for SMB

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**
- **Cost efficiency** – current solution with high minimums
- **Integration limitations** with current & future systems and devices.
- Current solution not future ready
- **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 integration.**
- **Cloud-Native –** Scalable, fast deployment, centralized control.
- **Customer-First Model** – No minimums, Pay-as-you-grow pricing model.
- **End-to-End Control** – Full visibility across all devices & services

The Business Outcome:

- **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 Operator's Broadband Infrastructure for Residential & SMB segments

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

The Challenge and Business Needs

- **Frustration with vendor lock-in**
- **Cost efficiency** – current solution with high minimums
- **Integration limitations with current & future systems and devices.**
- **The current solution is not future-ready**
- **Need for open, adaptable management platform**

The Solution: Synamedia Gravity

- **Support for multi-vendor device & service ecosystem**
- **Zero-touch provisioning, simplifying set-up & activation**
- **Seamless Device Management** – API for provisioning & control
- **Enhanced Troubleshooting** – Portal for advanced diagnostics
- **Customer Empowerment** – Self-install tools & subscriber portal
- **Proactive Issue Resolution** – Telemetry-driven insights, faster issue resolution

The Business Outcome:

- **Rapid Deployment within 60 days**
- **Enhanced TTM for next-gen devices**
- **Enhanced troubleshooting, diagnostics, insights & actions**
- **Operational efficiencies & cost savings**
- **Improved customer satisfaction**

"Synamedia Gravity's **open architecture gives us the flexibility to integrate devices from multiple vendors while maintaining full control over our service evolution."**

Learn more at
[Synamedia Gravity](#)