Transform Broadband Operations with Synamedia Gravity

The Challenge

Wyandotte Municipal Services (WMS) has been providing electricity and water to residents in Michigan for more than a century. When WMS added broadband as its third essential utility and began the multi-year transformation process, their closed orchestration platform became a critical constraint. The team encountered operational hurdles that threatened both efficiency and customer experience.

Their legacy environment presented several constraints:

- **A proprietary, closed management system** that limited flexibility, slowed innovation, and locked WMS into specific vendors.

- **Fragmented device and service management,** requiring technicians to juggle multiple interfaces and tools across cable, fiber, and CPE types.

- **Lengthy fiber installations and activations**, often taking hours due to manual steps and disjointed workflows.

- **A need for scalable, cost-effective infrastructure** that could support rapid expansion without forcing major upfront investment.

With their existing vendor contract renewal approaching, WMS required a modern, open orchestration solution that could be deployed quickly to break free from vendor lock-in, simplify operations, and future-proof their growing fiber network.

The Solution

After evaluating multiple platforms, WMS selected Synamedia Gravity—a vendor-agnostic, cloud-native SaaS solution purpose-built for unified device management and service orchestration.

Synamedia Gravity enabled immediate operational transformation:

- **Open, agentless architecture** removed vendor lock-in and allowed WMS to manage CPE from multiple manufacturers without firmware modifications.

- **Zero-touch provisioning** automated the activation workflow, cutting fiber install times from hours to minutes.

- **A single pane of glass** unified cable, fiber, broadband, and Wi-Fi service management into one intuitive interface—eliminating reliance on multiple proprietary legacy tools.

- **Pay-as-you-grow pricing** aligned platform costs directly with network expansion.

- **Rapid deployment** enabled by the cloud-native SaaS architecture, with full platform rollout and operational capability achieved in just 60 days.

"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**

The Results

30–40% Operational Efficiency Gains

WMS is on track to achieve a **30–40% improvement in operational efficiency by early 2026,** driven by reduced manual work, fewer truck rolls, and consolidated workflows—directly improving operational expenditure and staff productivity.

Service Times Cut by More Than One-Third

Service setup, troubleshooting, and issue resolution times have decreased by **over one-third,** enabling faster customer response, improved first-call resolution rates, and more consistent service quality.

From Hours to Minutes: Fiber Activations Transformed

Zero-touch provisioning now enables **fiber activations to complete in minutes**, dramatically reducing installation costs while speeding customer onboarding and delivering exceptional first-impression experiences.

Strategic Impact

Beyond operational improvements, Gravity provides WMS with long-term strategic advantages:
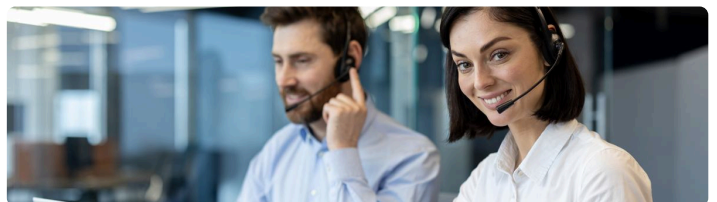
- **Accelerated Fiber expansion**, with node-by-node rollouts completed faster and more efficiently.
- **Reduced training overhead,** as technicians now use one unified platform instead of multiple proprietary tools.
- **Superior customer experience** through proactive Wi-Fi monitoring, simplified troubleshooting, fast automated installations, and a branded subscriber app for self-service.
- **Future-proof infrastructure**, allowing WMS to adopt emerging broadband technologies and onboard CPE from multiple vendors without platform constraints.
- **Stronger competitive positioning**, with faster deployment cycles and a more responsive service model.

Key Benefits at a Glance

- Cloud-native, scalable architecture
- Agentless, open design enabling rapid device onboarding
- Installation and activation times reduced from hours to minutes
- Unified "single pane of glass" for all device and service management
- Pay-as-you-grow commercial model
- Open standards that safeguard infrastructure investments

Ready to Transform Your Broadband Operations?

Discover how Synamedia Gravity can help accelerate your fiber rollouts, automate service delivery, and drive measurable operational efficiency —just as it did for WMS.