

# 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** → New device onboarding in ~30–60 days
- **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 and usage schedules.
- **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 (TR-369, TR-69, WebPA, OpenSync)
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).

## One Platform for Every Network and Device

Gravity orchestrates across DOCSIS, Fiber, and FWA, delivering visibility from the edge to the core, including all CPE devices.

- **DOCSIS:** CPE such as gateways, modems, eMTAs, and extenders
- **Fiber:** network elements (OLTs, ONUs/ONTs) plus subscriber CPE like gateways and home devices
- **FWA:** CPE gateways with SIM management and cellular visibility
- **End-to-end:** OLT → ONU/ONT → CPE Gateway → Wi-Fi AP → Extender

Built on open standards and an agentless design, Gravity normalizes vendor-specific quirks into a single operational view — giving providers the freedom to choose any CPE vendor, simplify onboarding without requiring firmware changes, and manage fleets at scale.

*Fiber equipment monitoring ensures OLTs and ONUs/ONTs are fully integrated into the orchestration layer.*

## Manage Every Device, Smarter

Gain full lifecycle control of every CPE device across DOCSIS, Fiber, and FWA — from real-time diagnostics to automated fleet-wide operations. Gravity simplifies troubleshooting, streamlines updates, and ensures consistent performance at scale.

- Monitoring & diagnostics: telemetry, logs, live sessions
- Instant configuration changes and rollbacks
- Fleet health analysis firmware, or model
- Bulk firmware rollouts with full visibility
- Backups, restores, and baseline configurations for traceability (compare live config to known-good states)
- Policy-driven automation across device groups
- Advanced device configuration: automate provisioning to known states or trigger repair workflows
- Supports top-down (self-install) and bottom-up (device-first) provisioning models

## Resolve Issues in One Call

Gravity gives CSRs the tools to fix problems faster, reduce escalations, and improve customer satisfaction. Shorter call times, fewer truck rolls, happier subscribers

- Real-time visibility into device status and connection quality
- Live diagnostics: telemetry, logs, and historical performance data
- One-click fixes like password resets or config rollbacks
- Guided workflows that surface likely root causes
- First-call resolution with fewer escalations to engineering

## Create New Revenue Streams

Differentiate your portfolio and generate new revenue with value-added services Gravity orchestrates across networks.

- Secure guest Wi-Fi and captive portals
- PassPoint/SP hotspot enablement for mobile offload
- Business voice provisioning for SMBs
- Advanced Value-Added services

## Fix Wi-Fi Before It Fails

Wi-Fi defines the broadband experience — and drives the most support calls. Gravity delivers proactive Wi-Fi visibility and control to reduce churn and support costs.

- Managed Wi-Fi views for operators and subscribers
- Wi-Fi scoring for real-time and historical QoS
- One-click password resets to cut common calls
- Extender management and placement helpers
- Proactive recommendations surfaced to CSRs and subscribers (e.g., extender placement, weak Wi-Fi alerts)



## Simplify Fleet Management

Managing thousands of devices across vendors and access technologies doesn't have to be complex. Gravity delivers fleet-wide visibility and control in one unified platform. Reduces OPEX, accelerates rollouts, and ensures consistent service.

- Group devices for bulk operations and policy automation
- Monitor fleet health by model, firmware version, or geography
- Roll out firmware upgrades by group with full visibility
- Apply consistent logging, telemetry, and remote feature rules
- Spot common issues across the fleet and resolve proactively
- Full Operator Portal access with role-based views
- Open APIs and OSS/BSS ingest for billing and back-office integration

## Assure Service Quality

Go beyond connectivity. Gravity provides built-in orchestration tools to monitor, validate, and optimize network and service performance.

- Advanced networking: GRE, RIP
- Speed test orchestration (latency, upstream, downstream)
- Proactive service monitoring and SLA assurance

## Secure Every Connection

Protect networks, subscribers, and devices with security baked in at every level of Gravity.

- OAuth2/SSO authentication and token-based APIs
- Firewalling, port/MAC filtering, forwarding rules
- Malware filtering and policy-based content controls
- Parental controls for families
- IoT anomaly detection and suspicious traffic isolation

## Put Subscribers in Control

Empower subscribers with branded self-service tools that reduce support demand and improve satisfaction.

- White-label app/portal for web, iOS, Android
- Guided setup and self-install workflows
- Device health monitoring with proactive alerts
- Wi-Fi management: SSID, password, connected devices
- SMB tools: guest Wi-Fi, backup, managed security
- Subscriber firewall, port forwarding, and MAC filtering controls
- Proactive recommendations surfaced in the subscriber app for common Wi-Fi and device issues

## Be Proactive with Analytics

Stay ahead of issues and validate SLAs with telemetry insights, proactive reporting, and built-in resilience.

- KPI dashboards and drill-down views
- Automated weekly executive reports
- Telemetry/log forwarding to OSS/BSS
- Internet failover and battery backup continuity for SMBs



## 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 and 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

# Synamedia Gravity

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

### Next Steps:

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