

**gauge**

The People  
Engagement  
Agency

Brand Building Case Study  
**SYMPHONY SUMMITAI**

**Client Name : Symphony SummitAI**  
**Industry : Information Technology**

Symphony SummitAI is an AI-driven Enterprise Service Management solution provider. It came into being a few years back in Bangalore, India and now rapidly expanding its roots in North America, SEA, ANZ market. It's an ideal brand story where a promising product captured the minds of its consumers and went on to become the most sought-after product with its compelling brand marketing. It also raked in metals for its exemplary performance and made its presence felt on a global market.

The journey of being a contender in ITSM space to becoming a champion who received CIO's most preferred choice award, SummitAI has come a long way. And we take pride to be its communication partner.

## Agency's Role

To build a strong brand personality with a global appeal and gain from the scratch

## How We Delivered

Through brand audit identified the need gap, gained key insights on Target Audience, creating brand campaigns at organisational level and persona based targeted campaigns at audience level at multiple touch points.

## Assets Created

Email Campaigns  
Landing Page  
Display Banner Ads  
Office Branding  
Direct Mailer

White Papers/Datasheet  
Trade Event Branding  
Product Explainer Video  
eBrochure  
Standee Posters

# CAMPAIGNS



# SYMPHONY SUMMIT IS RECOGNIZED AS A 2018 GARTNER PEER INSIGHTS CUSTOMERS' CHOICE FOR ITSM.

Based on our reviews on Gartner Peer Insights, IT professionals and technology decision makers have rated Symphony Summit higher than the competition with a 4.7\* rating and a willingness to recommend score of 88%\*. According to our customers, the Symphony Summit platform offers a robust solution across the categories of Product Capabilities, Integration & Deployment, Service & Support, & at Symphony Summit, we do what it takes to make our customers happy – today, and in the future.

[READ REVIEWS](#)

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Gartner Peer Insights is an online platform of ratings and reviews of IT software and services that are written and used by IT professionals and technology decision makers. The goal is to help IT leaders make more informed purchase decisions and help technology providers improve their products by seeking objective, unbiased feedback from their customers. Gartner Peer Insights includes more than 70,000 verified reviews in more than 200 markets. For more information, please visit [www.gartner.com/reviews/home](http://www.gartner.com/reviews/home). Gartner Peer Insights Customers' Choice recognizes the subjective opinions of individual Gartner reviews, ratings, and data applied against a documented methodology; they do not represent the views of, nor constitute an endorsement by, Gartner or its affiliates.  
\*as of 24 Dec 2018

**SYMPHONY SUMMITAI IS THE MOST PREFERRED ITSM BRAND WITH 89% RATING.**

Based on our reviews on Gartner Peer Insights, IT professionals and technology decision makers have rated Symphony Summit higher than the competition with a 4.7\* rating and a willingness to recommend score of 88%\*. According to our customers, the Symphony Summit platform offers a robust solution across the categories of Product Capabilities, Integration & Deployment, Service & Support, & at Symphony Summit, we do what it takes to make our customers happy – today, and in the future.

Brand vs. Competitor	Willingness to recommend	Rating	Willingness to recommend	Rating
Symphony Summit vs. BMC	89%	4.7	82%	4.5
Symphony Summit vs. ServiceNow	89%	4.7	79%	4.5
Symphony Summit vs. Oracle	89%	4.7	70%	4.3
Symphony Summit vs. Fresh Service	89%	4.7	68%	4.2
Symphony Summit vs. Jira	89%	4.7	65%	4.1
Symphony Summit vs. Zendesk	89%	4.7	60%	4.0
Symphony Summit vs. Freshdesk	89%	4.7	58%	4.0

[READ REVIEWS](#)

**SYMPHONY SUMMIT IS AHEAD OF THE COMPETITION.**

Symphony Summit has been named a **Gartner Peer Insights Customers' Choice for IT Service Management Tools**.

Based on our reviews on Gartner Peer Insights, IT professionals and technology decision makers have rated Symphony Summit higher than the competition with a 4.7\* rating and a willingness to recommend score of 88%\*. According to our customers, the Symphony Summit platform offers a robust solution across the categories of Product Capabilities, Integration & Deployment, Service & Support, & at Symphony Summit, we do what it takes to make our customers happy – today, and in the future.

[VIEW COMPARISON](#)

Symphony Summit: 4.7\* 88% Yes | ServiceNow: 4.5\* 73% Yes | BMC Software: 4.5\* 58% Yes

**PRODUCT CAPABILITIES, INTEGRATION & DEPLOYMENT, SERVICE & SUPPORT. WE LEAD IN ALL OF THEM.**

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[VIEW COMPARISON](#)

Symphony Summit recognized as a **2018 Gartner Peer Insights Customer's Choice for ITSM**

**Industry Recognition –  
GARTNER PEER INSIGHTS**



# Symphony SummitAI is the best alternative to ServiceNow.

The pressing IT demands can only be met by an advanced and competitive ITSM solution. There are not many tools that capable and versatile enough to cater to these needs. Which is why, it's imperative to have a stronger alternative to ServiceNow. SummitAI is that alternative. It equips you with the power of AI, automation and machine learning. And that's not all, unlike ServiceNow, SummitAI offers flexible licensing, multi-tenancy platform, faster implementation, and quick time-to-realization with excellent customer support.

**SummitAI delivers:**

- > Up to 45% better TCO
- > Up to 20% annual saving on IT help desk
- > Up to 5% annual incremental revenue
- > Up to 50% faster implementation

A case study that highlights the revolution in AI-powered ITSM

[Download](#)



Wish to do more with less?

**Then put more of your faith in SummitAI, less in ServiceNow.**

Symphony SummitAI, the most preferred ITSM brand with 89% rating,\* is the best alternative to ServiceNow.

The pressure on IT to deliver maximum value with minimum resources is higher than ever. And when you fall short of achieving that, it hampers your credibility. Which is why, the alternative that you have been eagerly looking for is SummitAI. SummitAI is designed to unleash enterprise productivity. Its ITSM solution helps you to harness the power of AI. Not only does it save you from offering sub-standard ITSM solutions to your clients but also helps you to drive cost optimization, effectively. So, choosing SummitAI over ServiceNow is perfectly logical.

Save more with SummitAI than ServiceNow and compare it with ROI calculator.

[Click here](#)

\*as per Gartner sources.



Want to know how you can offer your customers 1.5 times greater savings?

**By knowing that Symphony SummitAI offers greater savings than ServiceNow.**

Now, you can increase customer satisfaction by offering them greater value.

Symphony SummitAI offers your customers better service with a lower license fee.

Besides which SummitAI also has a lower implementation cost not to mention that ServiceNow's implementation takes months and costs the customer more per day. Everything that translates to 1.5 times more savings for your customers.

So, offer them Symphony SummitAI, the best alternative to ServiceNow.

Save more with SummitAI than ServiceNow and compare it with ROI calculator.

[Click here](#)



Want to be sure of your ITSM tool's predictability?

**Pick Symphony SummitAI over ServiceNow, for sure.**

With SummitAI get up to 30% improved CSAT

When you choose SummitAI over ServiceNow, you choose being confident of your tools' ability to deliver according to the defined catalogue and SLA. Symphony SummitAI resolves tickets faster on the service desk side, while improving service experiences with its reliability and enables you to deliver defined KPIs with great agility. SummitAI, with its proven predictability is the only option to go with. Symphony SummitAI is the best alternative to ServiceNow.

Global leader in connected car technology and lifestyle audio innovations picked us.

[Click to know](#)

## MSP Targeted- ServiceNow Attack Campaign



Guess who has an ITSM tool worth recommending?



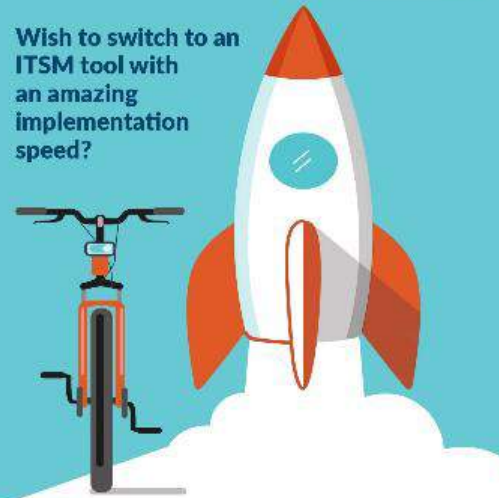
89% of the SummitAI's user are willing to recommend it.

If you wouldn't recommend your existing ITSM tool to a peer, why live with it. SummitAI is an AI driven ITSM tool that has been awarded the Gartner 4.7 peer rating and 89% of customers would recommend it to a peer. Making it the most preferred ITSM brand. Time you took a look at SummitAI?

[Know why customers prefer SummitAI](#)



Wish to switch to an ITSM tool with an amazing implementation speed?



Unlike others, SummitAI takes only 4 weeks to implement.

As compared to your existing tool that takes 12 months, SummitAI takes only four weeks. Besides which SummitAI can adapt a template based approach to save a lot of time for high impact work. So, why not take a look at SummitAI?

[Know why customers prefer SummitAI](#)



Wouldn't you like an ITSM tool with 50% more savings?



Symphony SummitAI costs much less than the competition.

Unlike your existing ITSM tool, SummitAI costs 50% less and offers you greater cost benefits with AI backed solutions such as machine reasoning and codeless workflow-based automation. It delivers significant savings in IT Help Desk Operations, and up to 40% better Total Cost of Ownership. Isn't it time you considered SummitAI?

[Know why customers prefer SummitAI](#)



Guess which ITSM tool is holding you back?



Symphony SummitAI offers more possibilities than the competition.


Contrary to popular belief, your existing ITSM tool could be suffering from limited capabilities. It's time you chose crisp dashboards, ease of use, great self-service options and multi-channel access. Enjoy AI backed solutions such as machine reasoning and codeless workflow-based automation. So, switch to SummitAI and enter a whole new world of possibilities.

[Know why customers prefer SummitAI](#)

## Competitive Attack Campaign- BMC Client Targeted

**THE PURSUIT OF EXCELLENCE IS  
A STORY WORTH SHARING**





**BE THE CHANGE**


Get the **AI driven ITSM solution** for a **45% better TCO.**

In today's hyper-competitive digital economy, the scope and pace of innovation is unprecedented. When change is inevitable, be the change by leveraging the best of breed ITSM product driven by AI-based innovation. SummitAI comes with a flexible licensing option that enables reduction in the Total Cost of Ownership and is delivered on Cloud and on-premise. Deploy solutions as per you needs and reduce your TCO significantly.

**20% Annual Savings on IT Help Desk | 5% Incremental Revenue | 50% Faster Implementation**

**CHOOSE CHANGE** ✓

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**BE THE CHANGE**


Get up to **50% faster implementation** with **CINDE.**

Now, you can boost your productivity by getting your ideas to market faster by eliminating downtime and resolving issues faster with CINDE. Business users can converse with CINDE (Conversational Insights and Decision Engine), a digital agent, using natural language and receive intelligent personalized responses. CINDE understands the context in which the intent was expressed and uses machine reasoning techniques to determine next best course of action. It intelligently resolves the majority of incoming issues automatically, eliminates downtime, and unleashes enterprise productivity by freeing up knowledge workers to focus on high impact work.

**45% Better TCO | 5% Incremental Revenue | 50% Faster Implementation**

**CHOOSE CHANGE** ✓

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**BE THE CHANGE**

Get up to **20% annual savings** with SummitAI's **knowledge driven intelligence.**

In today's constantly evolving IT environment, one must be ready to accept change and be the change by leveraging the best of breed ITSM product driven by AI-based innovation. SummitAI utilizes machine reasoning and codeless workflow-based automation to deliver greater savings. From natural language conversations with digital agent CINDE leading to automated resolution, to real-time dashboards, to gamification, SummitAI delivers it all. So, go ahead and utilize SummitAI for greater savings on your IT help desk.

**45% Better TCO | 20% Annual Savings on IT Help Desk | 5% Incremental Revenue**



**CHOOSE CHANGE** ✓





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## AI- BE THE CHANGE Campaign

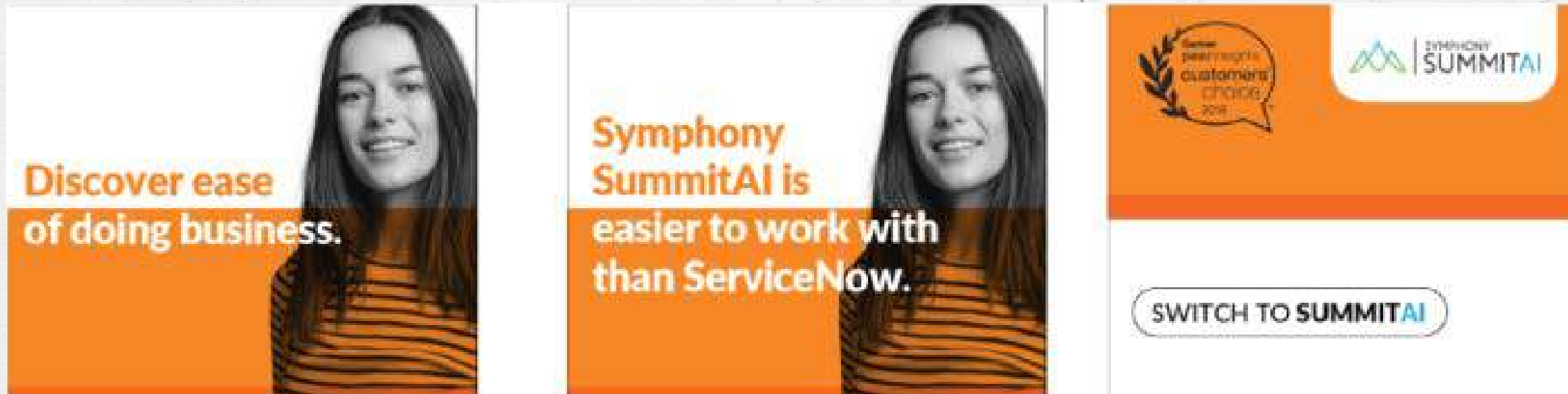
# BANNERS

 <p><b>Wish to do more with less?</b></p>	 <p><b>Put your faith SummitAI less in ServiceNow.</b></p>	  <p><b>SummitAI is the best alternative to ServiceNow.</b></p> <p><a href="#">SWITCH TO SUMMITAI</a></p>
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 <p><b>Symphony SummitAI is the best alternative to ServiceNow.</b></p>	  <p><b>Get up to 45% better TCO.</b></p> <p><a href="#">SWITCH TO SUMMITAI</a></p>
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 <p><b>Want Customer Stickiness?</b></p>	 <p><b>Stick with SummitAI over ServiceNow.</b></p>	  <p><b>Get 50% faster resolution.</b></p> <p><a href="#">SWITCH TO SUMMITAI</a></p>
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**Programmatic Banners -  
MSP Persona Targeted**



Discover ease of doing business.

Symphony SummitAI is easier to work with than ServiceNow.

Customer Satisfaction  
2019

SUMMITAI

SWITCH TO SUMMITAI

This banner features a woman with long dark hair wearing an orange and black striped shirt. The background is white with an orange bar at the bottom. The text is in orange and white. The SummitAI logo is in the top right, and a speech bubble award icon is in the top left.



Want to give your customers 1.5 times more savings?

Get greater savings with SummitAI instead of ServiceNow.

Customer Satisfaction  
2019

SUMMITAI


Do ROI comparison.

CLICK TO COMPARE

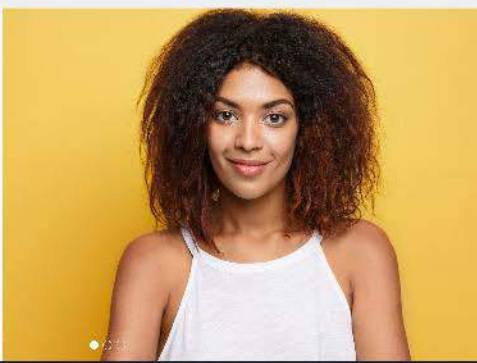
This banner features a man with short dark hair wearing a grey blazer over a green shirt. The background is white with a green bar at the bottom. The text is in green and white. The SummitAI logo is in the top right, and a speech bubble award icon is in the top left.

Programmatic Banners- MSP Persona Targeted

## LANDING PAGES





**SYMPHONY SUMMITAI OFFERS EVERYTHING THAT BMC REMEDY DOES. AND MUCH MORE.**



**THE SOUND OF SUCCESS.**

EMBRACING THE FUTURE IS EASY. Low effective service solutions. Let our awards do the talking.

The future of your enterprise depends on what you do at present. With the AI-powered solution of SummitAI, you can improve your productivity and cater to multiple trends, so if you really need to bring your growth to a new level, why not choose BMC Remedy and...

**A MODERN NEXT GENERATION AI-DRIVEN PRODUCT.**

SummitAI is an AI-driven IT management suite that provides modern user experience to our customers and users converse with our digital agent CINDE in natural language using multiple channels like MS Teams, Slack, Skype for Business, Jabber and WeChat. CINDE resolves up to 20% of tickets in real-time. This is the real cost of service compared to BMC Remedy. These capabilities put SummitAI in a class of its own, ahead of US competitors like BMC Remedy.

**IF YOU'RE STILL WITH BMC REMEDY, HERE'S WHAT YOU ARE MISSING.**

Legacy IT Management tools are held up your enterprise's productivity rates. At this juncture, you need a solution that's more agile and effective than BMC's remedy. And that's what you get with SummitAI offers.

In the IT industry, you are as good as your customer's feedback. Therefore, when you switch to SummitAI, you switch to a IT Management Solution that offers to others that are AI-based and have the power to transform your service desk experience in a way that you've never imagined before.

89% of SummitAI customers are willing to recommend SummitAI Peer Rating - 4.7 (Source: Gartner) while with BMCs, it's only 3.6%. Peer Rating - 3.9 (Source: Gartner)

**4 REASONS WHY YOU'LL GO SUMMITAI, NOT BMC REMEDY.**

There are many reasons why new clients gravitate towards SummitAI that here's some of them.

**Strong Support Growing**

SummitAI offers up to 45% lower Total Cost of Ownership






SummitAI is a cloud-based solution that offers a 24/7/365 support. It is designed to be easy to use and integrate with existing IT systems.

**The Wealth called Time**


At least 50% lower Incident Resolution Time

SummitAI is a cloud-based solution that offers a 24/7/365 support. It is designed to be easy to use and integrate with existing IT systems.

**REASONS WHY BMC CAN'T MEET YOUR EXPECTATION, WHILE SUMMITAI CAN MEET AND EXCEED THEM.**

SYMPHONY SUMMITAI		BMC REMEDY
Centralized IT service management for all IT services across the enterprise with a single point of contact for all IT services.		Fragmented multiple point of contact for all IT services across the enterprise.
Unified user experience across all channels (voice, chat, email, social media) with a single point of contact for all IT services.		Fragmented user experience across all channels.
Unified user experience across all channels (voice, chat, email, social media) with a single point of contact for all IT services.		Fragmented user experience across all channels.
Unified user experience across all channels (voice, chat, email, social media) with a single point of contact for all IT services.		Fragmented user experience across all channels.
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[Switch to SummitAI](#)



# BMC COMPETITIVE ATTACK

**SUMMIT**

**SYMPHONY SUMMITAI HAS BEEN RATED AS THE MOST PREFERRED ITSM BRAND WITH 89% RATING.**

**SYMPHONY SUMMITAI IS RECOGNIZED AS A 2018 GARTNER PEER INSIGHTS CUSTOMERS' CHOICE FOR IT SERVICE MANAGEMENT.**

"Gartner Peer Insights is a great tool for peer review and all the other people that are in the industry. We are using it to evaluate our service providers and our own service providers. It's a great tool for us to use to make sure we are getting the best service possible. This peer review tool is very helpful. It's a great tool for us to use to make sure we are getting the best service possible. It's a great tool for us to use to make sure we are getting the best service possible." - [Customer Name]

	Symphony Summit	BMC	ServiceNow	Cherwell
Overall Peer Rating	4.7	3.9	4.2	4.2
Willingness to recommend	Yes : 89%	Yes : 58%	Yes : 73%	Yes : 70%
Product Capabilities	4.7%	4.1%	4.4%	4.4%
Evaluation & Contracting	4.7%	3.9%	4%	4.2%
Pricing Flexibility	4.7%	3.9%	3.6%	4.2%
Integration & Deployment	4.7%	3.9%	4.1%	4%
Ease of Deployment	4.7%	3.8%	4%	4.1%
Service & Support	4.7%	4%	4.2%	4.1%

**THEY SAY THAT THE CUSTOMER IS ALWAYS RIGHT. WE AGREE.**

**SYMPHONY SUMMITAI IS AHEAD OF THE COMPETITION IN ALL THE DEPARTMENTS**


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Evaluation & Contracting	4.7%	3.9%	4%	4.2%
Pricing Flexibility	4.7%	3.9%	3.6%	4.2%
Integration & Deployment	4.7%	3.9%	4.1%	4%
Ease of Deployment	4.7%	3.8%	4%	4.1%
Service & Support	4.7%	4%	4.2%	4.1%

Our customers have revealed that Symphony Summit AI is rated by the industry as the most preferred ITSM brand. The results are in the table below.

[Click here to read](#)

**GARTNER PEER INSIGHTS LP**




**SUMMIT AI**  
Unleash Enterprise Productivity  
AI-driven IT and Enterprise Service Management

**DRIVE THE CHANGE**

**Unleash Enterprise Productivity**  
Modern consumers are no longer content with just good service. Because in this digital age, they are getting seamless and user-friendly experiences at every touch point, be it with Banks, Hotels, Airlines etc. and that's why they expect similar experience at their workplaces as well. So, they no longer want their IT services experience to be complex and tedious. This shift in consumer behaviour is pushing organizations to embrace new ways of providing IT services to their workforce.  
[Read More](#)

**Success Stories**




**John Thompson**  
Santitas/Parsons - Capital Budget and Health America's second largest subsidiary about how they've leveraged Summit AI to help.

**Glen McGinn**  
Hesscorp Technologies team in Symphony Summit AI to get an edge in customer satisfaction and to significantly automate IT operations.

**Executive**  
AI Enabled, a leading banking firm, uses the Summit AI IT Operations Management tool to ensure their customers have a seamless experience.

**Summit AI: An AI-driven IT and Enterprise Service Management**  
Technology that empowers productivity is always at the forefront. Summit AI ensures that its AI-driven knowledge intelligence helps you unleash enterprise productivity, right after its implementation. Summit AI effortlessly brings Service, Asset and Operations Management together to work in concert. The use of machine learning and content workflow-based automation, delivers up to 20% annual savings in IT Help Desk, Operations, and up to 45% better Total Cost of Ownership. Summit AI also offers its customers the ease of talking to a digital agent for instant resolutions. CHNO (Conversational Interface and Decisioning Engine) uses natural language and converses with intelligent personal chat messages.  
[Read More](#)



**Summit AI IT Management Suite**  
Transform Service Experience, Increase Enterprise Productivity:  
Harnessing the power of Summit AI, the SUMMIT Integrated IT Management suite unites key processes across IT Service Management, IT Asset Management and IT Availability Management in a single easy-to-deploy, and easy-to-use solution.

- Improved Service Experience
- Higher Enterprise Productivity
- Enhanced Agent Effectiveness
- Optimized Asset Utilization
- Proactive Issue Resolution
- Complete Control of the Enterprise's IT Landscape

Up to 45% Better Total Cost of Ownership

Up to 20% Annual Savings on IT Help Desk

Up to 5% Annual Incremental Revenue

Up to 50% Faster Implementations

**Intelligent Service Management**  
Transform your end-to-end IT services with SUMMIT's Intelligent Service Management while leveraging AI to help resolve issues faster, reduce costs, and increase productivity.

**Intelligent Operations Management**  
Identify, locate and resolve IT issues faster than ever, using our business services.

**Intelligent Asset Management**  
Manage the entire asset lifecycle from planning to disposal, increase operational efficiency, ensure compliance, and optimize asset utilization with end-to-end IT asset lifecycle management.

**Embark on a journey of enhanced productivity**  
Tomorrow's already here, and it's being defined by AI. By taking the lead in shaping the future, IT will be appreciated for being innovative and agile. Get in touch with us to know more about Summit AI.

[Download the data sheet](#)

Sign Up for Newsletter

New Product Update



← → ↻ itpulsechallenge.com/site/ 🔍 ☆

**symphony SUMMIT**  
The Intelligent ITSM Platform

# TAKE UP THE IT PULSE CHALLENGE!

Streamline your organization's IT health, and win prizes.

When IT budgets are being slashed, maintaining a lean, fit IT infrastructure is the order of the day. Choosing the most intelligent ITIL solution in the market can make a big difference.

Symphony Summit's IT Pulse Challenge is designed to give you insights into what you can do to enhance your role, streamline your IT processes and win big too!

## Check your organization's IT PULSE in minutes

There are no right or wrong answers, but participants **MUST** answer all questions.

Do you believe that your IT Strategy and Operations are aligned to your company's business? 1/12

Not aligned  Partially aligned  Completely aligned

Remarks:

PRIZES TO BE WON EVERY WEEK BY LOT!


ITPALS FITBITS

THIS WEEK'S WINNERS

IT COULD BE YOU

## IT Pulse Challenge – Audience Engagement Landing Page

← → C itpulsechallenge.com/site/admin/



# TAKE UP THE IT PULSE CHALLENGE!


Streamline your organization's IT health, and win prizes

Username:

Password:

← → C itpulsechallenge.com/site/

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THIS WEEK'S WINNERS

IT COULD BE YOU



Disclaimer: IT Operations refers to Infrastructure (Data Center, Networks and Desktop) as well as Applications. - The survey questionnaire is designed to take stock of health of your IT Operations.

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← → C itpulsechallenge.com/site/

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Symphony Summit's IT Pulse Challenge is designed to give you insights into what you can do to enhance your role, streamline your IT processes and win big too!



## Thanks for participating

Your organization's IT health needs improvement. We will get back to you soon.

Contact us for more information on Symphony Summit's ITSM tools.

THIS WEEK'S WINNERS

IT COULD BE YOU



Disclaimer: IT Operations refers to Infrastructure (Data Center, Networks and Desktop) as well as Applications. - The survey questionnaire is designed to take stock of health of your IT Operations.

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← → C itpulsechallenge.com/site/admin/

## Quiz Participants

Export Users | Export Scores | Logout

Show:  entries

Search:

Name	Organisation	Title	Email	Mobile	City	Date/Time	Score	Action
Divyasingh	Gauge	Account Exe	divya.singh@gaugeadvertising.com	9582454899	New Delhi	2016-05-27 03:29:32	33.00	Score Detail
rffdf	fedf	fdfd	dff@gmail.com	9582448999	dff	2016-05-26 03:33:12	33.00	Score Detail
sumit	a	b	s@s.com	0101020404	c	2016-05-26 00:45:13	36.00	Score Detail
vikash	vdpl	SE	itsvsingh@gmail.com	9811503003	Delhi	2016-05-25 04:25:30	34.00	Score Detail

Showing 1 to 4 of 4 entries

Previous  Next

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**symphony SUMMIT**  
The Intelligent ITSM Platform

## Is your IT operation promising more and delivering less?

Take up the IT Pulse Challenge and find out where you stand.

The Symphony Summit **IT Pulse Challenge** gives you an insight into your organization's IT Operations and how you can enhance it. Take up the challenge, get your results in minutes, and win exciting prizes!

[Click here to participate](#)

There are no right or wrong answers, but participants must answer all questions.

**PRIZES TO BE WON EVERY WEEK BY LOT!**

Contest ends on 15th July, 2016

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**symphony SUMMIT**  
The Intelligent ITSM Platform

## They took up the Challenge, and won. you could be next!

Congratulations to the first two week's winners of the IT Pulse Challenge.

**Harvinder Singh Banga**  
CIO, MIBaxi Group

**Jaganathan T**  
EVP-IT, AGS Health

**Ashish Desai**  
CIO, Grasim Industries Limited

**Shanker Ramrakhiani**  
AVP, Future Generali India Life Insurance

The Symphony Summit IT Pulse Challenge is designed to bring out the best in you, and the integral part you play in your organization's IT management. You too can check your organisation's IT health in minutes, and win big!

[Click here to participate](#)

There are no right or wrong answers, but participants must answer all questions.

**8 MORE PRIZES TO BE WON!**

Contest ends on 15th July, 2016

Disclaimer: IT Operations refers to Infrastructure (Data Center, Networks and Desktops) as well as Applications. The survey questionnaire is designed to take stock of health of your IT Operations.

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## Is your IT cost rising and asset efficiency dropping?

Take up the IT Pulse Challenge and get your IT health check up.

**PRIZES TO BE WON EVERY WEEK BY LOT!**

Contest ends on 15th July, 2016

## IT Pulse Challenge – Audience Engagement Mailer/Post

## WHITEPAPERS & CASE STUDIES



# Symphony Summit is the wind beneath Greater Toronto Airports Authority's wings.

Greater Toronto Airports Authority (GTAA) is the operator of Toronto Pearson International Airport. Toronto Pearson is Canada's largest airport, and North America's second largest international passenger airport. So, it demands seamless IT Management. Which is why, Toronto Pearson roped in Symphony Summit - a leading global player in cloud-based, integrated IT Management suite with expertise in enterprise IT Service Management, IT Asset Management and IT Operations Management.

Symphony Summit, in collaboration with Wipro, implemented modular and integrated IT Operations Management suite of solutions at GTAA which resulted in delivering flawless IT Services through an array of smart features called Productivity 360.

ENHANCING  
THE FLYING  
EXPERIENCE OF  
**44.3\***  
MILLION  
PASSENGERS



www.symphonysummit.com

## The Challenge(s):

- Maintaining flawless security measures like CCTV & Pass Control
- Ensuring seamless baggage service
- Eliminating downtime of digital kiosks that affects revenue stream
- Ensuring proper lightning warning for flight landing

Also, the monitoring of IT systems, improving customer services and eliminating outages at the same time are some of the challenges that loomed over Toronto Pearson Airport. Any disruption in any of its services directly impacts customer experience.

## The Summit Solution:

At Toronto Pearson Airport, every passenger is a priority. Symphony Summit, with its enterprise IT Service Management ensured that Toronto Pearson Airport enjoys:

### Increased Passenger Safety:

Increased safety and reliability due to automated, rule-based workflow management ensures that maintenance issues are addressed before they become passenger safety issues.

### Improved Delivery Efficiency:

SLA response and resolution rates improved for the client. Ticket hops reduced by 10% in initial weeks. Thus, reducing cycle time for resolution.

### Highly Intuitive UX:

Highly Intuitive Service Desk screen has resulted in reduction in call wait time by 10%.

### Preventive Problem Management:

Enhanced reporting helped in deeper operational insight and helped drive proactive/prescriptive problem management. Thus, reducing incoming incidents by 2% in 3 weeks.

### Automation:

Fully Automated Employee Onboarding/Termination Service Catalogue have reduced the total cycle time.

### Effective Knowledge Management:

It resulted in an increase in the resolution of SLA compliance by 3% in 3 weeks.

### Improved Customer Experience:

We ensured customer services always deliver enhanced customer experience. Also, faster resolution of tickets result in improved CSAT.

### Enhanced Mobility:

Convenience of mobile app to log and address the request and incidence resulted in faster resolution time.

### Faster Time-to-go-live:

Number of days to execute the project, and number of man-days were far less as compared to the previous solution.



"The tools like Symphony Summit are the tools of the future and it grows with the business."



"Symphony Summit is the world-class application working for world-class airport."



"If Pearson has a problem, rest of the country fears it because all the airports work with Pearson. We want to make sure the world-class airport works the way it should be. I'm very happy I got to influence the selection of Symphony Summit."



John Thompson, Associate Director  
IT Services at Greater Toronto  
Airports Authority

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\*Source: <https://bit.ly/2nc1k1k>

## GTAA CASE STUDY- Front Back



SYMPHONY  
SUMMIT AI

# Winning with AI in 2020

www.symphonysummit.com

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We know the story of the Luddites, and while the world has moved on, and the positive impact of new technology can be felt in our everyday lives, the challenges – potential loss of income, and the loss of ability to support our families, are familiar. It's time once to discuss as individuals, scientists, and this challenge needs to be addressed.

Sometimes there is an impact on existing processes. Automation is currently a key component of what can be done with AI, and it can bring significant benefits – if we know what to automate, and if we have the right people, processes, and equipment in place. For this to happen, there needs to be a focus on the impact of automation on jobs. For this to happen, there needs to be a focus on the impact of automation on jobs. For this to happen, there needs to be a focus on the impact of automation on jobs.

**Empathy matters**

When it comes to people for the solutions, it's not just the "what" but the "how" that should be looked at. From the user's point of view, how can the use of automation be implemented in a way that is easy to use, not too complex, and that doesn't require a lot of training? When we're replacing human hands with automation systems, it's not just the "what" but the "how" that should be looked at.

**Leveraging Artificial Intelligence**

There are two main themes covered by the use of AI: Automation and Machine Learning (ML). To make the most from AI, it's important to understand where your focus should be, and what are the AI-related strengths and weaknesses of the various and diverse tools available.

**Process automation**

One of the most pressing areas of focus for AI is related to the ability to help with automating routine, or predictable, tasks. In the context of ITSM, this has been a key challenge, and addressed as the central part of Giga's Site Reliability Engineering (SRE) practices, including the implementation of a new automation platform (IHL), as expressed in one of the Guiding Principles: Optimize and Automate.

For example, incident management benefits from improved automation by shortening the time required to detect incidents, with the help of an example system and anomaly detection, and by increasing the chances for fast self-remediation.

In problem management, if treated as a separate capability, we can use AI to improve the root cause analysis through the automated analysis of past incidents for common causes and related improvement opportunities, and for the proactive aspect by leveraging identified patterns to address technical issues before they can cause incidents.

Change management flows related to the change control activities in ITIL, and release management benefits from a more data-driven approach to code control to track code reaching the production environment. The flow needs to be designed with a focus on quality gates, and that issues are identified as early as possible within the overall back-and-forth and feedback loops, and made available to developers as quickly as possible. This approach is often referred to as building and testing by the Code Train, which is the main focus of the DevOps practices, and is one of the main technical aspects of being the DevOps backbone.

**Improved security**

There are at least two areas that directly exist in the ITSM domain that can benefit from automation, but might require some convincing to see the benefits and will eventually become self-evident. The first area is the operational readiness of the system, and the second is the maintenance of the system. In the first area, the operational readiness of the system is a key concern, and the second is the maintenance of the system. In the first area, the operational readiness of the system is a key concern, and the second is the maintenance of the system.

You can increase the likelihood of finding useful applications for AI, and real benefits from AI if you spend some time on thinking about the answer to: What are the biggest data sources that have the most value to your business? There is a high risk of the AI initiatives being seen as a technical vanity project by senior budget holders when at least the first steps should be clearly connected to business value.

**5. Prepare about readiness**

Work with your business owners to help understand their approach to leveraging AI in the short and medium term, and how it fits with their overall business strategy. This is a key area of focus, and it's important to have a clear understanding of the business's current state, and how it fits with their overall business strategy. This is a key area of focus, and it's important to have a clear understanding of the business's current state, and how it fits with their overall business strategy.

Make the learning process add cost, but it's not a lot of work to do. The results can be seen in a matter of days, and the data is available to go and retain in a central location, it would be best to align employees partially benefiting from AI with specific plans that have more immediate value. Also, you might want to approach some AI initiatives in your organization in a step-by-step manner, and allow for uncertainty, that feedback, and learning – you might discover new areas of testing, business problems, and gain even more support for further AI initiatives.

**Introduction**

Artificial Intelligence (AI) is just one of the recent trends competing for CIOs' attention. In addition to discussing about the recent trends in blockchain technology, the next few years have seen a massive increase in our focus on automation – digital, agile, or otherwise. Many of these, including AI, are often sold as "silver bullets" or "magic" to solve the organization's problems, no matter what those are. However, the reality is that unless created from the organization's unique and continuous value stream, there is a significant risk of creating a lot of unnecessary pain for the same things, in a wrong way.

This paper will provide a practical overview of the various opportunities for AI for CIOs, with a focus on IT Service Management (ITSM), and the associated challenges and opportunities. These are the main potential benefits from leveraging AI capabilities in ITSM, but there are many other areas where AI can be used to improve the organization's performance. Leveraging AI requires a significant investment in the technology, and it's important to understand the risks in the data landscape and be recognized as a digital business capability, or to be an early adopter in a digital transformation.

**Focusing on business value**

In the context of AI, the focus should be on the business value that can be realized from the use of AI capabilities. The benefits of AI can be seen in many areas, but the most common applications of AI capabilities in ITSM are in the areas of incident management, problem management, and change management. AI capabilities can be used to improve the organization's performance in these areas, and to reduce the time to resolve incidents, and to improve the quality of the service. AI capabilities can be used to improve the organization's performance in these areas, and to reduce the time to resolve incidents, and to improve the quality of the service.

As long as we've been talking about AI, the term was coined in 1956 by cognitive scientist John McCarthy. His real abilities have been overlooked. Due to this, we've a scary scene from AI winters in the 1970s – outside of the capabilities of AI that there was a period of neglect, resulting in widespread disappointment and skepticism, and to describe a coming down the progress of AI development. It's common theme in all of these was overpromised and underdelivered. Investors, governments, and organizations hoping to benefit from AI, missed it.

As you're assessing the promise of AI in 2020 for your organization, it's important to understand the risks and the benefits of AI capabilities to create a clear, solid, and actionable plan for the organization and to estimate beyond that, we have AI. There are many exciting developments in this field, several of these discussed in this paper, and a technology-focused top-down approach could lead to success and alignment with AI, which in turn could significantly help to build a strong business case for the technology. Finally, we already have some experience and considerable benefits.

SYMPHONY  
SUMMIT AI

To know how you can use AI to improve a journey of on-site productivity with Symphony Summit AI, [info@symphonysummit.com](mailto:info@symphonysummit.com) or contact us.

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## Global Leader in Connected Car Technology and Lifestyle Audio Innovations chose Symphony SummitAI



Cost avoidance  
and savings



Service Desk  
Experience



Tools  
consolidated

### INCIDENTS



MTTR reduced from  
**12hrs. to 2.5hrs.**  
for application SLA for C1



**90**  
Work Groups

60



**100**  
SLA Categories

4

**34,500**  
Global end-users

**400+**  
Analysts



**200**  
Locations



**SSO & MOBILE**  
enabled

HARMAN- Slide



### SUMMITAI Sierra SP1

See the world's technology. Symphony SummitAI's content is exciting. Sierra SP1 is a testimony to that. It's our upcoming version, to be launched in the month of November. Here's what it's all about.

**Analytics Powered Asset Management**

- IT asset lifecycle management
- Asset disposal

**AI Driven Knowledge Intelligence**

- Intelligent content creation
- AI driven content creation
- Intelligent content creation

**Better Control of IT Spendings**

- Intelligent spendings
- Intelligent spendings

**CINDE Boosters**

- Intelligent content creation
- Intelligent content creation

### CINDE - The fast & the curious.

Get up to 50% faster resolutions of service requests.

CINDE (Conversational Intelligence and Decisioning Engine) is an AI Digital Agent. Business users can converse with CINDE using natural language and receive intelligent personalized responses. CINDE uses sophisticated natural language processing technologies to understand the intent of an issue which can be compared to an incident, action request or a query. CINDE understands the context in which the information requested and uses machine learning algorithms to determine the most best course of action. CINDE intelligently resolves the majority of incoming issues automatically, elevates the rest, and enables customer productivity by firing up knowledge workers to focus on high-impact work.

[Read more](#)

### SummitAI HRSM - Enhancing employee experience and productivity in more ways than one.

SummitAI HRSM offers a comprehensive HR solution. With SummitAI HRSM, employees can log all their requests in one place. HRSM also offers a comprehensive HR solution. With SummitAI HRSM, employees can log all their requests in one place. HRSM also offers a comprehensive HR solution. With SummitAI HRSM, employees can log all their requests in one place.

[Click here for demo](#)

### SummitAI Orchestration - leverage 100 use cases from our library, and save time and cost

Automated Service Request Fulfillment

Automated Scheduled Task Execution

Automated Incident Remediation

Hybrid Automation

Zero Touch Automation

Manual/Assisted Execution

[Click here for demo](#)

### How Symphony SummitAI transformed the FCR and CSAT of a leading North American Airport.

[Video](#) | [Case study](#) | [Articles](#)



### SUMMITAI Sierra SP1

See the world's technology. Symphony SummitAI's content is exciting. Sierra SP1 is a testimony to that. It's our upcoming version, to be launched in the month of November. Here's what it's all about.

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[Read more](#)

# PANORAMA NEWSLETTER



MARUTI SUZUKI

SYMPHONY  
SUMMITAI

# MARUTI SUZUKI PUTS ITS PRODUCTIVITY IN TOP GEAR WITH SUMMITAI



Maruti Suzuki India Ltd. is a leading automobile manufacturer in India. It's a workplace for thousands of employees and IT assets ranging from laptops to desktops, servers to applications like ERP, HRMS, CRM. And they play a pivotal role in everyday operations. A lot depends on Maruti's IT ecosystem for empowering their employees to perform tasks without disruption. Maruti wanted a solution which IT team can completely rely on for every-day IT support needs to business-critical functions. It should be intuitive, easy to use, easy to maintain, less resource heavy. And Symphony SummitAI delivered just that.

**Up to 50%**  
Increase in  
Productivity

**On-the-go**  
ITSM  
with Mobile App

**Up to 85%**  
increase in  
CSAT scores

**Real-time**  
assets  
monitoring

## Why Maruti put Symphony SummitAI on their driving seat?

-  **An IT solution that fits like a glove:** SummitAI's out-of-the-box enterprise solution fitted exactly to the requirements of highly process and complex environment Maruti had.
-  **SummitAI topped the industry's evaluation process:** Maruti engaged with industry's leading analyst firms, and SummitAI came top of all the evaluation criteria and rankings.
-  **Comprehensive functionalities and features:** Drag and drop workflows, real-time visibility, codeless automation, single-click dashboards and reports that will help Maruti meet its IT goals.
-  **Integrated suite:** SummitAI offers an integrated suite for IT Service Management (ITSM), IT Asset Management (ITAM) and IT Operations Management (ITOM) processes.
-  **Easy to use & easy to maintain:** Symphony SummitAI's solution is extremely easy to configure and easy to maintain without having major coding and without resource intensive set up.
-  **Intuitive self-service portal:** Intuitive UX and UI, portal with instant access to information, personalization, self help functions help save time of employees.

## SummitAI & Maruti's IT ecosystem – the beginning of a joy ride

### Key Outcomes

**Transforming Employee Experience:** SummitAI was able to transform the employee experience at Maruti Suzuki using the following:

**Intuitive user portal:** SummitAI portal isn't just intuitive, it's a hassle-free solution for customers to find information, request services and know the status of their service requests.

**Mobile app:** Now managers can provide approval and log requests on the go.

**Convenience of integrated portal – IT and HR Services:** IT and HR requests are integrated under one portal which saves employees a lot of time to log into multiple portals to raise requests.

**Higher productivity:** Automating the workflow, faster resolution of service requests, better visibility, the overall productivity shot up by up to 50%.

**Improved CSAT:** Maruti saw a steady increase in CSAT scores after switching to SummitAI. The CSAT scores shot up to 85% based on a recent analysis.

**Complete control of IT Landscape:** Integrating ITSM, ITAM and ITOM under one suite helped Maruti gain full control over their IT landscape.



## Governance, Risk, and Compliance (GRC):

Symphony SummitAI Governance, Risk, and Compliance (GRC) helped transform Maruti's inefficient processes across enterprise into an integrated risk program.

## The SummitAI touch to Maruti:

**Risk management** - Detected, and assessed the likelihood as well as business impact of an event based on data aggregated across enterprise, and responded to critical changes in risk posture.

**Policy and compliance management** - Automated best practice lifecycles, unified compliance processes, and provided assurances around their effectiveness.

**Audit management** - Prioritized audit engagements using risk data and profile information to eliminate recurring audit findings, enhance audit assurance, and optimize resources around internal audits.

**Vendor risk management** - Incorporated a standardized and transparent process to manage the lifecycle for risks assessments, due diligence, and risk response with business partners and vendors.

Rolling out a huge change in the IT ecosystem of a large enterprise always affects its stakeholders, service providers, internal clients and multiple functions (application/infrastructure/GRC). So, to keep all the moving parts into consideration and deliver a successful solution is a herculean task. But we take pride to state that this is exactly what we excel at. The expertise with which we deliver business value to the organisation and its stakeholders help us fortify partnerships and build trust that would last for decades to come.

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Bangalore- 560066.

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# MARUTI CASE STUDY

## BROCHURES



**DRIVE THE CHANGE**

# SUMMITAI

**Unleash Enterprise Productivity**

AI-driven IT and Enterprise Service Management

**Improved service efficiency with live agent transfer** CINDE, via SummitAI Digital Agent can transfer in-hand requests with users and provide information back to the user or submit tickets for the user. However, in case CINDE is not able to serve the user adequately or the user is not satisfied with the service, CINDE can transfer an ongoing user conversation to a human agent, who can continue the conversation from that point onwards.

**Shift left Self-Service & Service Assist** allows users to manage their own issues and enables LL staff and agents to delegate more request cases to LL.

**Shift left Self-Service & Service Assist** allows users to manage their own issues and enables LL staff and agents to delegate more request cases to LL.

**2. Intelligent Asset Management**  
Manage the entire asset lifecycle with end-to-end IT asset management. From sourcing to disposal, increase asset utilization efficiency, reduce maintenance, and optimize asset utilization.

**Optimize asset investment** Predictable service life, longer life span, and better asset management.

**Software compliance** Detect if any compliance with rules, with right, secure better IT software licenses and license governance.

**Higher productivity** Auto-allocate IT resources and better management to reduce major downtimes.

**Activable readiness** Drive better IT service-based readiness to fine-tune the readiness as well as approved and detailed reports.

**3. Intelligent Operations Management**  
Identify, resolve and resolve IT issues before they impact your business services.

**Efficient capacity management** Facilitates resource efficiency and cost savings.

**Operational visibility** Operations Management to provide end-to-end visibility and management of IT.

**Auto resolution** Increase productivity and service availability.

**Comprehensive performance reporting** Enable better decision making with real-time distributed, comprehensive performance reports, and proactive identification of downtime activities.

**Embark on a journey of enhanced productivity.**  
Timeliness, availability, and self-resolution by AI. Reducing the number of tickets, increasing the quality of service, and reducing the cost of ownership.

Summit IT Solutions Pvt. Ltd.  
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Visit: www.symphonysummit.com

**Unleash Enterprise Productivity**  
Modern enterprises are no longer content with just good service. Because in this digital age, they are getting seamless and user-friendly experiences every time they interact with their service providers. Hence, today they expect the service to be self-resolving and self-healing. For any IT organization, their IT service is a service to their employees and customers. This self-healing IT service is the key to providing a great customer experience and reducing IT costs.

Disrupting legacy IT solutions with AI and machine learning, the SummitAI Intelligent IT Management Suite offers a new approach to IT service management. It's not just about the IT service, it's about the entire customer experience. The SummitAI suite offers the best of both worlds: the best of AI-driven IT service management and the best of human IT service management.

**SummitAI: An AI-driven IT and Enterprise Service Management**  
Technology that provides predictive insights, AI-driven IT and Enterprise Service Management. SummitAI offers a new approach to IT service management. It's not just about the IT service, it's about the entire customer experience. The SummitAI suite offers the best of both worlds: the best of AI-driven IT service management and the best of human IT service management.

**SummitAI IT Management Suite**  
Unleash Enterprise Productivity, Transform Service Experience.  
Harnessing the power of AI, SummitAI Integrated IT Management Suite unifies key processes across IT Service Management, IT Asset Management and IT Operations Management in a single easy-to-deploy and easy-to-use solution.

**Up to 45%**  
Better Total Cost of Ownership

**Up to 5%**  
Annual Incremental Revenue

**Up to 20%**  
Annual Saving on IT Help Desk

**Up to 50%**  
Faster Implementations

**Key benefits:**

- Single centralized self-service portal for all service requests:** Ticket Finance Admin, Pool fees, and all the functions across the organization can use a single self-service portal for requests to monitor the status of their requests. Support for operations and tracking of frequency requests. Also, instant box or call for the requests.

**24x7 service desk experience** SummitAI supports a conversational interface that enables users to interact with intelligent agents (chatbots) and digital agents (chatbots) to resolve their issues. This self-service interface is available 24x7, ensuring that users can get help whenever they need it. In case CINDE is not able to resolve the user's request, the user can be escalated to a human agent. CINDE can transfer an ongoing user conversation to a human agent, who can continue the conversation from that point onwards.

**Faster resolution** SumitAI offers AI-driven Knowledge Intelligence (KAI) which can automatically resolve issues and reduce the time to resolve issues.

**Higher enterprise productivity** SummitAI provides a comprehensive view of the entire IT service lifecycle, from sourcing to disposal. This view allows users to optimize asset utilization, reduce maintenance, and improve asset utilization. This view also allows users to optimize asset utilization, reduce maintenance, and improve asset utilization.

**Enhanced agent effectiveness** Operational Intelligence (OI) features provides service agents with intelligent insights into the user's request. This insight allows agents to resolve issues faster and more effectively. This insight also allows agents to resolve issues faster and more effectively.

**Instant issue resolution** The AI-driven IT service management suite offers a new approach to IT service management. It's not just about the IT service, it's about the entire customer experience. The SummitAI suite offers the best of both worlds: the best of AI-driven IT service management and the best of human IT service management.

**Optimized asset utilization** SummitAI Asset Management helps manage the IT asset lifecycle from sourcing to disposal. This view allows users to optimize asset utilization, reduce maintenance, and improve asset utilization. This view also allows users to optimize asset utilization, reduce maintenance, and improve asset utilization.

**Proactive issue resolution** SummitAI Operational Intelligence (OI) features provides service agents with intelligent insights into the user's request. This insight allows agents to resolve issues faster and more effectively. This insight also allows agents to resolve issues faster and more effectively.

**Truly multi-tenants** SummitAI provides a comprehensive view of the entire IT service lifecycle, from sourcing to disposal. This view allows users to optimize asset utilization, reduce maintenance, and improve asset utilization. This view also allows users to optimize asset utilization, reduce maintenance, and improve asset utilization.

**Complete control of the enterprise IT landscape** SummitAI Integrated IT Management Suite is built on a common data and service layer across IT Service Management, IT Asset Management and IT Operations Management, which allows complete control of the enterprise IT landscape. SummitAI is available in SaaS, Cloud as well as on-premise version.

**1. Intelligent Service Management**  
Transfer your end-to-end IT services with SummitAI Service Management suite leveraging AI to help resolve issues faster, reduce costs and increase productivity.

**Self-serve using AI-driven Knowledge Intelligence** Offers the most of AI-driven Knowledge Intelligence, helps to quickly access user in the line of fire.

**Higher productivity** CINDE, Auto-resolution and Operational Intelligence help enhance productivity for both business and IT users.

**Service desk intelligence** Catch, classify, classify and route tickets for faster resolution.

**Increased operational efficiency** Auto-resolution and Operational Intelligence lead to reduced workload and faster issue resolution.

**DRIVE THE CHANGE**



**BE THE CHANGE**  
**GAIN INTELLIGENT CONTROL OF EVENTS & ALERTS FROM NETWORK & INFRASTRUCTURE**

THE SUMMITAI OPERATIONS MANAGER IS HERE TO HELP

Today's IT environment consists of multi-tiered infrastructure and applications that need to be up and running constantly to support critical business services. All these IT assets generate myriad of exceptions and information events all the time.

It is likely that your organization has deployed multiple monitoring solutions that track the performance and availability of these infrastructure components. Those monitoring systems are also generating their own events for failure or performance alerts.

Taken all together, this deluge of events and alerts are likely to flood your IT and ITSM resources' queues. In this situation, knowing which event to respond to first is a challenge. Consequently, there is every possibility that a highly critical event somehow gets overlooked, in short, you are suffering from event overload!

SummitAI Operations Management solution, tightly coupled with the industry leading SummitAI IT Service Management solution, can help you take back control of your IT infrastructure.

**MONITOR**

**Capture events from critical IT assets within the organization**

SummitAI IT Operations Manager uses the Monitor or Monitor connect. You can either utilize your own infrastructure and application monitoring solution (such as SolarWinds SCOM, Nagios, or you can use Summit's built-in Network and Events monitoring system, capturing events directly from infrastructure elements such as databases, servers, network devices and application software. Supported protocols include SNMP Syslog and Windows events. Summit proxies will forward all events to the central console, that will normalize your events and alerts and store it for processing.

**REDUCE NOISE**

**Prioritize alerts based on asset and events priority**

SummitAI IT Ops Events Correlation utilizes a well-developed correlation and events suppression mechanism, inline with the events and alerts stream, that reduces unnecessary noise by as much as 80-90%, thus leaving you with only those events that need your immediate attention. SummitAI utilizes Asset priority information and Service Mapping information stored in the Summit Service Management Configuration Management Database, in order to intelligently prioritize events that are business critical.



**INVESTIGATE**

**Perform Root Cause Analysis with up-to-date and pointed AI-driven contextual information**

SummitAI IT Operations Management integrates seamlessly with SummitAI Incident and Problem Management modules. CINDI, the deciding engine in SummitAI can quickly find and relate events and alerts in service dependent infrastructure via the Incident, under investigation and prevent the information in a comprehensive manner to the Analyst. Armed with contextually laid out information, you can quickly pinpoint the root cause of these critical incidents and initiate remedial actions. In this aspect, close coordination of the IT Operations Management solution with SummitAI's Problem and Change Management modules, help in smoothly tracking these processes to closure, in an integrated, controlled, ITIL compliant manner.



**INTELLIGENT REMEDIATION AND CLOSE LOOP**

**Invoke remediation orchestration automatically**

Once the root cause is identified, you need to move quickly to remediate the situation. Here SummitAI provides Orchestration libraries that can be paired with pre-tested and pre-validated configuration changes scripts, that can safely bring an incident to closure. SummitAI can identify the IT orchestrations that need to be invoked based on historic incident lineage, and, if configured, can invoke such remedial orchestrations automatically.

Meanwhile, IT Operations Manager, continues to monitor the alerts related to the incident. Once it determines that the alert is rectified, SummitAI automatically resolves the corresponding incident, and also initiates any downstream jobs about its status.

SummitAI also brings comprehensive reporting capabilities that help you measure important operational metrics across your organizational infrastructure and responding teams, and optimize on resourcing and risk.

**IT OPERATION MONITORING SYSTEM DETAILS**

**SYSTEMS SUPPORTED**

- Server**
  - Windows - 100 Plus performance metrics
  - Non-Windows - Most noteworthy servers including AIX, Solaris, HP-UX, Linux (RHEL, CentOS, Ubuntu, Fedora, openSUSE, etc.)
  - Health monitoring
- Application & Database**
  - Active Directory, Exchange, IIS
  - ASP.NET
  - Apache/Tomcat
  - Claris XonApp
  - And XenDesktop
- Database**
  - MS SQL Server, Oracle
  - PostgreSQL, MySQL, IBM DB2
- Virtualization**
  - VMWare
  - HyperV
- Storage**
  - Supports multi-vendor performance and capacity monitoring for Storage
- Cloud**
  - Azure VM, App Service, App Service
  - AWS - EC2, FMS, RDS, S3
- Monitoring system integration**
  - SolarWinds

**NETWORK, SECURITY DEVICES, AND LINK MONITORING DETAILS**

- Supports SNMP v1, v2c, v3**
- Performance and Health**
  - Monitors CPU, Memory for Network and Security Devices
  - Customize SNMP monitoring for devices by loading MIBs/OID to Summit
- Bandwidth**
  - Discovers and Monitor Link and Interfaces (Bandwidth In/Out, Errors, etc.)
  - Topology map from the information captured from Infra like CDP interface details, Interfaces, DxD1 Bridge and Net2Media
- IPSLA**
  - Monitors Round trip time, Jitter, Loss, Packet Loss, Voice Score, MOS, Voice Score, CPU
- Netflow/ sFlow**

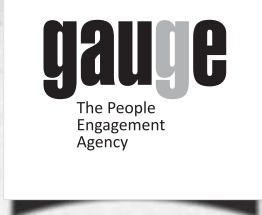
Get in touch with us to bring a change with Symphony SummitAI.

SUMMITAI Software Inc.  
4 Main St, Suite 100, Los Altos,  
CA 94022, USA

Call: 866.209.2066 (Toll Free)  
Email: summit@symphonysummit.com  
Web: www.symphonysummit.com

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**IT OPERATIONS MANAGEMENT**



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**BE THE CHANGE**  
**SUMMITAI**  
**ASSET MANAGEMENT**

A complete hardware and software asset management solution

### IT ASSET MANAGEMENT

Asset lifecycle management provides a complete IT asset lifecycle solution, from procurement and deployment through to disposal. It covers the range of software assets, from desktop software and cloud-based applications to mobile devices. To meet your compliance needs and the ability to depend on audit and reporting, our solution provides you with a full range of reports and dashboards.

Following the hardware and software lifecycle, our cloud-based capabilities and utilization tracking become handy, accessible, and secure. Virtualized and cloud-based software and mobile devices can be managed and tracked. Our solution provides you with a complete IT asset lifecycle solution.

SALIENT FEATURES	
<b>IT ASSET DISCOVERY</b>	• Discover, identify, and report on assets
<b>SOFTWARE ASSET MANAGEMENT</b>	• License management • Software inventory • Software usage and reporting
<b>PROVISIONING AND DEPLOYMENT</b>	• Provisioning and deployment of software • Software deployment and reporting
<b>UTILIZATION CAPABILITY</b>	• Utilization reporting • Software usage and reporting

### Asset Lifecycle

**SummitAI IT Asset Lifecycle Management**

It provides a complete solution for IT asset lifecycle management, from discovery and reporting through to disposal and reporting. Our solution provides you with a complete IT asset lifecycle solution.

### SummitAI Hardware and Software Asset Management

**KEY FEATURES**

SummitAI Asset Management and Asset Lifecycle Management are full-fledged solutions that provide you with a complete IT asset lifecycle solution. Our solution provides you with a complete IT asset lifecycle solution.

- Discovery – An integrated discovery and reporting solution.
- Software Product Library – Comprehensive library of software products for tracking and reporting.
- Normalization – Ability to normalize disparate software assets data for consistent reporting.
- Update your software catalog with discovery information – Keep your software catalog up-to-date with discovery information.
- Cloud enabled – SummitAI, Cloud Asset Lifecycle Management, Asset Lifecycle Management.
- Access – A rich, conversational interface and user-friendly dashboard to view management and reporting information.
- RFID/Barcode-based automated tracking – Implemented for both on-premise and cloud-based environments.

### Software Governance & Compliance

SummitAI provides a complete solution for software governance and compliance. Our solution provides you with a complete IT asset lifecycle solution.

- Track utilization of software, hardware accessories and consumables – SummitAI provides a central and unified view of software and hardware utilization.
- Endpoint configuration, automation and application control for differentiators – Our solution provides you with a complete IT asset lifecycle solution.
- Patch Management – Fully integrated for software asset management and endpoint management, our solution provides you with a complete IT asset lifecycle solution.
- Resource Discoveries – Fully integrated for software asset management and endpoint management, our solution provides you with a complete IT asset lifecycle solution.
- Hardware Lifecycle Store and Fleet, IMAC concepts – Fully integrated for software asset management and endpoint management, our solution provides you with a complete IT asset lifecycle solution.
- Software usage optimization (AVI) in cloud – Fully integrated for software asset management and endpoint management, our solution provides you with a complete IT asset lifecycle solution.
- Complex License Management – Fully integrated for software asset management and endpoint management, our solution provides you with a complete IT asset lifecycle solution.
- Integration with SummitAI CMDB – Fully integrated for software asset management and endpoint management, our solution provides you with a complete IT asset lifecycle solution.
- Vendor Contract Management and improved warranty recovery – Fully integrated for software asset management and endpoint management, our solution provides you with a complete IT asset lifecycle solution.
- Integration with SCIM – Fully integrated for software asset management and endpoint management, our solution provides you with a complete IT asset lifecycle solution.

Make the most of your IT investment

SummitAI IT Asset Lifecycle Management provides you with a complete IT asset lifecycle solution. Our solution provides you with a complete IT asset lifecycle solution.

Get in touch with us to bring a change with Symphony SummitAI.



**SYMPHONY**  
**SUMMITAI**

SummitAI Software Inc.  
4 Main St Suite 100, Los Angeles, CA 90012, USA

Contact: 001-213-682-2567 (Toll Free)  
Email: sales@summitai.com  
Website: www.summitai.com

**IT ASSET MANAGEMENT**

# INTERNAL BRANDING



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**GET WIRED FOR -**

1. ON-THE-GO APPROVALS
2. RAISE TICKETS THROUGH MOBILE, LAPTOP AND TABLET
3. TRACK SERVICE REQUESTS

**LOG IN TO PROPEL PRODUCTIVITY**

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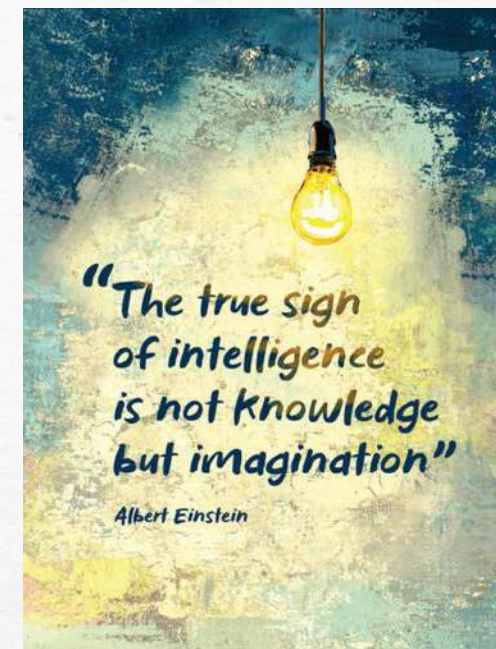
**GET WIRED FOR -**

1. ON-THE-GO APPROVALS
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**LOG IN TO PROPEL PRODUCTIVITY**

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Gartner  
Peer Insights  
customers' choice  
2018

The most preferred ITSM brand with 89% rating

Peer insights from the platform of experts in the ITSM industry and related IT services, based on the Gartner Peer Insights analysis for help desk systems. The peer insights from the platform of experts in the ITSM industry and related IT services, based on the Gartner Peer Insights analysis for help desk systems. The peer insights from the platform of experts in the ITSM industry and related IT services, based on the Gartner Peer Insights analysis for help desk systems.

Booth panel

The Most Preferred ITSM Brand With 89% Rating Says Gartner Peer Insights Customers' Choice 2018

	Symphony Summit	BMC	ServiceNow	Cherwell
Overall Peer Rating	★★★★★ 4.7	★★★★☆ 3.9	★★★★☆ 4.2	★★★★☆ 4.2%
Willingness to recommend	Yes : 89%	Yes : 58%	Yes : 73%	Yes : 70%
Product Capabilities	4.7%	4.1%	4.4%	4.4%
Evaluation & Contracting	4.7%	3.9%	4%	4.2%
Pricing Flexibility	4.7%	3.9%	3.6%	4.2%
Integration & Deployment	4.7%	3.9%	4.1%	4%
Ease of Deployment	4.7%	3.8%	4%	4.1%
Service and Support	4.7%	4%	4.2%	4.1%

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Tuesday, Feb 19,  
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The most preferred ITSM brand with 89% rating

Peer Insights is an online platform of ratings and reviews of IT software and services that are written and read by IT professionals and technology decision makers. The goal is to help IT leaders make more insightful purchase decisions and help technology providers improve their products by receiving objective, unbiased feedback from their customers. Gartner Peer Insights includes more than 70,000 verified reviews in more than 200 markets. For more information, please visit [www.gartner.com/reviews/home](http://www.gartner.com/reviews/home).

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\*as of 5 March 2019

Booth panels

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The Most Preferred ITSM Brand with 89% Rating

**BE THE CHANGE**



Peer Insights is an online platform of ratings and reviews of IT software and services that are written and read by IT professionals and technology decision makers. The goal is to help IT leaders make more insightful purchase decisions and help technology providers improve their products by receiving objective, unbiased feedback from their customers. Gartner Peer Insights includes more than 70,000 verified reviews in more than 200 markets. For more information, please visit [www.gartner.com/reviews/home](http://www.gartner.com/reviews/home).

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\*as of 5 March 2019

Standee

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**IN THIS DIGITAL ERA,  
FIRE UP ALL YOUR  
PRODUCTIVITY  
ENGINES.**

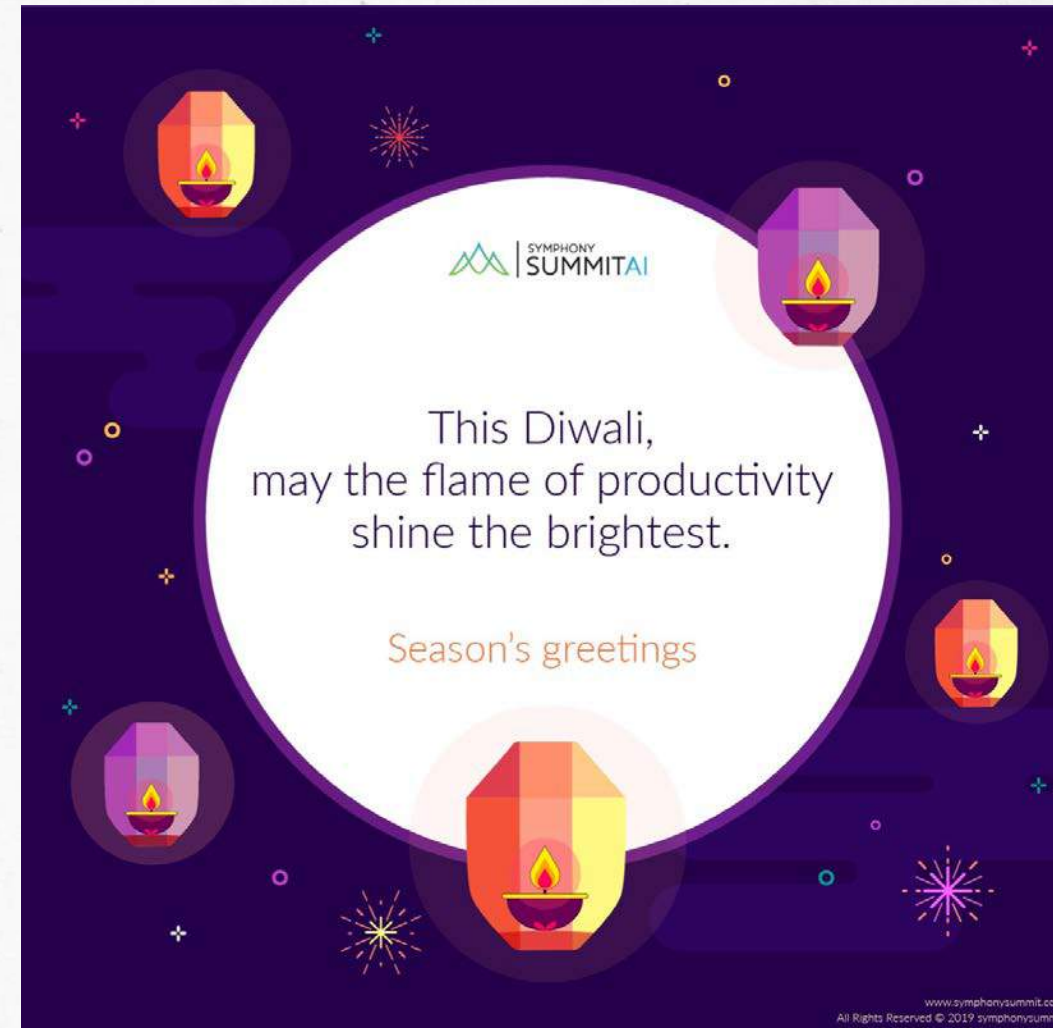
- Service Management
- Asset Management
- Availability Management
- Project Management

**Gartner 2015  
Cool Vendor**

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Regards,  
<Name>

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**Gartner peerinsights customers' choice 2018**

**SYMPHONY  
SUMMIT AI**

## SYMPHONY SUMMIT IS THE REASON WHY GREATER TORONTO AIRPORT AUTHORITY IS ON CLOUD 9.

Canada's largest and North America's second largest international passenger airport has a reputation to maintain. So, when it comes to IT management, it can't afford to take any chances. Which is why, they place their trust on Symphony Summit, the most recommended ITSM brand. GTAA is glad to have Symphony Summit as a wind beneath their wings. Here's why -

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<p> <b>Intuitive UX</b></p> <p>Service Desk screen reduced call wait time by 10%.</p>	<p> <b>Better CSAT</b></p> <p>CSAT improved to 96.5% from 92%</p>

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## WHAT IS BETTER THAN WINNING THE CIO CHOICE 2018 AWARD? WINNING IT AGAIN IN 2019.

Yes, we have done it again. We, Symphony Summit, have been recognized as the CIO CHOICE 2019 in the IT Operations Management category. The CIO CHOICE Award is a special vendor recognition award that goes out to ICT brands that top the CIO's and decision makers' preference list. What makes this recognition even more significant is the fact that it's the 'Voice of the Customer - the CIO Verdict'.

Thank you for choosing us. We will ensure that your trust in us only grows and reaches greater heights as we will continue to exceed your expectations through our products.

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## WHAT SERVICE AND SUPPORT MANAGERS SHOULD KNOW ABOUT AI



An exclusive webinar on AI and its impact on ITSM

If you're a Service & Support Manager, Supervisor or an ITSM professionals responsible for workflows and processes, then the benefits you can reap from this webinar is immense. Here, industry's top analysts and experts will throw light on how AI is being integrated into service management software, and how it will impact service management in the near future. Not just that, there will be a panel discussion followed by Q&A for the attendees.

### What to expect in this webinar?

- What AI is and is not
- How AI is being built into service management tools
- How next-generation tools will affect the day-to-day operations of service and support

### Speakers



Stephen Mann,  
ITSM tools

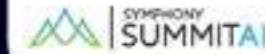


Dr. Akhil Sahai,  
Symphony SummitAI



Roy Atkinson,  
HDI

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- Mr. Turbo, hates mundane procedures in IT resource allocation
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- Ms. Wanderer, extremely disciplined, adheres to end point compliance
- Ms. Speedy, dislikes downtime, loves low MTR
- Mr. Bot, loves talking to digi-bots, dislikes excessive phone calls and emails

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