

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

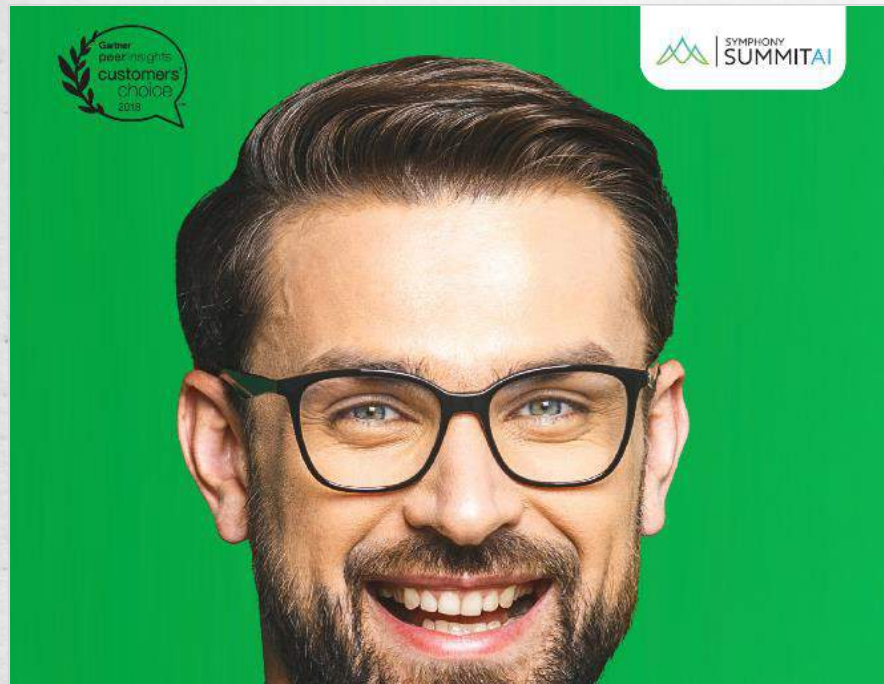
Through brand audit identified the need gap, gained key insights on Target Audience, creating brand campaigns at organisational level and persona based targeted campaigns at audience level at multiple touch points.

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 read 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 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/peerinsights. Gartner Peer Insights Customers' Choice is based on the subjective opinions of individual end-user 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.

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Category	Star Rating	Willingness to Recommend	Willingness to Recommend
Product Capabilities	4.7*	89%	89%
Integration & Deployment	4.7*	89%	89%
Service & Support	4.7*	89%	89%

[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
EHC Software: 4.3* 58% Yes

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

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

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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](#)

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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.

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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](#)

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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](#)

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MSP Targeted- ServiceNow Attack Campaign

Guess who has an
ITSM tool worth
recommending?

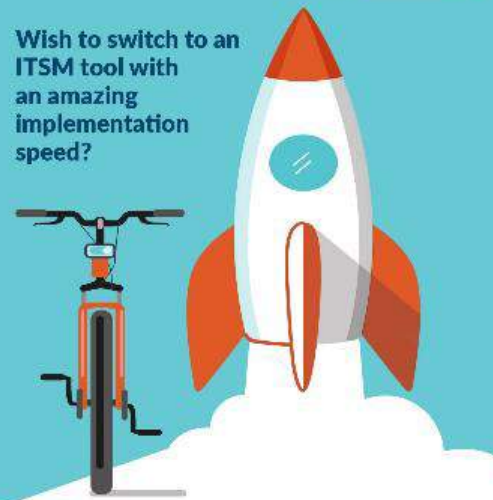


89% of the SummitAI's user are willing to recommend it.

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**

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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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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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 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

Wish to do more with less? 	Put your faith SummitAI less in ServiceNow. 	  SummitAI is the best alternative to ServiceNow. SWITCH TO SUMMITAI
--	---	--

Symphony SummitAI is the best alternative to ServiceNow. 	  Get up to 45% better TCO. SWITCH TO SUMMITAI
---	---

Want Customer Stickiness? 	Stick with SummitAI over ServiceNow. 	  Get 50% faster resolution. SWITCH TO SUMMITAI
---	--	---

**Programmatic Banners -
MSP Persona Targeted**



**Discover ease
of doing business.**

**Symphony
SummitAI is
easier to work with
than ServiceNow.**



[SWITCH TO SUMMITAI](#)



**Want to give
your customers
1.5 times more
savings?**

**Get greater
savings with
SummitAI instead
of ServiceNow.**



Do ROI comparison.

[CLICK TO COMPARE](#)

Programmatic Banners- MSP Persona Targeted

LANDING PAGES

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

THE SOUND OF SUCCESS.

SYMPHONY SUMMITAI OFFERS THE BEST OF BOTH WORLDS. 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-driven solution of SummitAI, you can change your productivity and enter a multiple realm. So, if you really need finding a really change in your productivity, find out the BMC Remedy and...

A MODERN NEXT GENERATION AI-DRIVEN PRODUCT.

SummitAI is an AI-driven IT management suite that provides a modern user experience to our customers and users converse with our digital agent CINCE in natural language using multiple channels like MS Teams, Slack, Skype for Business, Jabber and WeChat. CINCE resolves up to 20% of tickets in real time and the resolution of service requests on the first contact. These capabilities put SummitAI in a position of dominance 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 holding your enterprise's productivity back. At this juncture, you need a solution that's more agile and effective than BMC's remedy. And that's exactly what SummitAI offers.

In ITSM industry, you are at goal as your customer's feedback. Therefore, when you switch to SummitAI, you switch to a IT Management Solution that offers solutions 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 BMC's, it's only 5.0%. Peer Rating - 3.9 (Source: Gartner)

4 REASONS WHY YOU'LL DITCH 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 offers a robust support system that includes a dedicated support team and a comprehensive knowledge base. This ensures that users can quickly resolve issues and get back to work.

The Wealth of Time At least 50% lower Implementation Time

SummitAI offers a streamlined implementation process that includes a dedicated implementation team and a comprehensive knowledge base. This ensures that users can quickly resolve issues and get back to work.

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

SYMPHONY SUMMITAI		BMC REMEDY
Centralized ITSM solution across various channels (Email, Chat, Voice, etc.)	Single Integrated Platform	Centralized multiple products across multiple channels (Email, Chat, Voice, etc.)
Self-service portal for users to manage their own tickets and requests	Codeless Configuration	Self-service portal for users to manage their own tickets and requests
Real-time monitoring and alerting capabilities	Operational Intelligence	Real-time monitoring and alerting capabilities
Advanced analytics and reporting capabilities	Analytics	Advanced analytics and reporting capabilities
Integration with various third-party applications	Advanced SLA Management	Integration with various third-party applications

Switch to SummitAI

BMC COMPETITIVE ATTACK






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 platform for peer review and advice on IT products and services. It is a leading source of information for IT professionals, providing a comprehensive view of the market. This peer perspective, combined with the individual decisions of customers, is a key factor in the selection of ITSM products. The platform also provides a wealth of information on the performance of various ITSM products, including their strengths and weaknesses. This information is invaluable for IT professionals looking to make informed decisions about their ITSM investments.

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SYMPHONY SUMMITAI IS AHEAD OF THE COMPETITION IN ALL THE DEPARTMENTS

	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%

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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%

Our customers have revealed that Symphony SummitAI is rated by the peers of the peers. That's not even close. The reason why we lead in the ITSM arena.

[Click here to read](#)



GARTNER PEER INSIGHTS LP

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DRIVE THE CHANGE

SUMMIT AI

Unleash Enterprise Productivity

AI-driven IT and Enterprise Service Management

Unleash Enterprise Productivity

Modern consumers are no longer content with just good service. Because in this digital age, they are getting smarter 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 experiences 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
Savoy Precision, Canada's largest and most successful steel fabricator, has chosen Summit AI to get an edge in customer satisfaction and to significantly automate IT operations.

Glen McGinnis
Haworth Technologies, a leading provider of IT services, has chosen Summit AI to get an edge in customer satisfaction and to significantly automate IT operations.

Glen McGinnis
Haworth Technologies, a leading provider of IT services, has chosen Summit AI to get an edge in customer satisfaction and to significantly automate IT operations.

Summit AI: An AI-driven IT and Enterprise Service Management

Technology that improves 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. CHOC (Conversational Interface and Decisioning Engine) uses natural language and responds with intelligent personal and 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 unifies 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 service with SUMMIT's Intelligent Service Management while leveraging AI to help resolve issues faster, reduce costs and increase productivity.

Intelligent Operations Management

Identify, isolate and resolve IT issues before they impact your 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

Transform your way of work, and it is being powered by AI. By taking the lead in shaping the future, IT will be a catalyst for being innovative and agile. Get in touch with us to know more about Summit AI.

[Download the data sheet](#)

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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.

PRIZES TO
BE WON EVERY
WEEK BY LOT!



THIS WEEK'S
WINNERS

IT COULD
BE YOU



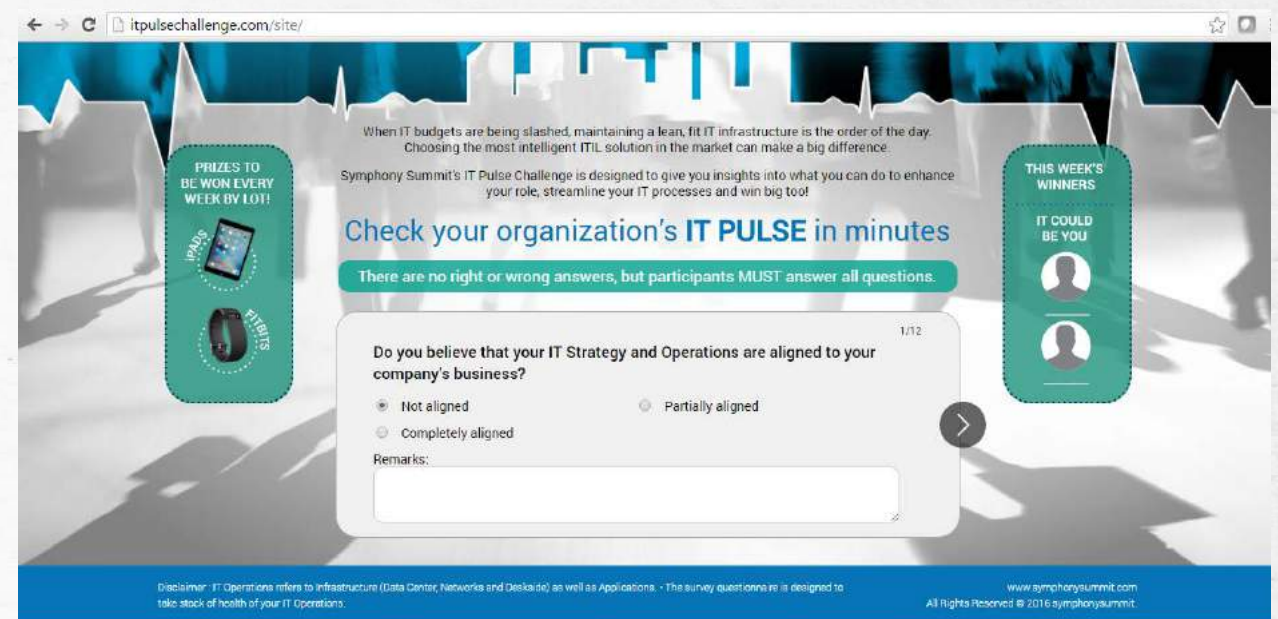
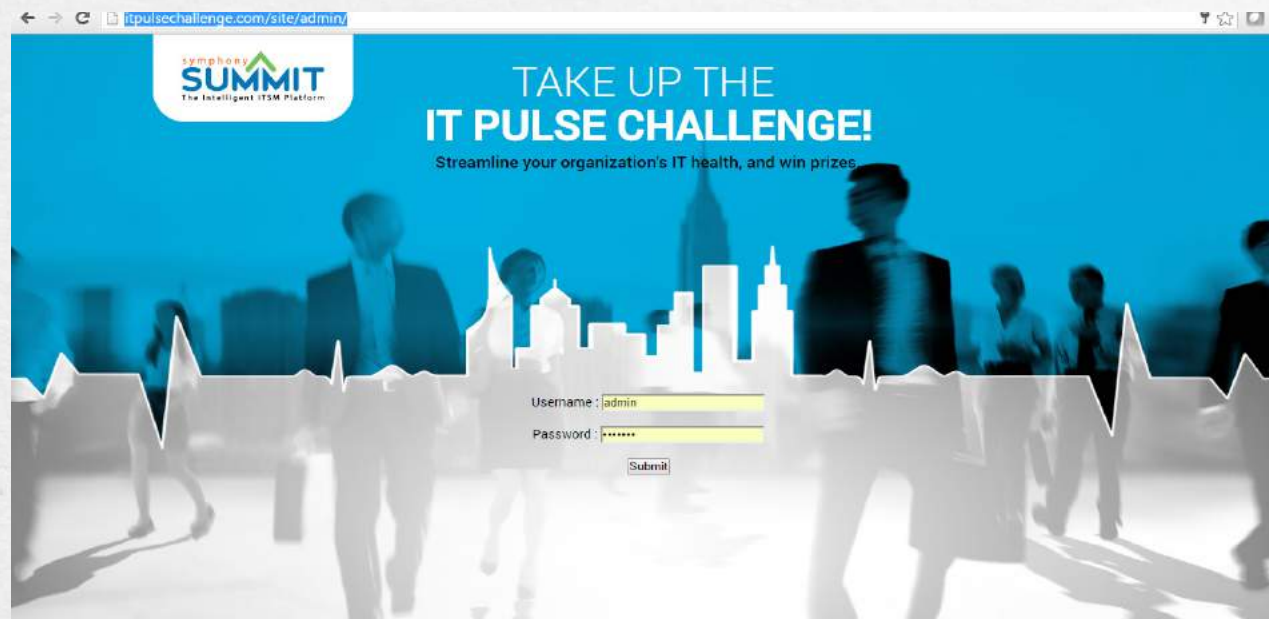
1/12

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

☒ Not aligned ☐ Partially aligned ☐ Completely aligned

Remarks:

IT Pulse Challenge – Audience Engagement Landing Page



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

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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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, JMBaxi 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

T&C Apply

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



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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

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

Call us on: (866) 209-2066 (Toll Free)
Write to us at: summit@symphonysummit.com
Visit us at: www.symphonysummit.com

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

GTAA CASE STUDY- Front Back



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01

[illegible][illegible][illegible][illegible]

 | SYMPHONY
SUMMIT AI

To know how you can use AI to embark on a journey of enhanced productivity with Symphony Summit AI, [visit aigc.org/symphony](https://aigc.org/symphony).

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Los Altos, CA 94022, USA

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 <https://www.linkedin.com/company/symphony-summit>

 <https://twitter.com/symphonysummit>

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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 PANORAMA

A comprehensive view on the latest updates in SummitAI.

SUMMITAI Sierra SP1

Join the world technology, Symphony SummitAI is confident to making, 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 and asset performance
- Capacity prediction

AI Driven Knowledge Intelligence

- Proactive hardware and software
- Automated software updates
- AI driven operational needs, powered by Symantec DLP
- Issue resolution with context and configuration and policy intelligence

Better Control of IT Landscapes

- Interconnectivity of IT endpoints with integrated endpoints
- Integration with legacy

CMDB Boosters

- Improved service efficiency with the support toolset
- Self service knowledge portal
- Issue free self service

CINDE – The fast & the curious.

Get up to 50% faster resolutions of service requests.

CINDE (Conversational Interface and Deciding Engine) is an AI Digital Agent. Business users can converse with CINDE using natural language and receive real-time personalized responses. CINDE uses sophisticated natural language processing technologies to understand the intent of an issue which can be compared to an incident, service request or a query. CINDE understands the context in which the incident occurred and uses machine learning algorithms to determine the next best course of action. CINDE intelligently resolves the majority of incoming issues automatically, streamlines workflow, and reduces response productivity by feeding up knowledge solutions to focus on high impact work.

[Read more](#)

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

SummitAI HRSM offers solutions to transforming employee experience with its simple yet intuitive interface. With SummitAI HRSM, employees can log all user requests via web app, mobile app or CINDE. The system will support all announcements, leave requests, benefits and wellness. SummitAI HRSM also offers seamless integration of making the details of employee requests. The HR system is linked to HR of the company and can be connected with HR Product for HR in India.

[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 PANORAMA

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[Read more](#)

PANORAMA NEWSLETTER



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.

Summit IT Solutions Pvt. Ltd.
Tower - 3, 5th Floor, SJR,
1 Park Whitefield, K. R. Puram Hobli,
Bangalore- 560066.

Call: (866) 209-2066 (Toll Free)
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MARUTI CASE STUDY

BROCHURES

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 a 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 events 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 of Monitor concept. 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 presents 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. Hence, 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 informs any downstream tools 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 resource 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 • Citrix XenApp And XenDesktop

Database

MS SQL Server, Oracle • PostgreSQL, MySQL, IBM DB2

Virtualization

VMWare • Hyper-V

Storage

Supports multi-vendor performance and capacity monitoring for Storage

Cloud

Azure VM, App Service, App Service • AWS - EC2, F1, 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, DXI Bridge and Net2Media

IPSLA

Monitors Round trip time, Jitter, Delay, Packet Loss, Voice Score, MOS, Voice Score (CDP)

Netflow/sFlow

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

SUMMITAI Software Inc.,
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CA 94022, USA

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Email: summit@symphonygauge.com
Web: www.symphonygauge.com

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IT OPERATIONS MANAGEMENT

INTERNAL BRANDING




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Indus towers campaign

If your
code isn't
simplifying
things,
start
afresh



Technology
is most
powerful
when it
empowers
everyone



"Coming together
is a beginning.
Keeping together
is progress.
Working together
is success."

Henry Ford



**TOYOTA
ACCELERATES
TO ASSEMBLING
A CAR IN
6 MINUTES,
WITH SUMMIT**

SUMMIT



Delivering productivity to 7 million people every day.

"The true sign
of intelligence
is not knowledge
but imagination"

Albert Einstein



Internal –
Motivational
Posters

EVENT COLLATERALS



GARTNER SYMPOSIUM

Booth panel

T-shirt design

Is your organization
ready for ITIL4?

**Sign up for
FREE assessment
at SummitAI booth**

The SummitAI logo is located in the top right corner. It features a stylized 'S' icon composed of three green and blue geometric shapes, followed by the text 'SummitAI' in a sans-serif font, with 'Summit' in black and 'AI' in blue.



Attend Symphony SummitAI Session and you can win **Amazon Alexa and Amazon Gift Vouchers of \$100 & \$50**

Topic : Separating Hype From Reality
How AI-Driven ITSM Solution Delivered Results
For A Global Leader In Connected Car Technology

**Tuesday, Feb 19,
11:45 AM - 12:45 PM**



*Conditions Apply

www.symphonysummit.com

SUMMITAI
Unleash Productivity

AI-driven ITSM | Digital Agent | Knowledge Driven Intelligence

BE THE CHANGE

Gartner peer insights customers' choice 2018
The most preferred ITSM brand with 89% rating

CSI CHOICE 2019

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.

Symphony Summit has been named a November 2018 Customer's Choice for IT Service Management Tools (ITSM) Software. The GARTNER PEER INSIGHTS CUSTOMERS' CHOICE badge is a trademark and service mark of Gartner, Inc. and/or its affiliates, and is used herein with permission. All rights reserved. Gartner Peer Insights Customer's Choice constitutes the subjective opinions of individual end user reviews, ratings, and data supplied against a documented methodology; they neither represent the views of our constituents an endorsement by Gartner or its affiliates. <https://www.gartner.com/reviews/customers-choice/it-service-management-tools>.

*as of 5 March 2019

Booth panels

www.symphonysummit.com

SUMMITAI

Why do leading automobile manufacturers rely on Symphony SummitAI to accelerate their IT Management?

What is the score that attracts famed universities to Symphony SummitAI?

Up to 45% Better Total Cost of Ownership | Up to 20% Annual Saving on IT Help Desk | Up to 5% Annual Incremental Revenue | Up to 50% Faster Implementations

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www.symphonysummit.com

SUMMITAI

Why do the top banks, financial and insurance services count upon Symphony SummitAI?

Did you know that renowned Healthcare organizations turn to Symphony SummitAI?

Up to 45% Better Total Cost of Ownership | Up to 20% Annual Saving on IT Help Desk | Up to 5% Annual Incremental Revenue | Up to 50% Faster Implementations

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SUMMITAI
Unleash Productivity

The Most Preferred ITSM Brand with 89% Rating

Gartner peer insights customers' choice 2018

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.

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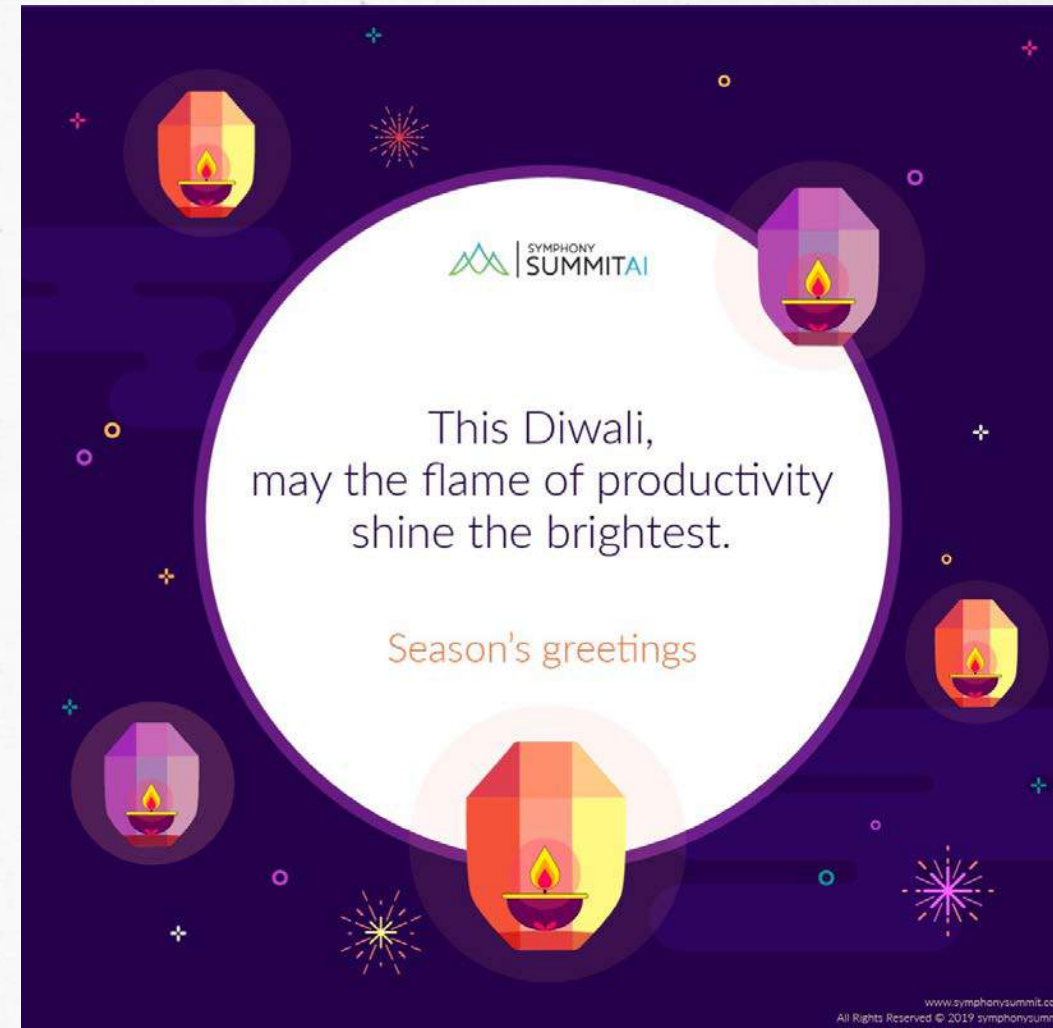
*as of 5 March 2019

Standee

ET DIGITECH EVENT



EDMs



SEASONS GREETINGS





YOUR HELP IN IMPROVING OUR SERVICES WILL HELP IN IMPROVING LIVES

"Hi <Name>,

I need your help. My company, Symphony Summit, has built the next generation of IT Service Management solutions, driven by Artificial Intelligence. As we enter the US market, we're looking for experienced IT Service Management professionals to help us validate our solution and roadmap. That's where you come in... If you are willing to spend just 45 minutes with us to provide candid feedback on our solutions and our approach, we will donate \$100 in your name to one of the several charities in the US. Choose your preferred charity [here](#).

If interested, please respond to this note, and I will connect directly to set up a convenient time. The help of professionals like you is really important to us, and we appreciate it, as does the charity you choose to support.

Regards,
<Name>

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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 -



Passenger Safety

Automated rule-based workflow increased safety and reliability.



Improved Delivery Efficiency

FCR and MTTR improved to 81% and 1.39 hrs, respectively.



Intuitive UX

Service Desk screen reduced call wait time by 10%.



Better CSAT

CSAT improved to 96.5% from 92%



CINDE | [Machine Learning](#) | [Auto-resolve](#) | [Self-Manage](#)
Intelligent Asset Management | Intelligent Service Management | Intelligent Availability Management

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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

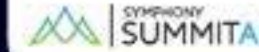


Dr. Akhil Sahai,
Symphony SummitAI



Roy Atkinson,
HDI

WATCH WEBINAR



WANT TO KNOW HOW
A DIGITAL AGENT CAN
HELP IN PROVIDING
27X7 SERVICE SUPPORT
FOR BETTER CUSTOMER
EXPERIENCE?

The global leader in connected car technology and lifestyle audio innovations delivered unmatched customer experience with a Digital Agent support.

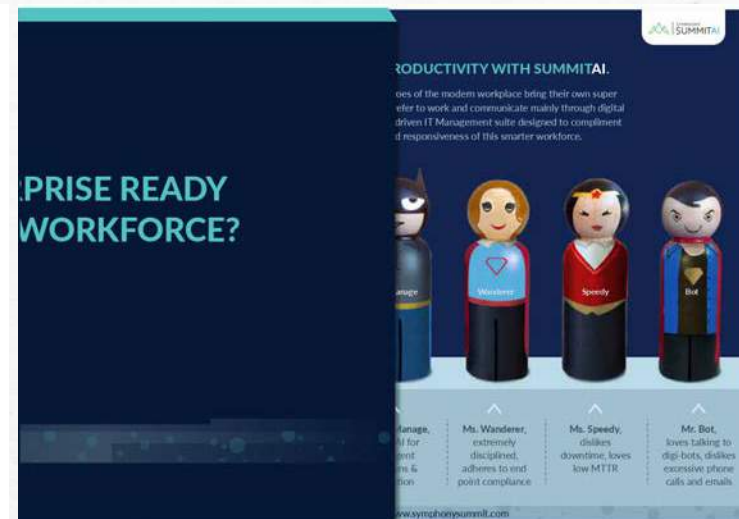
While IT environments may be complex, supporting them doesn't have to be. SummitAI supports a conversational interface so that business users can interact using natural language through webchat, MS Teams, Slack and Jabber and get an intelligent response through machine learning. Business users receive intelligent personalized responses and can track progress with the help of CINDE (Conversational Insights and Decision Engine), an AI powered digital agent. CINDE understands the context in which a user's intent is expressed and uses machine reasoning to determine the next best course of action. So that you are never without IT support day in and day out.

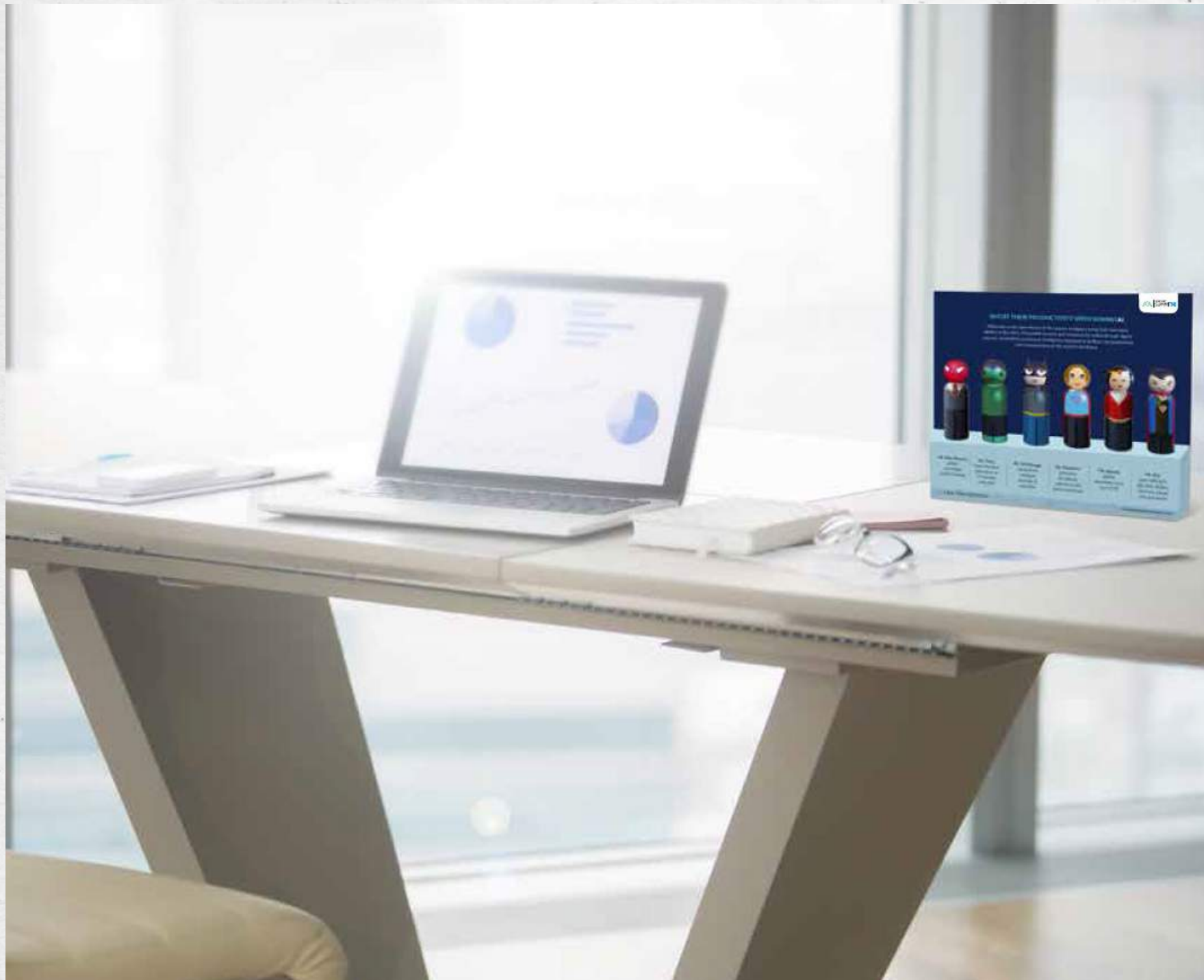
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