

EMA Vendor to Watch: Symphony Summit

The Company and Value Proposition

With the innovation of a startup and the robust track record of a leader in its market, Symphony Summit is bringing its AI-assisted IT management platform to North America. Privately held and backed by the \$1 billion SymphonyAI Group, Symphony Summit has established a string of successes in the India and southeast Asia markets, fielding logos such as KPMG, Deloitte, PWC, Toyota, ABB, Hindustan Coca-Cola, Volvo Eicher, Jet Airways, and Harman among its cross-industry user base.

The SummitAI Management Suite is a cloud-based ITIL 2011 certified solution that unifies ITSM, IT asset management, and availability in one integrated, easy-to-use platform. SummitAI uses predictive analytics, machine/deep learning, natural language processing (NLP), and speech recognition, as well as innovations from its AI research.

Although the products are available individually, when used in concert, they leverage intelligent automation capabilities across enterprise boundaries for pronounced gains in productivity, reduction in complexity and cost, speed of resolution, and excellence in service to business and IT customers alike. Facing the North American market reality of long-term agreements with established vendors, Symphony Summit can also bring its AI capabilities to existing ITSM solutions.

The company is betting the farm on AI-enabled ITSM, but it is counting on its ease of implementation and fast time to value credentials to open doors as well. Its arsenal of codeless configuration options slashes the need for customization and the time for implementation. With professional services typically measuring in weeks, not months, implementation teams include a project manager, ITSM consultant, and engineer working with the customer's IT professionals in a cost-effective hybrid of onsite and remote interaction.

Implementation speed, time to value, and results are recurrent themes in customer testimonials. A good example is the Greater Toronto Airport Authority, which replaced an established service desk solution in six weeks from the start to going live. Calling it "the best ITSM implementation ever," a spokesperson for the authority cites a 96.5 percent CSAT score, reductions in mean time to repair, and a metric of success that is unique to the airport: the permanent removal of all "Out of Order" signs from all kiosks.

EMA Perspective

Symphony Summit is entering a market that is rich with high-profile competitors and innovators, as well as a mature base of ITSM installations and users. Targeting organizations with 2,500-50,000 employees, the company will find itself head to head with the leaders in this space, if it is successful. Armed only with a strong product and value story, lack of name recognition will initially challenge the company to get the hearing it deserves.

As ITSM increasingly serves as a hub of innovation for the enterprise and IT, organizations require automation and productivity powered by AI and predictive analytics. Summit AI makes intelligent automation practical, accessible, and cost-effective on a platform that can continue to consume innovation on an ongoing basis. From real-time dashboards that feature meaningful business metrics, to gamification and natural language exchanges through chat and voice interfaces, Summit AI offers many capabilities that position it well for the widening enterprise service management (ESM) arena as well as ITSM.

Summit AI has what the market says it wants according to EMA research across ITSM, SAM/ITAM, AIOps, DevOps, ESM, and analytics. Symphony Summit's track record is a strong credential. However, it will be execution on the basics of marketing, partnering, selling, and supporting that gives Summit AI a foothold on North American short lists.



About Vendor to Watch: EMA Vendors to Watch are companies that deliver unique customer value by solving problems that had previously gone unaddressed or provide value in innovative ways. The designation rewards vendors that dare to go off the beaten path and have defined their own market niches.

About EMA: Founded in 1996, Enterprise Management Associates (EMA) is a leading industry analyst firm that provides deep insight across the full spectrum of IT and data management technologies. EMA analysts leverage a unique combination of practical experience, insight into industry best practices, and in-depth knowledge of current and planned vendor solutions to help EMA's clients achieve their goals. Learn more about EMA research, analysis, and consulting services for enterprise IT professionals and IT vendors at www.enterprisemanagement.com or blog.enterprisemanagement.com. You can also follow EMA on [Twitter](#), [Facebook](#), or [LinkedIn](#).