



Symphony SummitAI

Enterprise-Class Management of ITSM, ITOM, and ITAM Unified and Driven by AI

Enterprise Management Associates (EMA) first came upon what is now known as Symphony SummitAI a few years ago. Promoting its AI-fortified IT management platform, the company claimed great time to value, ease of use, and improvements in everything from MTTR and TCO to first-call resolution and customer satisfaction metrics. "Better everything" through the unifying force of AI on a platform that spans ITSM, ITAM, and ITOM was an assertion that called for closer investigation. Are the claims realistic? Just as importantly, is Symphony SummitAI up to the challenges that large, global enterprises face? In typical EMA fashion, that investigation took the form of time spent listening to real customers. The simple answer is an emphatic "Yes." Symphony SummitAI is enterprise-grade, serving global leaders with both innovation and old-fashioned good value.

Diverse Customers With Similar Experiences

Symphony SummitAI's website has the requisite splash page featuring logos of customer companies with impressive pedigrees. Adding more than 250 client accounts since its 2012 debut, logos include: KPMG, Deloitte, PWC, Toyota, Volvo Eicher, Hindustan Coco Cola, ABB, Harman International, and Dell, among a growing list of notable names. As it turns out, although the customers of Symphony SummitAI are largely enterprises of significant size across diverse industries, the stories they relate bear striking similarities:

- They tend to be globally spread organizations intent on redefining customer experience and satisfaction in the process of enterprise-wide digital transformation and productivity initiatives. They view AI as a strategic pillar of their near and long-term automation goals.
- The top reasons for choosing Symphony SummitAI are the flexibility inherent in having one platform for ITSM, ITOM, ITAM, and extended enterprise services, ease of use from C-level dashboards to the end customer, the practical application of AI, the roadmap, and value.
- Results are uniformly positive, with CIOs and global heads of service reporting relatively quick deployment with low/no outside professional services load and quick time to value. Intuitive user interfaces and ease of use translate into high adoption rates with customer satisfaction rates soon rising as well—most to their highest levels to date.

Customers commend their working relationship with the company. All the practitioners EMA has heard from see the solution set as a strategic investment and they plan to extend its use, keeping pace with new capabilities on the roadmap.

\$7 Billion Leader: One Single, Global Process for Service Management in One Year

EMA enjoyed one extended conversation last year that was anything but average. The VP of Digital Enterprise as a Service at a \$7 billion global manufacturer of consumer lifestyle innovations detailed his use of the SymphonyAI suite as the platform for a bold one-year move to a single, global process for service management.

The amazing results achieved by this company required a perfect storm of technology, people, processes, and unwavering organizational commitment to achievement at a level few enterprises will ever muster. However, their story (which EMA detailed in a case study “A Revolution in AI-Powered ITSM”) showcases what’s possible when Symphony SummitAI is deployed with purpose and provisioned with radical drive. Highlights of the results from this one-year journey include:

- The company achieved its goal of one global process built on the SummitAI platform (34,500 global end users at 200 locations in 30+ countries, supported by 400+ analysts working in a follow-the-sun array of three service desks)
- 10 ITSM tools consolidated to one
- Three change processes and 10+ Excel data collections to one change/CMDB
- There is one global process for service management that encompasses incident management, knowledge management, service request, asset lifecycle management, automation, service catalogue and policies, SLA management, reporting and dashboards, process management, change and release, problem management, self-service, and CI/CMDB
- The company estimates cost avoidance and savings in excess of \$1.5 million annually

The VP in charge said, “As our success illustrates, not only does it take radical and focused commitment to achieve radical results, but radical results are in fact achievable. All parts matter, starting with a clear vision. The reality was that I provided the vision and the push...but it was really the combination of our first-rate team and fantastic collaboration with Summit that did the miracles.”

“A World-class Application Working for a World-class Airport”

SummitAI is the operations backbone of Canada’s busiest airport, which is also the fourth-largest point of entry into the United States. Pearson Airport, run by Greater Toronto Airport Authority (GTAA), serves 50 million passengers on 500,000 flights annually as well as processing almost half of Canada’s air cargo. With 1.2 million square feet of warehouse space averaging .37 tons/square foot, the airport is independently credited with generating or facilitating \$42 billion to Ontario’s economy.

For Pearson, IT *is* airport operations. GTAA has not been shy about its collaboration with SummitAI in streamlining and automating those operations. Key observations from this end-to-end deployment:

- Cutting MTTR was a major objective. That goal was marked “accomplished” when, having cut MTTR in half, IT collected all out-of-order signs so no one could put one on any kiosk. The Associate Director of IT Services directly attributes this result to Symphony SummitAI.
- Effective articulation and categorization of what’s wrong coupled with a strong knowledge base has improved first-call resolution to 81% and rising.
- The best CSAT scores to date are now at 96.5% and rising. Because SummitAI makes responding easy for end users, the survey return rate is up by 20%.
- Employee onboarding on SummitAI was automated with 100% effectiveness in three months. Previously, onboarding required opening multiple tickets for multiple needs in multiple systems and “hope it will get done.” SummitAI’s workflow engine now offers one-stop onboarding.
- The user interface is easy to navigate, which matters when you are running “a city within a city.” More than 150,000 people daily rely on IT for everything from baggage handling, deicing, updating info screens, and scheduling to restaurants and more than 40,000 distinct parts in inventory.
- SummitAI is able to grow with this high-growth airport without missing a beat. Implementation was on time, on budget, and on plan with a small professional services load.

When things go wrong at Pearson, they go wrong at the rate of 400 bags per minute—bags that will have to be flown to hundreds of destinations. Twenty minutes to assemble a problem-solving team is a luxury the airport cannot afford, which is another thing that Pearson shares with enterprises in all industries.

EMA Conclusions

Scalable and multi-tenant, the SummitAI suite brings AI/ML, automation, mobility, gamification, and orchestration capabilities to 12 ITIL-certified processes on one platform in the cloud or on-premises. EMA first described Symphony SummitAI as having the innovation of a startup with the robust track record of a leader in its market. EMA observed that the company has what the market says it wants according to EMA research across ITSM, ITAM, AIOps, DevOps, ESM, and automation.

At that time, the company was just embarking on movement into North America from its established base in India, Southeast Asia, and Australia. Since then, its AI-driven digital agent CINDE (Conversational Interface and Decisioning Engine) has gained momentum in both new and existing accounts. EMA anticipates that enterprises will respond well to this set of offerings and value proposition, as well as the ambitious product roadmap. What Symphony SummitAI needs now is a marketing push to keep pace with the product so that name recognition becomes a plus rather than an obstacle in enterprise motions.

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 line of business users, IT professionals and IT vendors at www.enterprisemanagement.com or blogs.enterprisemanagement.com. You can also follow EMA on [Twitter](#), [Facebook](#) or [LinkedIn](#).

3952.03092020