

IF SERVICENOW INFILTRATES YOUR ACCOUNTS, YOUR AZURE CONSUMPTION IS AT RISK.

Partnering with Symphony SummitAI can help keep them out and protect your Azure consumption.

Market Opportunity

IT Service Management – North America

TAM: \$2.2B | CAGR: 15%

Who are we targeting?

- **Buyers:** CIO, VP IT, IT Director, Managed Service Providers
- **Organization size:** Upper Mid-Market, Enterprise
- **Industry focus:** Horizontal Solution that applies to all industries
- **Microsoft Customer Segments:** T-400 and Enterprise

Do your customers face any of these challenges?

- “Our service desk is costing us a fortune and our end users are miserable”
- “We can’t get decent help. We submit a ticket and it takes months to get it fixed”
- “We don’t really understand our current IT status, because we can’t get any decent reporting”
- “We have to go to **multiple catalogs** to figure out where to get help, but then **we just give up and call**”

What Symphony SummitAI has to offer

- SaaS-based **Artificial Intelligence-enabled Service Management** platform
- **100% configurable**, one-stop service catalog to support IT, HR, Facilities, PMO
- **Process automation** for recurring tasks
- **Multi-channel access** to support resources across the enterprise



Gain by Co-Selling Symphony SummitAI (a portfolio company of SymphonyAI)

- 10% Azure ACV quota retirement
- Azure Customer Add scorecard credit
- IP Co-Sell scorecard credit
- Zero 1st party service competition

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Why is ServiceNow bad for your business?

ServiceNow positions itself as the ‘single platform for automating business’ and tries to drive enterprise value by moving all business capabilities to the ServiceNow cloud. **When business runs on ServiceNow cloud, it’s doesn’t run on Azure, which means your consumption is at risk.**

Why Symphony SummitAI helps?

- Built on Microsoft Technologies and runs on Azure
- AI capabilities built on Machine Learning, Natural Language Processing, Deep Learning, and Speech Recognition
- AI capabilities leverage Azure’s advanced and common services such as AI-Cognitive Services, Bot, Big Data, Machine Learning, Analytics, Microservices, and Trusted Cloud
- Configuration, not customization
- Agile, real-time reporting
- Lower TCO, improved customer satisfaction
- Rapid implementation timeframes (fraction of other ITSM tools)
- Full suite of IT Service Management capabilities in one platform