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AIOps

Harnessing AIOps for a Retailer's Digital Transformation at Pace and Scale Using ITSI

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8,513 | MILES FLOWN TO BE HERE

2 | NATIONALITIES

AUSTRALIA
ITALY

5 | LANGUAGES SPOKEN

ENGLISH (AUS, US)
FRENCH
ITALIAN
SPANISH
SPL

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Clear Demand for Digitization
Example Situation

CREATED
MOBILE APP

600% INCREASED TRAFFIC TO
WEBSITE FROM MOBILE

750K MOBILE VISITS / MONTH
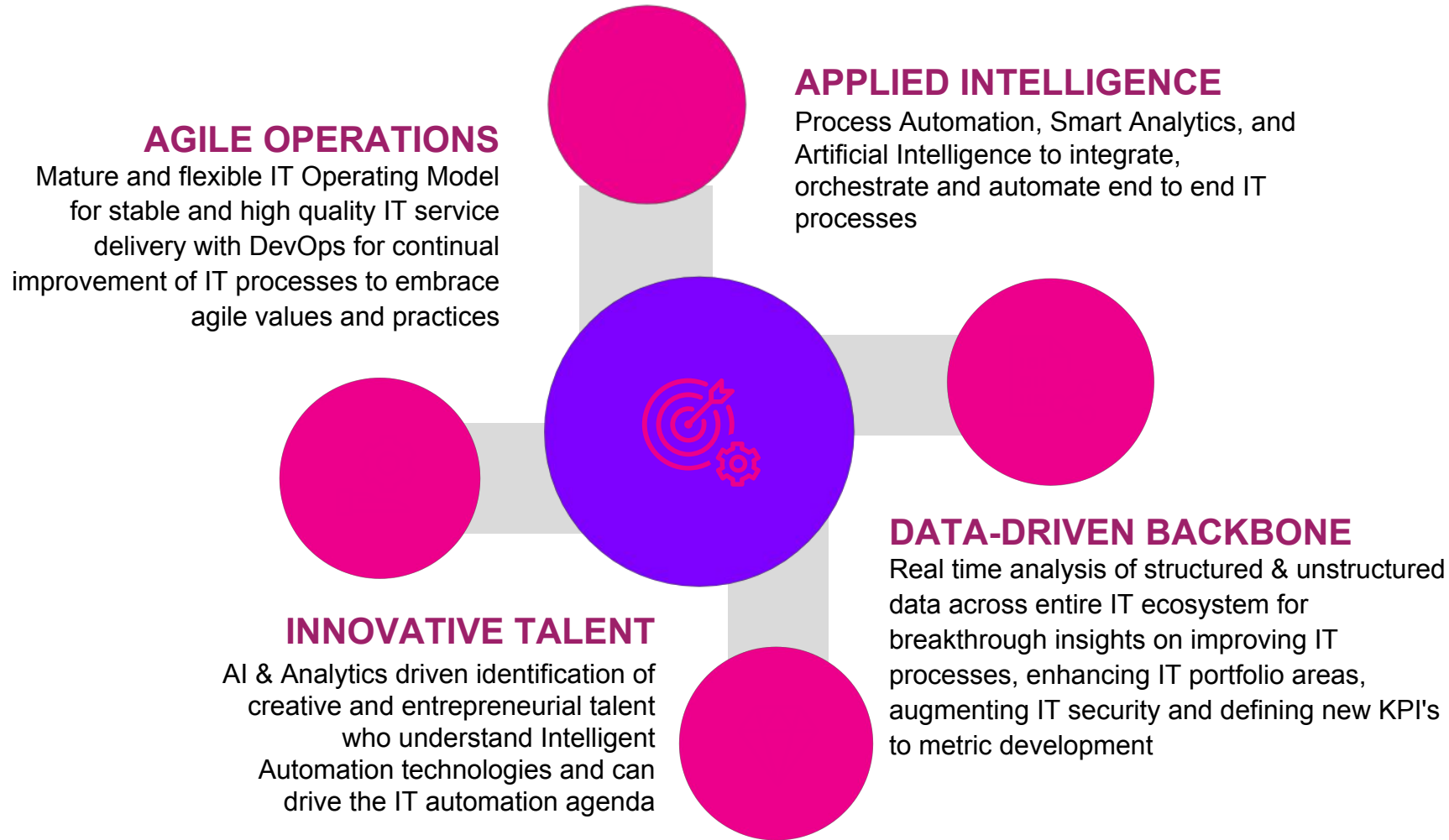
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Opportunity for a
WISE PIVOT

+

DIGITAL TRANSFORMATION

Intelligent Enterprise Essentials

AGILE OPERATIONS
Mature and flexible IT Operating Model for stable and high quality IT service delivery with DevOps for continual improvement of IT processes to embrace agile values and practices

APPLIED INTELLIGENCE
Process Automation, Smart Analytics, and Artificial Intelligence to integrate, orchestrate and automate end to end IT processes

INNOVATIVE TALENT
AI & Analytics driven identification of creative and entrepreneurial talent who understand Intelligent Automation technologies and can drive the IT automation agenda

DATA-DRIVEN BACKBONE
Real time analysis of structured & unstructured data across entire IT ecosystem for breakthrough insights on improving IT processes, enhancing IT portfolio areas, augmenting IT security and defining new KPI's to metric development

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Lack of Instrumentation to Monitor & Support a Pivot

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INSTRUMENTATION

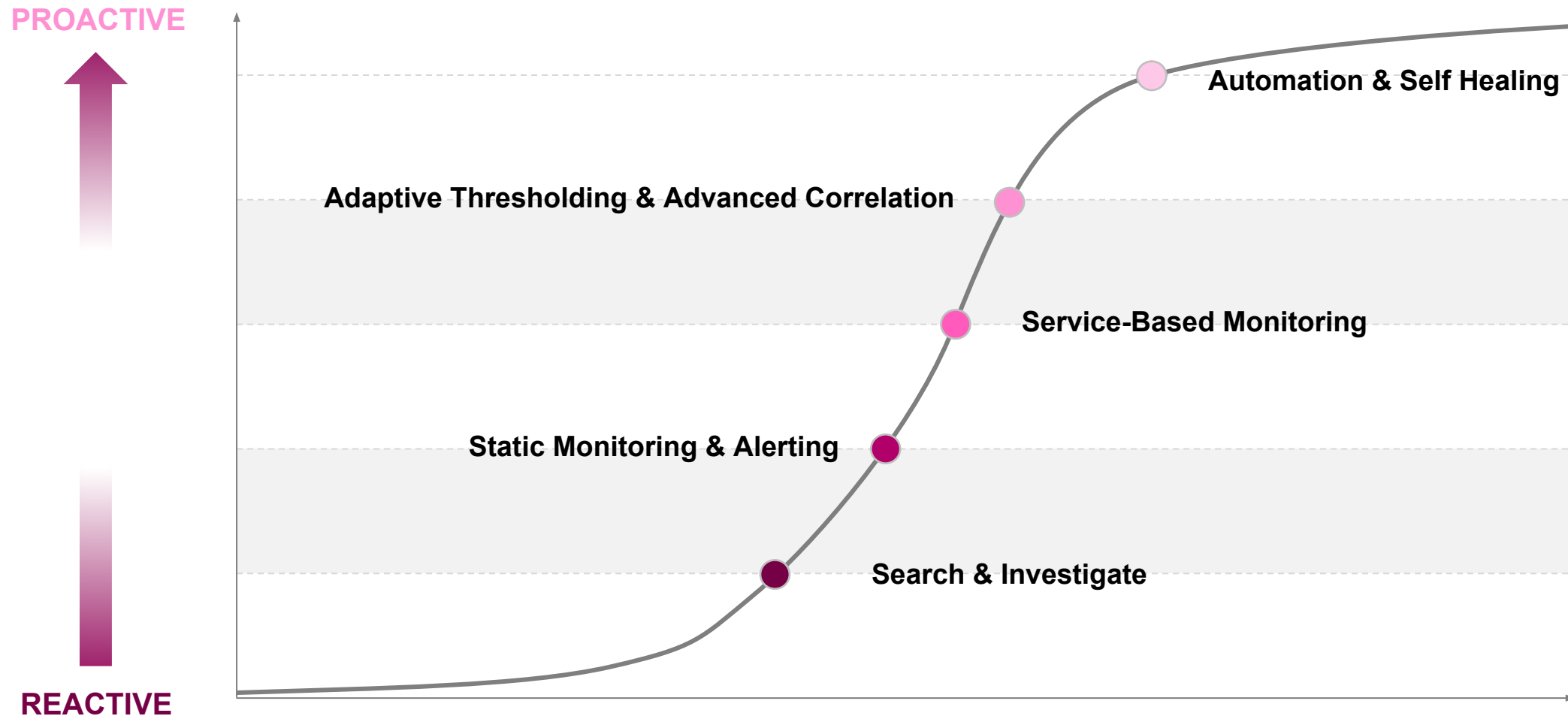**METRICS**

TELEMETRY

VISIBILITY

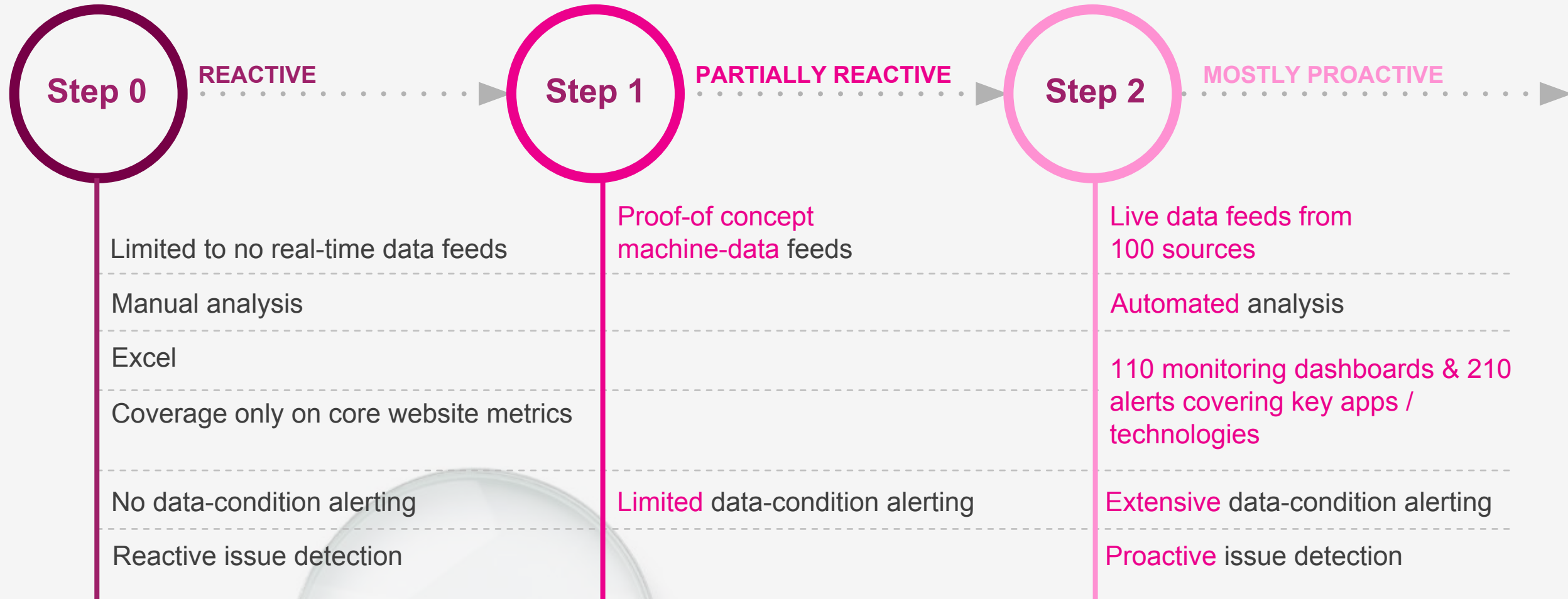Complex app landscape, making control and flexibility a challenge

At any given time, clients are supporting code that went live **40 minutes - 40 years ago!**

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ANALYTICS CAPABILITY MATURITY MODEL

Development efforts focus on step-wise capabilities to build towards the desired level of intelligence maturity

PROACTIVE

Automation & Self Healing

Adaptive Thresholding & Advanced Correlation

Service-Based Monitoring

Static Monitoring & Alerting

Search & Investigate

REACTIVE

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How to Start: Increase Visibility

| Step 0 | REACTIVE | Step 1 | PARTIALLY REACTIVE | Step 2 | MOSTLY PROACTIVE |

Step 0 — REACTIVE → **Step 1** — PARTIALLY REACTIVE → **Step 2** — MOSTLY PROACTIVE →

Step 0	Step 1	Step 2
Limited to no real-time data feeds	Proof-of concept machine-data feeds	Live data feeds from 100 sources
Manual analysis		Automated analysis
Excel		110 monitoring dashboards & 210 alerts covering key apps / technologies
Coverage only on core website metrics		
No data-condition alerting	Limited data-condition alerting	Extensive data-condition alerting
Reactive issue detection		Proactive issue detection

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Challenge 2:
Accelerating to Maintain Competitivity

Moving to **100% Agile delivery** and **DevOps ways of working** result in radical culture change

How does one keep up with the pace of agility but maintain visibility?

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Become More Predictive with ITSI

1 SERVICE TEMPLATES

Drive Scale

2 GLASS TABLES

Visualize Complex Architecture

3 MACHINE LEARNING

Drive Complex Analysis & Continuous Improvement

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How to Evolve: Predict, Learn, Automate

Step 3

PREDICTIVE

Step 4

MACHINE LEARNING

Step 5

AUTOMATION

Expansion of data feeds to further sources

Predictive analysis

Predictive alerting

Issue avoidance

Machine learning

Process automation

Service aggregation and relationships

Glass tables and service templates

Automated communications

Containerization and orchestration

Change discovery

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Example Results

182M | INCREASED SALES IN FIRST 2 YEARS

28% | INCREASED OPERATING PROFIT

23% | INCREASE IN WEB / APP VISITS IN 1 YR

45% | INCREASE IN SALES ON BLACK FRIDAY

38% | GROWTH OF MOBILE COMMERCE SALES

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AIOPS DEMO

Configuring the AIOps Ecosystem

Success comes from orchestrating the right end-to-end business service oriented use cases that best align with our desired outcomes
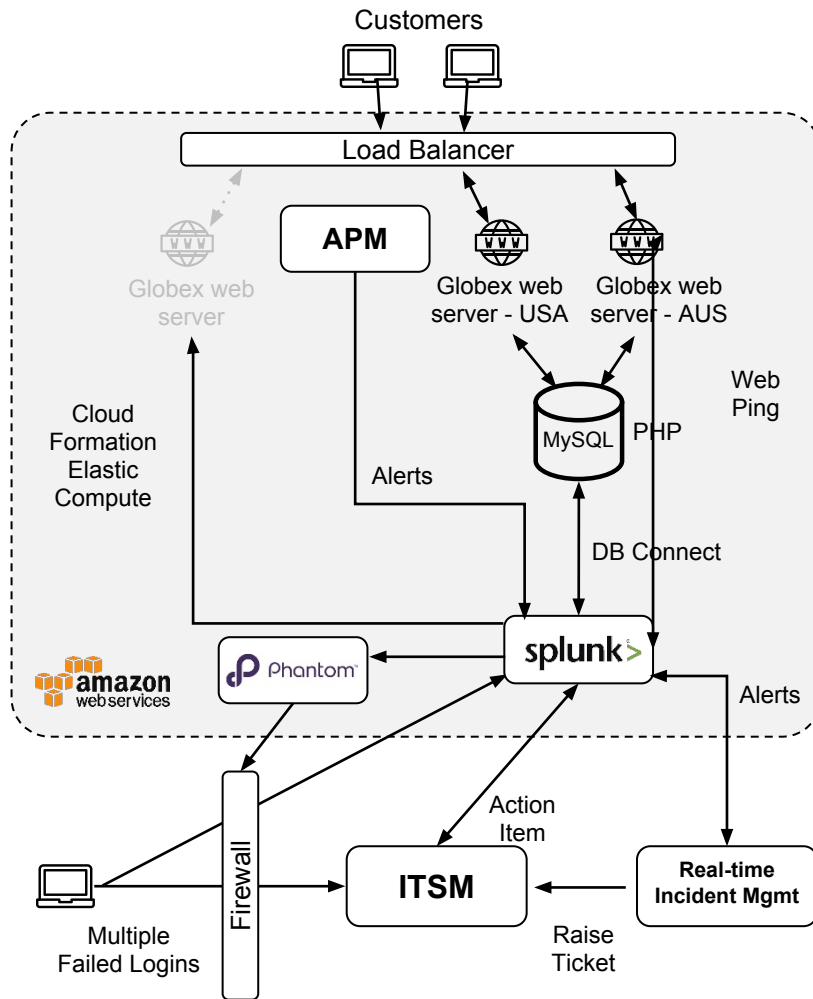
Use Case Eg.	Description			
Performance Degradation	APM → splunk> → Real-time Incident Mgmt → ITSM			
Outage	APM → splunk> → ITSM → amazon webservices			
Business Analytics	splunk>			
Security	splunk> → Real-time Incident Mgmt → Phantom			

It's not about the tools, it's about the configuration

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Guiding Principles:
Building a Mature AIOps Ecosystem

Focus on **customer and business-focused outcomes**

Anchor on a data backbone of **next-gen platforms**, with focus on **configuration and integration** of tools

Stay **flexible** to accommodate ever changing systems landscapes

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Key Considerations for Success & Quick Wins

Employ an agile methodology and approach focused on user adoption

Obtain necessary sponsorship and collaboration

Target mission-critical services or applications first to capture value

Develop end-to-end use case work flows

Build stepwise capabilities cohesively

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Lessons Learned

1 | **MAKE IT VALUABLE**
Users love to see this **come to life**

2 | **MEASURE BOTH SUCCESS AND FAILURE**
Business is just as defined by the **absence of success** as it is the **presence of failure**

3 | **RELIANCE ON METRICS**
Business metrics are as valuable as technical metrics, but the best possible combination is to have them **together and linked**

4 | **DATA CURIOSITY**
Encourage everyone to be **relentlessly curious when it comes to data**

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Thank You!