



About our customer

A major beauty retailer in both digital and brick-and-mortar spaces that has enriched their consumer experience with virtual and augmented reality.

In order to ensure availability while offering cutting edge digital experiences, the customer turned to BigPanda. The results went far beyond preventing outages and reducing alert noise.

How BigPanda powers digital innovation in retail

The most successful brick and mortar retailers have reinvented themselves by adding AI-powered technology to their brick-and-mortar presences. One BigPanda customer is a stellar example, boasting double-digit growth in e-commerce sales and leading-edge customer experiences based on virtual and augmented reality. BigPanda is a vital component under the hood, delivering event management that helps their IT Ops team reduce alert noise by 84%.

Customer challenges

In an environment where retail customers are harder to reach and there is more competition than ever, smooth, seamless and secure online operations are of paramount importance.

This particular retailer is at the forefront of digital transformation. Their customers can leverage the organization's investment in AI and augmented reality, elevating the user experience, both in-store and on a mobile app. For example, customers can get advice from a virtual assistant or try on products in a digital "mirror."

In the midst of those technology advances, the company's incident and event management systems struggled to keep up. Each month, 36,000 alerts, including many duplicates—generated a ticket and an email to someone on the IT Ops team. That massive level of noise led to alert fatigue and caused critical incidents to be overlooked in the clutter.

Additionally, event correlation was manual and the customer's incident resolution process centered on bridge calls that needlessly occupied engineers from multiple organizations, interfering with project work and innovation. Service quality suffered, negatively impacting experiences for both customers and associates. A senior IT manager with the company referred to the situation as "mass chaos."

Customer objectives



Reduce alert noise

Correlate 36,000 monthly alerts, which turned into 5,700 actionable incidents with Open Box Machine Learning



Enable initiative for best-in-class security

Provide visibility and insight that empowers threat hunting, monitoring and incident response



Foster digital customer engagement

Safeguard customer experience across digital channels, both inside and outside brick-and-mortar stores



Unify disparate monitoring systems

Bring together alerts and visibility into a single pane of glass based on BigPanda Operations Console



Improve team focus on strategic issues

Keep resources out of firefights, reducing the risk of delay to strategic projects, improving morale and retention rates

The BigPanda solution

Seeing the challenges facing their operations teams, the retailer launched a critical IT initiative. They prioritized enterprise-wide security and performance, while moving IT operations from reactive to a proactive model. As the company staffed up Tier 1 analysts, they recognized their need for technology that could interpret the complex set of tools and metrics in place.

BigPanda brought together all of the customer's monitoring tools and combined them using the BigPanda Incident 360 Console. This gave Tier 1 analysts a single pane of glass to identify, triage and remediate issues. All of the alerts that used to generate emails are being directed into the BigPanda platform, which never gets overwhelmed by the volume and never suffers from alert fatigue.

BigPanda's Open Box Machine Learning engine automatically correlates related alerts into high-level incidents using time, topology, context and alert types. This reduced the massive inbox clutter that had inundated agents. In one month, BigPanda transformed what would have been 36,000 mostly unactionable alerts into 5,700 actionable incidents, which corresponds to 84% compression. As new alerts are received, the Open Box Machine Learning technology evaluates all matching patterns and determines whether to update an existing incident, or to create a new one.

As a result, incident resolution is dramatically faster and Tier 1 support is able to address more than 96% of events without escalating them to L2 or L3. Because the DevOps and NetSec engineers at those levels are no longer routinely called in to help resolve those incidents, they can focus on the customer’s other critical IT initiatives—improving overall IT performance and enhancing their organization’s security posture. In short, significant resources have been redirected from firefighting to innovation, resulting in a significant improvement in morale across the IT organization.



There’s definitely been a positive shift in MTTD, MTTA and MTTR. When we started this journey, those numbers could reflect days in many cases. And I’ve seen that, over time, they’re down to hours and now even minutes.”

– Sr. IT Manager, NetSec engineering, cross-channel beauty retailer

Building blocks for modern retailers

The objective

- Secure and accelerate digital transformation

Positive business outcomes

- Faster time to market for new competitive capabilities
- IT spending optimized for innovation
- Increased revenue driven by digital transformation
- Improved internal and external customer satisfaction

Required capabilities

- Machine learning-driven correlation of noise into actionable insights to improve MTTx
- Machine learning that can be understood, tested, controlled and trusted by existing teams
- Ability to integrate with all current and future IT tools, processes and technologies
- Unified operations console for all fragmented tools, teams and clouds

Differentiators

- **Open Box Machine Learning:** correlation of alerts into actionable incidents to support increased operational efficiency
- **Domain-agnostic integrations:** visibility and correlation across powerful but disparate monitoring and management tools
- **Lifetime customer success partner:** ongoing enablement for digital initiatives from e-commerce growth to cutting-edge customer experiences

A smooth transition to “IT Ops from home”

When the COVID-19 pandemic forced the retailer to close their brick and mortar stores, their e-commerce platform immediately assumed even greater importance than before. BigPanda enabled the customer to easily shift to an “IT Ops from Home” remote model with no impact to e-commerce operations.

The heightened focus and effectiveness of BigPanda’s customer support team was instrumental in the smooth transition to IT Ops from home.

The BigPanda difference

By normalizing data into a single and consistent format, enriching monitoring alerts in real time and reducing alert noise without manual effort, BigPanda has given this retailer better visibility and efficiency in their IT operations. With transparency and efficiency in their IT Ops, this retailer can continue to innovate with confidence.



84%

compression
of alert noise

96%

L1 ticket
resolution

days to
minutes

dramatic reduction
in MTTx

To read more about BigPanda customers,
visit my.bigpanda.io/customer-stories