

### Key Benefits

#### 90% noise reduction

Dramatically reduce IT event noise by automatically filtering out false positives and benign events—and add context to the remaining events to transform incidents into actionable alerts. Enable your existing team to focus quickly on the real issues related to incidents and outages.

#### Extract higher value from existing monitoring

Easily assess the impact of alerts by normalizing and enriching them with context (like location, host, or affected service) to increase their quality. Visualize the value provided by all your monitoring tools and adopt a data-driven approach to tool rationalization that leads to a more mature observability strategy.

#### Eliminate monitoring silos

Consolidate critical alerts, regardless of their monitoring source, and provide ITOps teams with a first pane of glass inside BigPanda. Investigating high-quality, enriched alerts in one place eliminates the need for teams to manually switch between separate tool consoles when working on incidents and outages.

## Alert Intelligence

### IT operations teams are swimming in a sea of IT noise

The widespread adoption of monitoring tools causes ITOps, DevOps, and SRE teams to drown in IT noise. Events distributed across a hybrid or multi-cloud environment overwhelm teams' human capacity to focus on the important alerts, causing IT incidents to pile up and painful, costly outages to occur.

### Focus on high-quality alerts in one place

Scale ITOps team productivity, reduce mean time to resolve (MTTR), and decrease ITOps cost by cleaning and unifying monitoring event data with Alert Intelligence by BigPanda. By transforming raw event data into a high-quality stream of alerts, BigPanda becomes the first pane of glass that ITOps teams can consult in order to quickly understand what is happening in their IT environments and which action to take.

### Key capabilities

- ✓ **Monitoring integrations** Ingest events from monitoring sources through a REST API, email alert, or SNMP trap. Most integrations can be set up by users themselves.
- ✓ **Event normalization** Normalize heterogeneous data from different monitoring tools into a single, consistent format using general-purpose key-value pairs called tags.
- ✓ **Event deduplication** Intelligently reduce noise by parsing incoming events to recognize duplicates or updates to existing alerts, which are then discarded or merged.
- ✓ **Event filtering** Automatically suppress non-actionable events, such as maintenance windows or non-production environments.
- ✓ **Event enrichment** Annotate events with context tags extracted from payload data (like hostnames or clusters) or topology (like a CMDB or service map).
- ✓ **Event aggregation** Every time a monitored resource changes state, a new event is generated (sometimes called a flapping event). BigPanda rolls up these events and presents them to users in a single timeline view.

Business value	Noise reduction	Alert-quality optimization	First pane of glass
<b>Challenge</b>	Noisy, low-quality events overwhelm ITOps teams' human capacity as they chase low-quality events. The inability to focus on important alerts related to incidents prevents organizations from growing at scale.	Even the best monitoring tools lack critical context that determine priority or decide or next steps.	Monitoring tools are siloed in many organizations. Without a first pane of glass, ITOps teams are forced to switch between disparate and detached monitoring consoles that waste valuable time and resources when troubleshooting IT incidents.
<b>How BigPanda helps</b>	BigPanda's Alert Intelligence transforms noisy, low-quality events into a smaller number of high-quality alerts that accurately point to issues needing attention, no matter where they originate.	Easily assess the impact of specific alerts with defined next steps by normalizing and enriching alerts to increase their quality.	The high-quality alert stream inside the BigPanda console becomes the first pane of glass your ITOps team consults to quickly understand what is happening in their IT environment.
<b>Benefits</b>	<ul style="list-style-type: none"> <li>90% alert-noise reduction</li> </ul>	<ul style="list-style-type: none"> <li>Higher ROI from existing monitoring tools</li> <li>Increased productivity</li> </ul>	<ul style="list-style-type: none"> <li>Eliminate ITOps silos</li> <li>Boost ITOps team productivity</li> </ul>

“ An alert is not actionable unless it comes into BigPanda, is enriched, and potentially correlated with the other monitoring alerts. It allows us to route and get the right alerts to the appropriate teams fast, which reduces MTTR and makes our customers really happy.”

Jon Moss, head of edge software engineering at Zayo

