

## Benefits



### Maximize service availability

Apply AI-powered analysis to prevent outages and deliver outstanding quality to attract, engage, and retain audiences.



### Enable end-to-end visibility

Leverage full incident context to detect, triage, and resolve incidents before they disrupt revenue and brand reputation.



### Accelerate digital transformation

Find areas for improvement, streamline operations, and advance innovation and transformation initiatives.

## Event intelligence for media and entertainment

Accelerate innovation and deliver seamless, performant experiences across media platforms and services.

Media and entertainment organizations are more reliant on digital services than ever. Massive global audiences expect seamless, 24×7 access to content across a broad range of platforms, services, and devices.

Customer expectations come with serious challenges. IT operations teams must manage highly complex global environments. Audiences are fragmented and fickle. Any outage can damage brand reputation and profits.

Organizations must maximize service reliability to attract and retain audiences and prevent lost revenue in a competitive industry. These challenges pressure the teams responsible for delivering excellent quality service and continuous innovation to outperform the competition.



### High customer expectations

With so many options available to them, global audiences demand exceptional media experiences. Any interruptions in service can cause them to cancel subscriptions or switch to other providers or platforms.



### Complex global IT environments

Streaming platforms and social media have transformed how people consume media. IT teams must support noisy, stressful IT environments comprising various online platforms, hardware systems, mobile devices, and applications.



### Crowded, highly competitive industry

Nearly half of OTT subscribers switch between streaming service providers multiple times a year, according to [research from Parks Associates](#). Rapidly evolving technologies and constant pressure to innovate make customer acquisition and retention even more challenging.

## How AIOps can help

With an AIOps platform in place, teams are more able to keep incidents from escalating into outages that disrupt customer experiences. Operators gain a consistent, unified, full-context view of the entire IT environment. Full visibility enhances efficiency and enables organizations to deliver seamless entertainment experiences to keep audiences engaged.

AIOps consolidates contextual data across sources and dimensions into actionable incidents. With access to a complete view of incident data, responders can detect, prioritize, and assign incident remediation in seconds. Your teams can resolve critical incidents before they escalate into outages, safeguarding your brand's reputation and customer satisfaction.

Implementing AIOps can also reduce costs and risk during IT modernization and digital transformation projects. Use AIOps to quickly identify incident-causing changes and establish a real-time topology model across all IT data sources. Full-stack visibility helps resolve change-related outages rapidly and identify areas for improvement, boost efficiency, and accelerate technology updates.

**Explore BigPanda  
for media and  
entertainment.**

[Learn more](#)



	Alert Intelligence	Advanced Insight	Workflow Automation
Challenge	Managing siloed, inconsistent event data across cloud-based platforms, hardware, mobile devices, and applications can slow incident response.	Inaccessible insights and context hinder incident investigation. Manual review of system changes and remediation history takes time and effort.	Siloed teams and tools combined with slow, manual workflows impede incident investigation and resolution.
Business value	<a href="#">BigPanda Alert Intelligence</a> distills event data into contextual, actionable alerts so operators understand what's happening, why, and what to do next	Speed investigation and incident resolution using <a href="#">BigPanda Advanced Insight</a> to access unified change data, historical insights, and clear summaries for efficient triage.	Use <a href="#">Workflow Automation</a> to automate notifications, ticketing, and runbooks. Mobilize the right teams and free responders from repetitive processes.



*"BigPanda helps us detect incidents and uncover probable root cause in real time, which significantly reduces our MTTR."*

**Michael Lorenzo**  
Senior Director of Operations for the Global NOC,  
[FreeWheel](#)



*"With BigPanda, we achieved 99% alert compression and have actionable alert investigation strategies to quickly get to the root cause of an incident."*

**Adam Cravens**  
Senior Site Reliability Engineer, [Bungie](#)