



#### About the Customer

Getty Images is a leading stock photo agency that supplies stock images and film footage for businesses and consumers in more than 100 countries. The company has offices in Toronto, London, New York, Seattle, Dubai and Paris, with approximately 2,000 employees.

#### Tools Integrated

Amazon CloudWatch, Catchpoint, ServiceNow, Site24x7, Splunk

#### The Results



Realized a correlation rate of 87%



Improved mean time to resolution (MTTR) by 50%



22 separate integrations with monitoring, ticketing and collaboration tools

## BigPanda Fuels Autonomous Operations, Optimized Service Levels at Getty Images

Getty Images requires a dependable IT infrastructure, so it can consistently provide users with access to a database of millions of images and other media. However, for the network operations center (NOC) team, ensuring end users always had access was a huge challenge. Grappling with nearly 100,000 alerts every month, existing resources simply weren't enough. The team needed to work smarter—so they turned to BigPanda. With the BigPanda Autonomous Digital Operations (ADO) platform, the NOC is better equipped to identify and resolve issues before they have a chance to affect the customer.

**“ The volume of data we were tasked with monitoring was steadily increasing. We didn't have the budget to add more people to our team, which meant we needed to work smarter. BigPanda helped us automate the process of turning our numerous monitoring alerts into actionable insights. So instead of committing our resources to managing the chaos, we can now focus on managing the business. ”**

**Robert Duran,**

Director of Information Security

### Customer is Never Impacted

Consistently ensuring the uptime and availability of a database of millions of images and other multimedia requires a dependable IT infrastructure. To ensure the availability of their services, the company's IT director gave his NOC team a charter: Occasional infrastructure issues are acceptable, as long as there's never an impact on the customer experience.

## Converting Massive Alert Volumes into Actionable Insights

### **100,000 Alerts per Month**

The NOC team at Getty was drowning in alerts from their monitoring tools. Splunk alone was generating more than 50,000 alerts per month, and the total volume across their stack was approaching 100,000.

### **Alerts Not Addressed**

Given the massive alert volumes, the team could not effectively triage and prioritize their work. In fact, the sheer volume of notifications caused many alerts to simply go unaddressed until they escalated into service disruptions.

### **Better Insights, Smarter Decisions**

Although the team employed Splunk analytics to conduct investigations after an issue occurred, it proved to be little help when the team needed to quickly detect an issue and restore service.

### **Getty Turns to BigPanda for a Solution**

In order to more effectively identify and resolve issues before they could impact the customer, the team at Getty Images approached BigPanda. Now, NOC teams rely on the BigPanda ADO Platform for a unified view of all incidents relating to their critical applications.

## BigPanda Delivers Powerful Insights and Autonomous Operations

### **Alert Noise into Meaningful Incidents**

By correlating multiple alerts into meaningful incidents, the BigPanda ADO Platform helps the NOC team better separate signal from noise, pinpoint critical issues, effectively triage and prioritize their work. Rather than drowning in thousands of individual alerts, the team now only has to manage with a handful of actionable, high-level incidents.

### **High Correlation Rates**

After integrating with BigPanda, Getty Images achieved a correlation rate of 87 percent, reducing nearly 100,000 monthly alerts to a manageable number of incidents that can be effectively handled by their NOC team. Furthermore, the platform's operations console provides a visual incident timeline that helps the responding team easily track the status of issues throughout their lifetime and identify trends and anomalies.

### **Powerful Integration with ServiceNow**

BigPanda's powerful integration with ServiceNow helped Getty Images move toward streamlining workflows across the entire incident lifecycle, from detection to remediation. Without layering BigPanda between their monitoring tools and ServiceNow, the agency would have simply turned a noisy alert problem into a noisy ticketing problem.

### **Prevent Ticketing Overload**

The BigPanda ADO Platform prevents ticket overload by leveraging Open Box Machine Learning to intelligently correlate individual alerts and assign them to unified incidents. The BigPanda ADO Platform creates one ticket per incident, which contains all underlying correlated alert data. Tickets are updated in real-time and can be enriched with contextual information—such as runbooks, metrics, related incidents, configuration items and code deployments.