### About the Customer

A global media conglomerate operates a collection of cable television networks spanning entertainment, sports and news. The organization offers services to customers across Asia, Europe and North America.

Tools Integrated

Amazon CloudWatch, Catchpoint, Circonus, DataDog, Logz.io, Monit, New Relic, Oracle Enterprise Manager, Rigor, ServiceNow, VMware, Witbe, Zabbix

The Results

85%
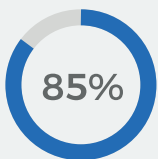
85 percent correlation rates deliver enhanced visibility across teams

50%

50 percent improvement in meeting service level agreement compliance.

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Implementation into production took less than eight weeks

Broadcaster Speeds Digitization and Optimizes IT Service Levels with BigPanda

To stay at the front of the competitive media market, a large cable broadcaster sought to expand its digital operations and expand support for customers evolving viewing habits. However, it began to grow very challenging for the digital operations center (DOC) staff to contend with the increasing complexity and scope of the IT environment, which grew to include hundreds of internal applications, dozens of digital properties and numerous back office systems. To address the challenge, the DOC team selected the BigPanda Autonomous Operations (AO) Platform.

> *Only the BigPanda AO Platform offered the breadth of integrations, sophisticated Open Box Machine Learning and powerful operations Console that our team requires. We looked at other options—including BigPanda's main competitor—before making this selection. Our confidence in the BigPanda AO Platform will allow us to improve the quality of our IT response in the face of increasing complexity.*

Director of Infrastructure Services

IT Operations Rises to the Challenge

The digital transformation strategy at a large cable broadcasting company included a promise to always put its customers first. To support customers' evolving viewing habits, the company aimed to make content available anytime, on any device. To support this drive, existing IT systems would need to be centralized, modernized and moved to the cloud. Unfortunately, these changes added strain in the DOC, where the monitoring and incident response team was already stretched thin. The DOC was overwhelmed by the volume of alerts from more than a dozen monitoring systems across more than 400 internal applications, dozens of digital properties and numerous back office systems.

Finding a Solution to Fragmentation and IT Complexity

⚠ Alert Triage Draining Staff Time

Before BigPanda, engineers spent significant time triaging alerts and manually correlating event data into incidents. Tool fragmentation and complexity of these processes made it impossible to measure and optimize the effectiveness of the DOC from either a technical or a business perspective.

▷▷ Fast Implementation, Fast Results

The company broadcasts major league sports, and wanted to be running on BigPanda before the next major league's basketball season started. Implementation took less than eight weeks, including a custom integration with ServiceNow.

🏅 BigPanda Comes Out on Top

After attempting to build a system internally, the company evaluated vendors that apply Machine Learning (ML) to more intelligently automate the IT incident management process. In the end, the company selected the BigPanda AO Platform over prime competitor Moogsoft.

📈 Realizing 85 Percent Correlation Rates

The company now enjoys a unified view of incident management across its entire monitoring stack. The BigPanda AO Platform is delivering correlation rates exceeding 85 percent. Thirty-five users actively interact with the platform and collaborate across teams to speed incident resolution.

Increasing DOC Agility while Reducing IT Risk and Cost

🛡 Gaining Refuge from Alert Storms

How did the team realize these results? First, BigPanda delivered autonomous incident detection capabilities, leveraging Machine Learning (ML) to analyze alert storms from multiple tools and cluster them into incidents, eliminating past manual efforts.

📈 Improving Quality with Intelligent Insights

The BigPanda Autonomous Digital Operations Platform is also improving operational visibility by providing the insights necessary to design more resilient and efficient systems and processes. Armed with BigPanda's analytics and reporting, IT can optimize operations to support key business objectives.

🔌 Leveraging Open Integration Hub

By offering open integration with the company's existing monitoring stack, the BigPanda AO Platform enables the team to leverage their existing investment while leveraging holistic, contextually enriched incident data. The BigPanda AO Platform delivers an operations Console that simplifies incident management and streamlines the escalation and remediation processes. Users across the company's DOC as well as application, network, platform and database teams now respond more efficiently and collaborate more effectively.

💡 Open Box ML Fuels Continuous Insights

The BigPanda AO Platform leverages Open Box Machine Learning to enable continuous refinements in correlation efficiency. Over time, these insights will further shorten response times and increase service availability. Once the machine learning engine has detected incidents worthy of attention, BigPanda's LØ layer helps level-1 operators to investigate, further accelerating incident management. With the BigPanda AO Platform, the DOC team has helped advance the broadcaster's business with the delivery of exceptional customer experiences.