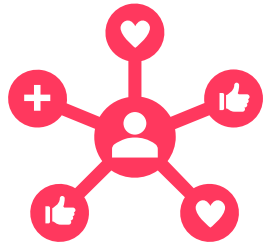




AIMS Intro

March, 2020

Digital business transformation drives complexity beyond control

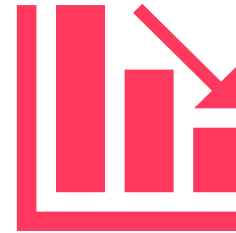


Situation:

Business digitalization continues and drives new critical projects

Exponential increase in IT complexity

IT Ops resources & traditional tools are no longer adequate



Consequences:

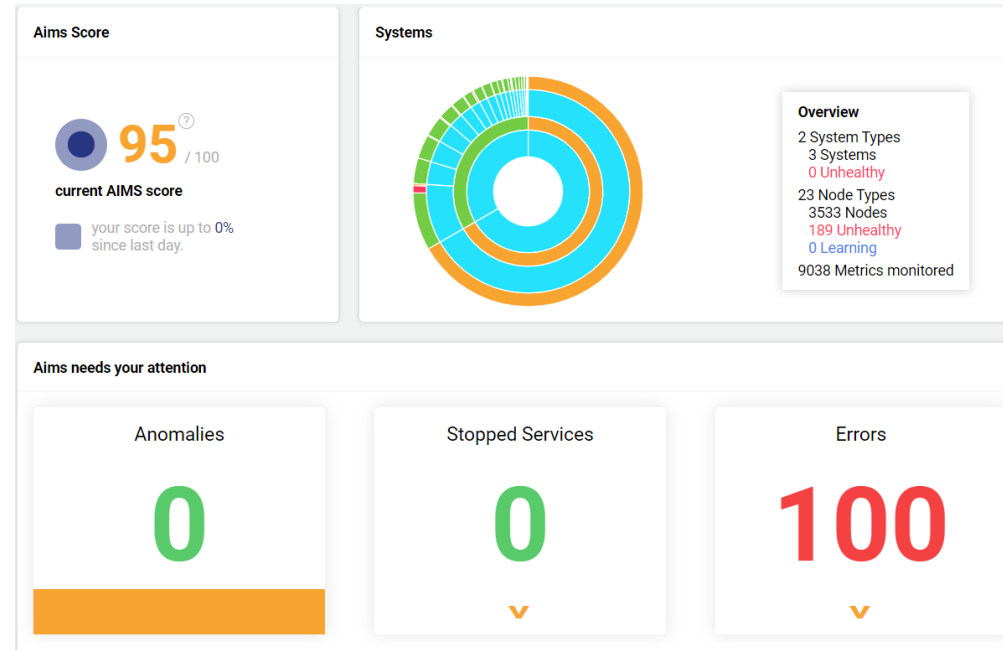
Disrupted services leads to financial losses & upset customers

Reactive firefighting demotivates team & reduces productivity

Diminished confidence from Business in IT organization

Unique SaaS product built from customer needs

AIMS AIOPS



1. Anomaly Detection
2. Predictive Analysis
3. Optimization Analysis
4. Root Cause Analysis
5. Intelligent Automation
6. Azure cost control
7. Business Intelligence

On premise



Windows Servers



BizTalk



SQL



Application Servers



AZURE



GOOGLE



LoB applications



SAP



AMAZON

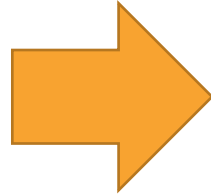


Hosting Provider

Uniqueness proven by clients – creating advantage over competition

Unique Capabilities

- Depth and width of data
- Quick install
- Proprietary Artificial Intelligence
- Technology agnostic platform

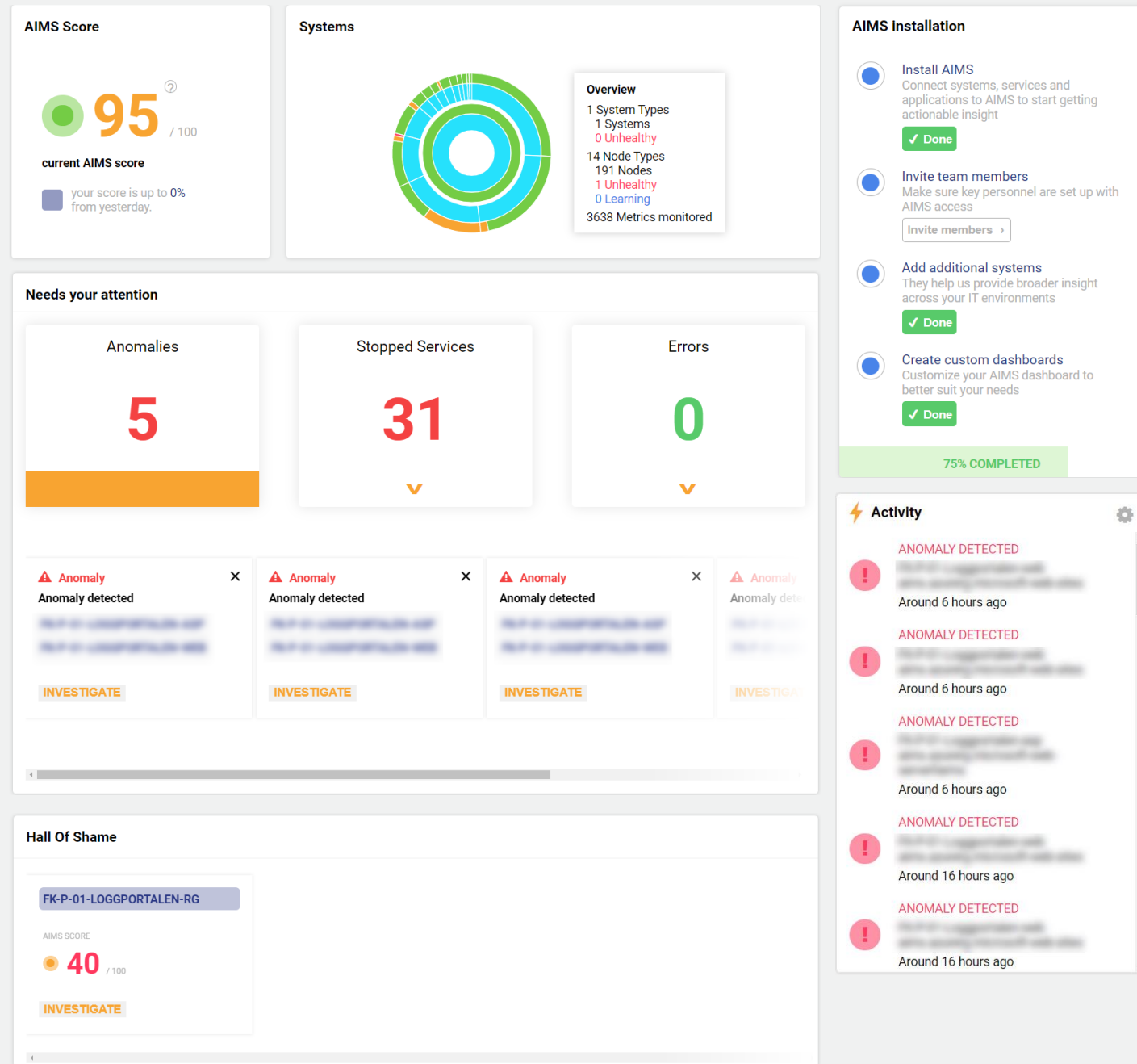


Competitive Differentiation

- Fast time to value
- Robust coverage
- Actionable Business insight

AIMS Machine Learning & Artificial Intelligence powers unique capabilities

- **Massive data** : Analysis of massive data across systems. Allows comprehensive coverage across systems.
- **Anomalies** : ML identifies normal behavior and real time deviations and actionable anomalies – performance / business / costs
- **AIMS Score** : live calculation of the state of the overall IT environment and individual services to understand your weak areas
- **Live activity feed** : understand what is happening across your system in real time
- **Auto-discovery** of new resources to understand deployments, manual errors and cost drivers.



On-Prem & VM

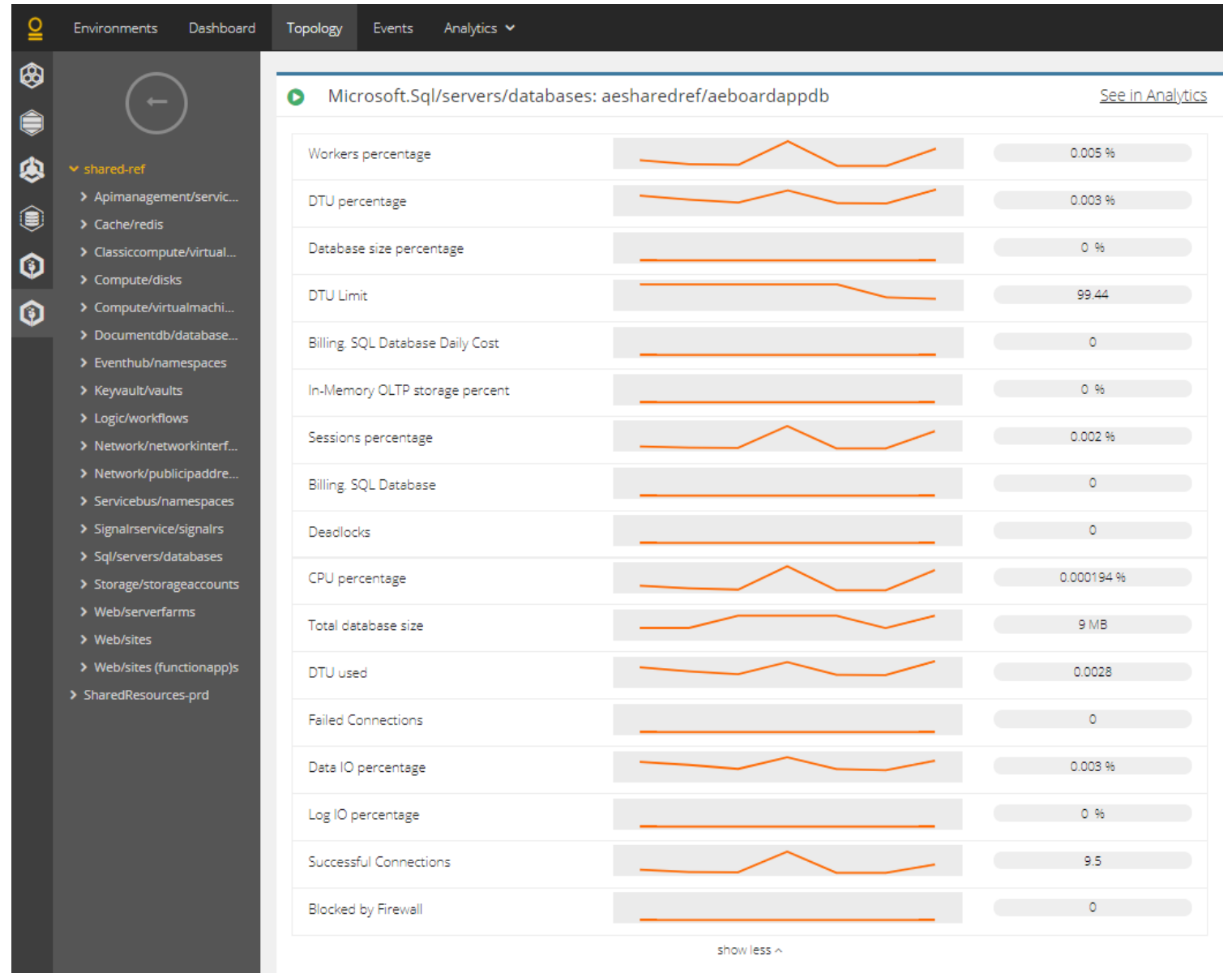


- BizTalk
- SQL
- Windows
- IIS
- File Count Monitoring
- HTTP Endpoint

- API Management
- Cache / Redis
- Virtual Machines
 - Classic Compute
 - Compute / VMs
 - Compute / Disks
- Network / Network Interfaces
- Network / Public IP Addresses
- Cosmos DB
- Event Hub
- Key Vault
- Logic Apps
- Service Bus
- Signal R Service
- Azure SQL DB
- Azure Storage
- App Service Plans
- Azure Web Apps
- Azure Functions
- and more....

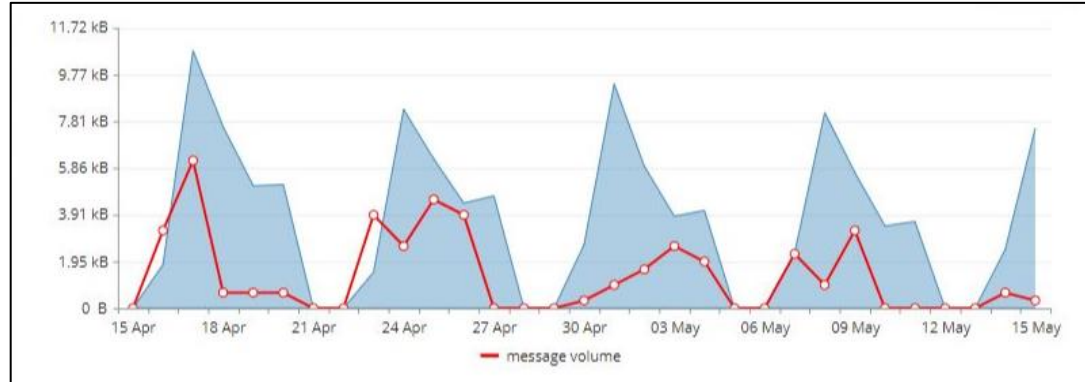
Massivt med data inn i AIMS (eksempel)

- Azure
 - 18 resource types
 - 316 stat types
 - 6 statuses
- SQL:
 - 34 types
 - 125 stat types
 - 43 statuses
- BizTalk
 - 25 types
 - 19 stat types
 - 7 statuses

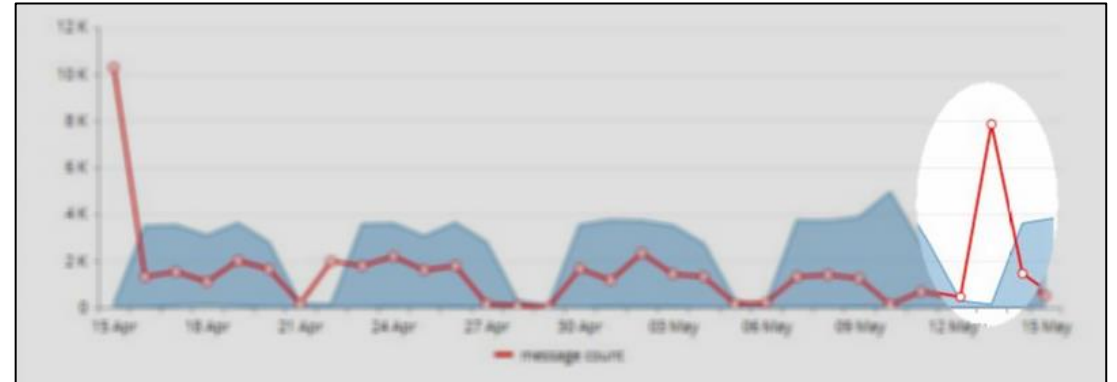


Learning normal behavior for thousands of metrics

Building patterns / corridors



Identifying deviations













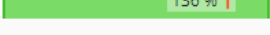







Anomalies show deviations, correlation and triggering deviation : consequence

Anomaly Medium 22.04.2019 19:57:00
occurred on bwc-dev, AIMSDemo, aimsdemo328 ... [see more](#)
22.04.2019 19:57:00 Active id: 609061

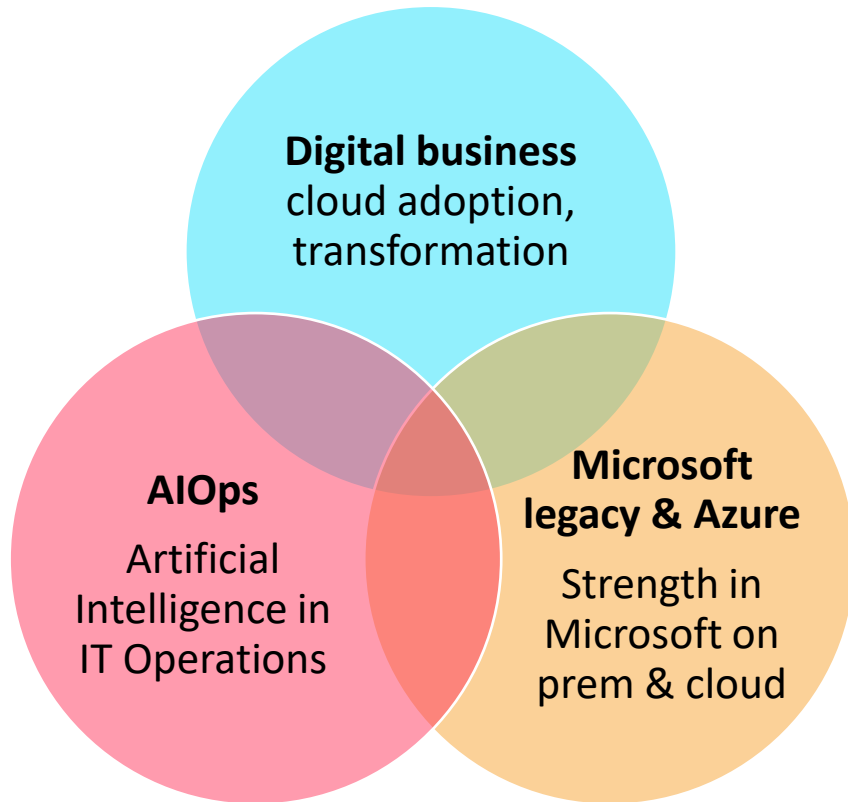
Anomaly detected

Table details **Timeline bars** See in Analytics

<input type="checkbox"/> ↓ Parameter	Affected group / node	Deviation from normal behavior	Started ↓	Ended	Duration
<input type="checkbox"/> Packets Received	aimsdemo328	 174 % ↑	 about 21 hours ago	about 20 hours ago	38 minutes
<input type="checkbox"/> Packets Sent	aimsdemo328	 174 % ↑	 about 21 hours ago	about 20 hours ago	38 minutes
<input type="checkbox"/> Bytes Sent	aimsdemo328	 508 % ↑	 about 21 hours ago	about 5 hours ago	16 hours
<input type="checkbox"/> Network Out	AIMSDemo	 708 % ↑	 about 21 hours ago	about 8 hours ago	13 hours
<input type="checkbox"/> Packets Received	aimsdemo328	 227 % ↑	 about 20 hours ago	about 19 hours ago	an hour
<input type="checkbox"/> Packets Sent	aimsdemo328	 227 % ↑	 about 20 hours ago	about 19 hours ago	an hour
<input type="checkbox"/> Bytes Received	aimsdemo328	 136 % ↑	 about 20 hours ago	about 20 hours ago	40 minutes
<input type="checkbox"/> Bytes Received	aimsdemo328	 130 % ↑	 about 19 hours ago	about 18 hours ago	an hour
<input type="checkbox"/> Packets Received	aimsdemo328	 158 % ↑	 about 18 hours ago	about 17 hours ago	an hour

Recognised position in the market

A clear positioning in a massive market



Recognized by users and analysts



Co-sell approved

Customer Success Story



- Situation
 - De Goudse Insurance experienced that critical systems were a "big black box" with no traceability to identify the cause of system disruption.
- Impact
 - Frequent reactive firefighting and didn't know where to start troubleshooting, what to look for, and how to resolve issues.
- Resolution
 - De Goudse chose AIMS to get insight and has reduced time spent on troubleshooting / triaging and decreased system disruption.
 - Gartner capability: Predictive Analysis & Optimization Analysis



"We were amazed by the simplicity of setting up insightful dashboards, that provides us with all information needed across the business and technical team."

"The predictive nature of AIMS with AI driven anomaly detection is a great advantage."

Customer Success Story

- Situation
 - Sally Beauty purchased AIMS in 2017 and discontinued AIMS end of 2018 due to team / org changes.
- Impact
 - Customer experienced lack of visibility and insight
- Resolution
 - Sally Beauty re-implements AIMS and in a larger capacity to gain pro-active alerts and insight to understand what is going on across technical systems and business processes such as customer loyalty.
 - Gartner capability: Anomaly Detection & Optimization Analysis.



“As you’ve probably experienced, companies that choose not to renew AIMS start to feel the pain of having to gain the same level of visibility without the tool – and it’s just not comparable..”