



AIOPS

PERSPECTIVES
ONLINE SUMMIT

25.05.21

ENABLING APPLICATION OPTIMISATION

The importance of proactive performance monitoring and analysis in an increasingly complex IT landscape.

<https://aiopspectives.com>





AIOPS - ENABLING APPLICATION OPTIMISATION

WHY IT MATTERS

FOLLOWING our successful launch of AIOPs Perspectives we are delighted to announce AIOPS Perspectives 2 to be held in May 2021.

AIOPS perspectives 2 will once again consist of 16 industry experts who will present their unique viewpoints and experience of the ever-evolving AIOPS space.

The main goals of the event are to enable the AIOPS community to network virtually with industry insiders and share expertise, leading insights, analysis and to ultimately facilitate high-level discussion online.

The event will take the form of 16 interactive sessions over one day and consist of:

- Analyst viewpoint
- Vendor viewpoints
- End user experiences

Themes Include:

- The main benefits of AIOPS
- The key stages to developing an AIOPS strategy
- Obstacles to wider AIOPS adoption
- How AIOPS is making a difference
- Putting AIOPS in context
- AIOPS - a key automation strategy

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INDUSTRY OVERVIEW

Observability and IT optimisation – the catalyst for improving CX and DX

THE IT INFRASTRUCTURE of a typical organisation has become much more critical and much more complex in the digital world. Flexibility, agility, scalability, and speed are the watchwords of the digital business. To meet these requirements, it's highly likely that a company must use a multi-IT environment, leveraging a mixture of on-premises, colocation, managed services and Cloud infrastructure.

However, with this exciting new world of digital possibilities comes a whole new level of complexity, which needs to be properly managed. If an application is underperforming, just how easily can the underlying infrastructure problem be identified and resolved? Is the problem in-house or with one of the third-party infrastructure or service providers? Is the problem to do with the storage? Or, maybe, the network? Does the application need to be moved?

Right now, obtaining the answer to these and many other performance-related questions relies on a host of monitoring tools. Many of these can highlight performance issues, but not all of them can isolate the cause(s), and few, if any, of them can provide fast, reliable and consistent application performance problem resolution – let alone predict future problems and/or recommend infrastructure improvements designed to enhance application performance.

Application performance monitoring, network performance monitoring and infrastructure performance monitoring tools all have a role to play when it comes to application performance optimisation. But what if there was a single tool that integrated and enhanced these monitoring solutions and, what's more, provided an enhanced, AI-driven analytics capability?

A relatively new IT discipline, AIOps provides automated, proactive (application) performance monitoring and analysis to help optimise the increasingly complex IT infrastructure landscape.



The image illustrates the AIOPS2 framework, which is a holistic approach to business operations. A hand holds a glowing cloud containing a diagram of the process. The diagram shows a flow from Innovation (A) to Education (B), then to Marketing (C), Product (D), and finally Success (E). The cloud is filled with various business icons like a bar chart, pie chart, dollar sign, and lightbulb.

A complex IT environment has many components which, in isolation, may all function perfectly well. Bolt them all together and, all of a sudden, performance may well suffer. AIOps can help organisations to understand and, hopefully, avoid these potential infrastructure and application 'clashes'.

Many end user organisations are already benefitting from AIOps implementations. And what better way to learn about the benefits of this technology than by hearing from those who are using it?

Optimising the user experience – whether these are employees and/or customers – is a major focus for the digital enterprise, and AIOps has a major role to play in this process.

What happens if an application is migrated to the Cloud? What happens if an application needs to come out of the Cloud and back to an on-premise environment? AIOps can help answer these questions ahead of any planned infrastructure change - saving time, effort and avoiding potential chaos!

Effective digital transformation requires closer collaboration between the different IT disciplines. AIOps is a crucial tool in ensuring that the necessary convergence with the minimum disruption.

Increased security is seen as a major benefit of IT convergence. As the catalyst for the coming together of these many IT departments, AIOps has a key role to play.

Many organisations have experienced increased levels of downtime during the pandemic, as IT infrastructure is stretched as never before. AIOps can help organisations (re)gain control of their hybrid, distributed organisation.

The hybrid workplace is very much here to stay and AIOPS can help companies to keep control of this technology 'sprawl'.

Rapid, reliable and secure application development is a major requirement of the digital business. AIOps can help to manage and optimise the end-to-end development process.

AIOps has a crucial role to play in helping organisations understand what data is important to the business in a world where data overload is a very real danger.

PREVIOUS PARTNERS INCLUDED

BLOOR RESEARCH

The state of the AIOps market right now and what needs to happen to ensure that AIOps achieves its full potential.
Paul Bevan, Research Director, IT Infrastructure

SPLUNK

Operational data quality and integrity is paramount as organisations look to leverage the advantages of AIOps.
Stephane Estevez, EMEA Product Marketing Director

VIRTANA

How the AIOps market has developed to date, including a customer story, and a look into the future
Kash Shaikh, President and CEO

PAGERDUTY

Obstacles to wider AIOps adoption and the importance of event intelligence
Steve Barrett, VP EMEA

EXTRAHOP

The problems surrounding cloud visibility and the difference that virtual traffic mirroring has made
Ronnen Brunner, VP of EMEA Sales

NETSCOUT

The importance of visibility across the entire digital transformation process, thanks to automation, machine learning and high-quality data
Paul Barrett, CTO Enterprise

PAESSLER

Without comprehensive IT infrastructure monitoring, there is no AIOps
Martin Hodgson, Country Manager UK & Ireland

ECS

AIOps' mission to fundamentally redefine cloud service building and operations
Harry Miller, Head of Portfolio, Partners & Strategy for Digital, Data & AI

SUMO LOGIC

The importance of continuous intelligence to make sense of the twin demands for continuous integration and continuous development
Christian Beedgen, Co-Founder & CTO

SYNAPTEK / ZENOSS

They key stages to developing an AIOps strategy
Karl Nicholson, CIO & Trent Fitz, Solution Strategist

RESOLVE SYSTEMS

The main benefits of AIOps
Vijay Kurkal, CEO

CISCO APPDYNAMICS

AIOps time has arrived – a look at the business challenges AIOps is helping to address
Gregg Ostrowski, Regional CTO

NEW RELIC

DEVOPS AND AIOps go hand in hand, and some of the key questions to ask AIOps vendors
Michael Olson, Director of Product Marketing

BMC

How AIOps is making a difference – with service management, predictive alerting and remediation in the spotlight
David Bartholomew, Leader for Digital Service Operations, EMEA

PARK PLACE TECHNOLOGIES

The importance of leveraging AI and questions to ask an AIOps, or DMSO vendor
Kathie Lyons, EVP & GM of Parkview

LOGICMONITOR

What does the future hold for AIOps? Understanding your AI journey
Tej Redkar, Chief Product Officer



AIOps PERSPECTIVES

WINTER 2020

digitalisationworld.com



Enabling Application Optimisation

The importance of proactive performance monitoring and analysis in an increasingly complex IT landscape

AIOps Perspectives 1 Virtual event:

Please take a couple of minutes to register and gain access to 16 presentations.

<https://virtual.angel.events/601-007-004/presentations>

Single example Synaptek / Zenoss interview

<https://youtu.be/uYVkkazFc-k>

<https://aiopspectives.com>

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One full page advertisement in AIOPS Perspectives supplement	✓	✓
One full page advertisement in Digitalization World	✓	-
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Logo on 6 event email marketing HTMLs mailers	✓	✓
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QUESTIONS

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SPONSORSHIP PACKAGES can be tailored to fit with your needs and goals, to discuss branding, sponsorship and exhibiting opportunities.

For full details and to discuss the above sponsorship options, please contact:



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