AetherLink Beta Launch Playbook

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AetherLink

AI-Ops Command Center

Beta Launch Playbook

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Distribution: Internal Team + Authorized Partners

Document Purpose:
This playbook provides complete guidance for provisioning, demonstrating, and supporting AetherLink beta deployments across all industry profiles.

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1. Overview

Objective: deliver an instantly believable, self-contained demo of AetherLink's AI-Ops Command Center with industry-specific realism.

Core Components:

- **Provisioning:** `tenant_provisioning.py` + onboarding scripts
- **Demo Data:** `demo_data_generator.py` (profile-aware)
- **Profile Context:** `/beta/profile` endpoint → UI banner
- **Visualization:** Grafana + Command Center UI
- **Autonomy:** adaptive engine + learning optimizer (Phases XXIII-D → XXIV)

2. Step-by-Step Onboarding Flow

A. Provision a Tenant

```
cd AetherLink
./beta-onboard.sh --company "SecureBank" --profile finserv --demo-data
```

or on Windows:

```
pwsh beta/beta-onboard.ps1 -Company "SecureBank" -Profile finserv -DemoData
```

✅ **Result:**

- Tenant folder created in `provisioning/config/tenant_<id>`
- Demo data (alerts, incidents, metrics, insights)
- Auto-email and telemetry hooks configured

B. Verify Profile Context

```
curl http://localhost:8000/beta/profile?tenant=FINTEST
```

Expected:

```
{
  "display_name": "Financial Services",
  "description": "Security and compliance-focused alerts typical of banking, fintech, and regulated institutions"
}
```

C. Launch the Stack

```
docker compose -f deploy/docker-compose.dev.yml up -d command-center ui prometheus grafana
```

- **UI:** http://localhost:5173
- **API:** http://localhost:8000
- **Grafana:** http://localhost:3000

D. Open the Dashboard

When the dashboard loads:

> "Viewing demo data for Financial Services — security and compliance-focused alerts typical of banking, fintech, and regulated institutions."

✅ Demo data pre-populates charts, alerts, and AI recommendations. ✅ Adaptive engine already running background learning. ✅ Audit trail logging simulated operator actions.

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3. Demo Narratives by Profile

💳 Financial Services (finserv)

- *Opening line:* "Notice how AetherLink immediately spots PCI and encryption anomalies."
- Show high ratio of **security** alerts and the AI auto-acknowledging compliance noise.
- Emphasize **audit visibility** and **confidence-based automation**.

Software-as-a-Service (saas)

- *Opening line:* “This is what a SaaS NOC looks like at scale — API saturation and latency bursts.”
- Demonstrate adaptive response times, rate-limit events, and AI tuning thresholds.
- Highlight **dynamic confidence adjustment** and **performance dashboards**.

Industrial / OT (industrial)

- *Opening line:* “Here we’re monitoring SCADA and PLC layers across plants.”
- Point to infrastructure-heavy alerts (“SCADA Timeout,” “Sensor Drift”).
- Emphasize **real-time anomaly detection** and **predictive maintenance**.

General

- *Opening line:* “For general IT ops, the system auto-balances attention between app and infra tiers.”
- Use this for smaller MSP or mixed-tenant demos.

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4. Quick Recovery / Reset

Situation	Action
Wrong profile or data	Delete tenant folder and rerun onboarding with correct `--profile`
Empty dashboard	Ensure `/beta/profile` responds and `demo_data_generator` output exists
Corrupt demo data	Regenerate demo: `python beta/demo_data_generator.py --tenant-id <TENANT> --days 7 --alerts 25 --incidents 3 --profile <profile>`
Need clean slate	`docker compose down -v` then rebuild `command-center` container

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5. Operator Tips

- **Prometheus panel:** `AI Operations Brain` → confirms learning metrics
- **Audit trail:** `/ops/audit` or Grafana “Adaptive Actions” dashboard
- **Confidence tuning:** Adjust in `learning_optimizer.py` if you want faster or slower self-learning adaptation
- **Profile info:** Live from `/beta/profile`, never hard-coded

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6. Success Metrics

Metric	Target
Time from script run → live demo	< 5 min
Profile context accuracy	100%
“Empty screen” complaints	0
AI auto-actions visible	≥ 3 per session
Operator understanding (“makes sense fast”)	≥ 9 / 10 feedback

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7. Next Steps (for GA)

1. **Telemetry Uploads:** anonymized beta usage metrics to central feedback API
2. **Partner Portal:** register beta clients and monitor engagement
3. **Marketplace Packaging:** Docker Hub + AWS/GCP/Azure listings
4. **Training Deck:** short slide version of this playbook for partners

Appendix A: Partner & Sales Script Appendix

💳 Financial Services Demo Script (3 minutes)

Opening (30s): “Let me show you what AetherLink looks like in a financial services environment. We’ve provisioned this demo with realistic banking data — PCI compliance alerts, encryption monitoring, and audit trails that would make any compliance officer happy.”

Walkthrough (1.5 min): - Point to security alerts: “Notice how AetherLink immediately flags PCI anomalies and encryption failures — things that keep CFOs up at night.” - Show AI actions: “The system automatically acknowledges routine compliance noise while escalating real threats.” - Highlight audit: “Every action is logged with full traceability — perfect for SOX compliance.”

Close (1 min): “In production, this would connect to your SIEM, ticketing system, and compliance dashboards. Questions about integration or scaling?”

☁️ SaaS Demo Script (3 minutes)

Opening (30s): “Here’s AetherLink running against SaaS-scale infrastructure. We’re seeing the kind of API saturation and latency bursts that wake up on-call engineers at 2 AM.”

Walkthrough (1.5 min): - Show application alerts: “Rate limiting, API timeouts, service degradation — classic SaaS pain points.” - Demonstrate adaptation: “Watch how the AI adjusts confidence thresholds as traffic patterns change.” - Highlight dashboards: “Performance metrics update in real-time, giving you the full operational picture.”

Close (1 min): “This scales to millions of requests while maintaining sub-second response times. Ready to discuss your specific stack?”

Industrial/OT Demo Script (3 minutes)

Opening (30s): “This demo shows AetherLink monitoring industrial control systems — SCADA networks, PLC controllers, and sensor arrays across multiple facilities.”

Walkthrough (1.5 min): - Point to infrastructure: “Sensor drift, SCADA timeouts, predictive maintenance alerts — the language of industrial operations.” - Show anomaly detection: “The AI learns normal patterns and flags deviations before they become problems.” - Emphasize reliability: “Built for the uptime requirements of manufacturing and critical infrastructure.”

Close (1 min): “Unlike consumer tools, this understands industrial protocols and safety requirements. Shall we discuss your specific use case?”

General Demo Script (3 minutes)

Opening (30s): “Here’s AetherLink in a general IT environment, balancing attention across applications, infrastructure, and security.”

Walkthrough (1.5 min): - Show balanced alerts: “The system handles everything from disk space warnings to security events.” - Demonstrate learning: “Over time, it learns your patterns and reduces noise while catching real issues.” - Highlight flexibility: “Adapts to any environment — cloud, hybrid, or on-prem.”

Close (1 min): “This is the universal AI-Ops platform that grows with your organization.”

Common Objections & Responses

Objection	Response
“We already have monitoring tools”	“AetherLink doesn’t replace your existing stack — it enhances it with AI-driven insights and automated responses.”
“How does it handle our custom alerts?”	“The adaptive engine learns from any alert format. We can train it on your specific patterns during implementation.”
“What about data security?”	“All processing happens in your environment. We never see your operational data.”
“How long to deploy?”	“Production deployment typically takes 2-4 weeks, with immediate value from day one.”

Appendix B: Beta Feedback Capture Template

Session Information

- **Date:** _____
- **Demo Lead:** _____
- **Prospect Company:** _____
- **Prospect Title/Role:** _____
- **Profile Used:** [ ] FinServ [ ] SaaS [ ] Industrial [ ] General
- **Session Duration:** _____ minutes

Quantitative Metrics (1-10 Scale)

Metric	Score	Notes
Demo setup time (< 5 min target)	___/10	
Profile relevance	___/10	
UI clarity	___/10	
AI actions visibility	___/10	
Overall understanding	___/10	
Likelihood to recommend	___/10	

Qualitative Feedback

What impressed them most: _____
_____
_____

Biggest concerns/questions: _____
_____
_____

Specific use cases mentioned: _____
_____
_____

Competitive comparisons: _____
_____
_____

Technical Integration Questions

- ☐ Asked about API integrations

- ☐ Inquired about data connectors
- ☐ Discussed deployment options
- ☐ Asked about customization
- ☐ Mentioned compliance requirements

Integration Notes: _____
_____

Next Steps Identified

- ☐ Schedule technical deep dive
- ☐ Send integration documentation
- ☐ Arrange pilot discussion
- ☐ Connect with existing customer reference
- ☐ Follow up on specific use case

Action Items: _____
_____

Telemetry Integration (Future)

When telemetry is enabled, automatically capture: - Time spent in each dashboard section - Features clicked/interacted with - AI recommendations viewed vs. applied - Alert acknowledgment patterns - Session duration and completion rate

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Appendix C: Security & Compliance Overview

Data Isolation & Sandboxing

Tenant-Level Isolation: - Each beta tenant runs in complete isolation - Demo data is generated per-tenant and never shared - No cross-tenant data leakage possible

Demo Data Generation: - All demo data is synthetic and generated on-demand - No real customer data is used in beta environments - Data patterns are statistically representative but not based on real incidents

Network Security: - All beta instances run behind authentication - API keys required for all operations - No external data exfiltration possible

GDPR & Privacy Compliance

Data Minimization: - Only generates the minimum data needed for demonstration - No PII (Personally Identifiable Information) in demo datasets - All data is ephemeral and can be deleted instantly

Right to Deletion: - One-command tenant teardown removes all associated data - No data persistence beyond demo session - Clean separation between demo and production environments

Enterprise Security Talking Points

For Security Reviews: - “AetherLink processes data locally in your environment — we never see your operational data” - “All AI learning happens on your infrastructure with your data governance” - “Audit trails capture every action for compliance reporting”

For Compliance Officers: - “Built with SOC 2 Type II controls in mind” - “Supports integration with existing SIEM and compliance tools” - “Configurable retention policies for operational data”

For Risk Assessments: - “No vendor lock-in — standard APIs and open protocols” - “Transparent AI decision-making with explainable actions” - “Regular security audits and penetration testing”

Production Security Features

- **Encryption:** All data encrypted at rest and in transit
- **Access Control:** Role-based access with fine-grained permissions
- **Audit Logging:** Comprehensive audit trails for all operations
- **Network Security:** Built-in firewall rules and secure defaults
- **Compliance:** Supports FedRAMP, HIPAA, PCI-DSS requirements

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Appendix D: Technical Deep Dive

The Adaptive Engine (Phases XXIII-XXIV)

How It Works: - **Pattern Recognition:** Analyzes alert sequences, timing, and correlations - **Confidence Scoring:** Assigns probability scores to potential actions - **Learning Loop:** Improves accuracy with each interaction - **Context Awareness:** Considers time-of-day, alert volume, and historical patterns

Key Components: - `adaptive_engine.py` - Core pattern analysis - `learning_optimizer.py` - Confidence threshold tuning - `adaptive_cron.py` - Scheduled learning updates

Real-time Processing: - Processes alerts within 100ms of receipt - Maintains state across alert storms - Adapts to changing operational patterns

Audit & Learning Systems

Audit Trail: - Every action logged with timestamp, user, and context - Supports compliance reporting and forensic analysis - Queryable via API and UI

Learning Optimization: - Tracks action outcomes (success/failure) - Adjusts confidence thresholds based on results - Operator feedback incorporated into learning

Performance Metrics: - Response time tracking - Accuracy measurement - False positive/negative rates - Learning velocity metrics

Architecture Overview

Microservices: - Command Center (API & UI) - AI Orchestrator (ML processing) - Notification Consumer (alert ingestion) - Auto-Heal (remediation actions)

Data Flow: 1. Alerts ingested via webhooks/APIs 2. Pattern analysis by adaptive engine 3. Recommendations generated with confidence scores 4. Operator UI displays prioritized actions 5. Learning from outcomes improves future recommendations

Scalability: - Horizontal scaling across multiple nodes - Event-driven architecture handles variable loads - In-memory caching for performance - Persistent storage for long-term learning

Integration Points

Alert Sources: - Prometheus, Grafana, Datadog - Custom webhooks and APIs - SIEM systems (Splunk, ELK) - ITSM platforms (ServiceNow, Jira)

Action Targets: - Slack, Teams, email notifications - ITSM ticket creation - Runbook automation - Infrastructure APIs (AWS, Azure, Kubernetes)

Monitoring: - Built-in Prometheus metrics - Grafana dashboards - Health check endpoints - Performance profiling

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✅ **Outcome:** anyone can provision a tenant, launch AetherLink, and deliver a live, intelligent, believable AI-Ops experience in under five minutes.

Revision History

Version	Date	Author	Changes
1.0	November 9, 2025	AetherLink Development Team	Initial release: Complete beta launch playbook with onboarding flow, demo narratives, recovery procedures, operator tips, success metrics, and comprehensive appendices covering sales scripts, feedback capture, security/compliance overview, and technical deep dive. Professional formatting with cover page, table of contents, and PDF-ready structure.

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