



# Will your Shopping Cart Stay Upright in the upcoming Holidays

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**To be successful, organizations  
must deliver services that  
customers love**

# Customer Experience

## Direct Impact on Dollars and Reputation

- In J.Crew's case, the company lost 323, 000 shoppers which were about to bring \$775,000 in about 5 hours.
- Walmart might have lost \$9 million in just 150 minutes!
- Costco said goodbye to \$11 million, with a website going down for more than 16h



*Online sales transactions were running at an average of \$8.64 million a minute*

# Cultural Shift

Customer Experience with Digital Operations is key

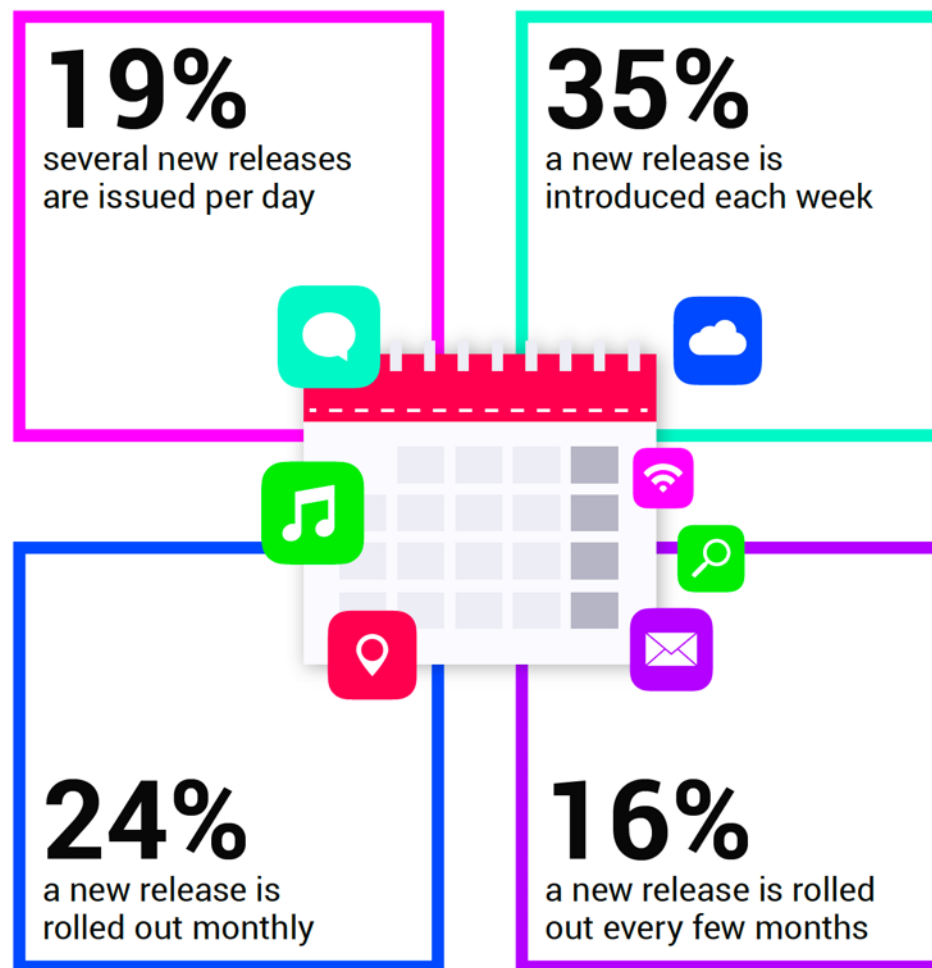
**The majority of survey respondents (91.7%) reported that delivering a superior customer experience is a priority in their role**



- **78.2%** of respondents say that delivering a superior customer experience is a priority in their role
- **13.5%** of respondents say that delivering a superior customer experience is somewhat of a priority in their role
- Only **6.7%** of respondents say that delivering a superior customer experience is not a priority in their role
- **1.6%** of respondents said they don't know

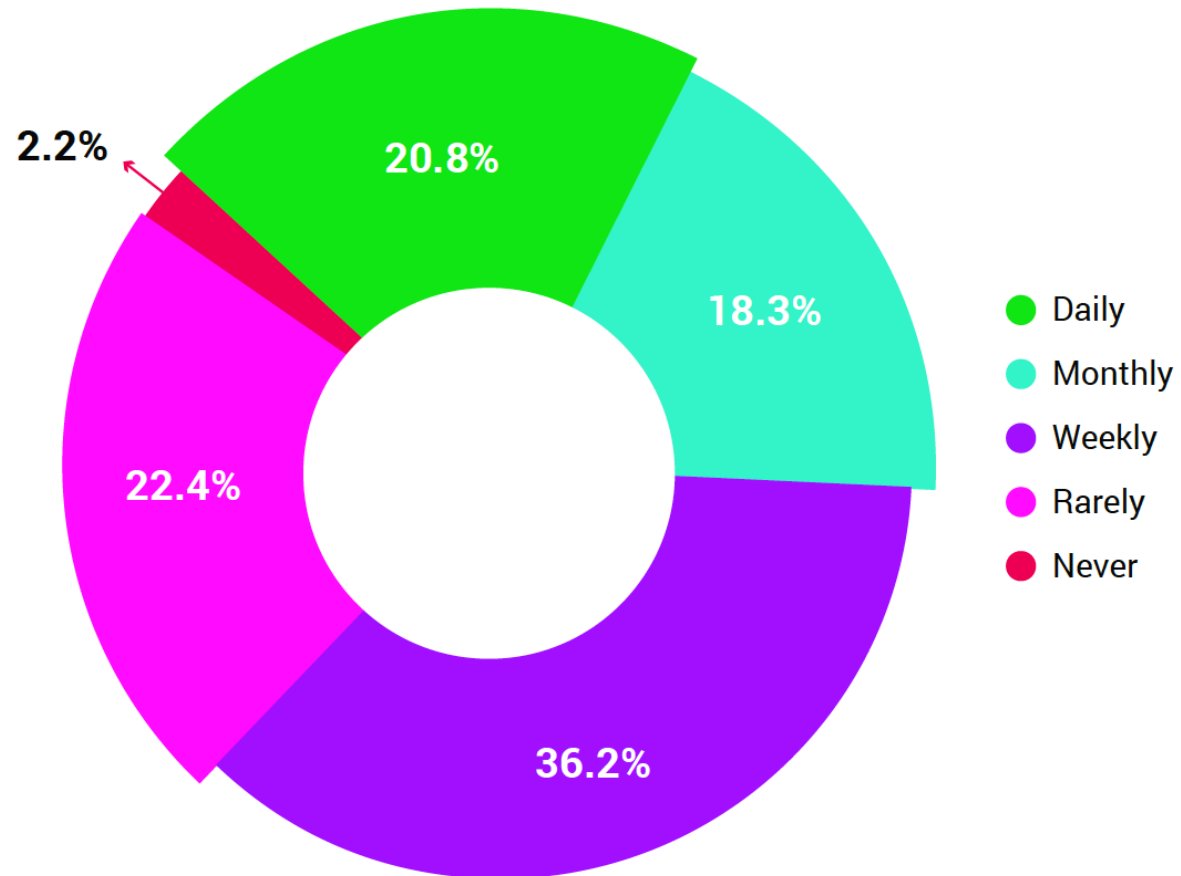
# Change is the only Constant

Increased velocity of delivering value to customers



# Frequency of Service Degradations

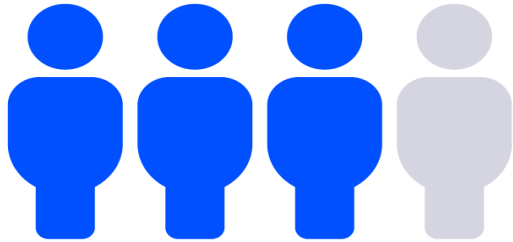
Experienced by customers





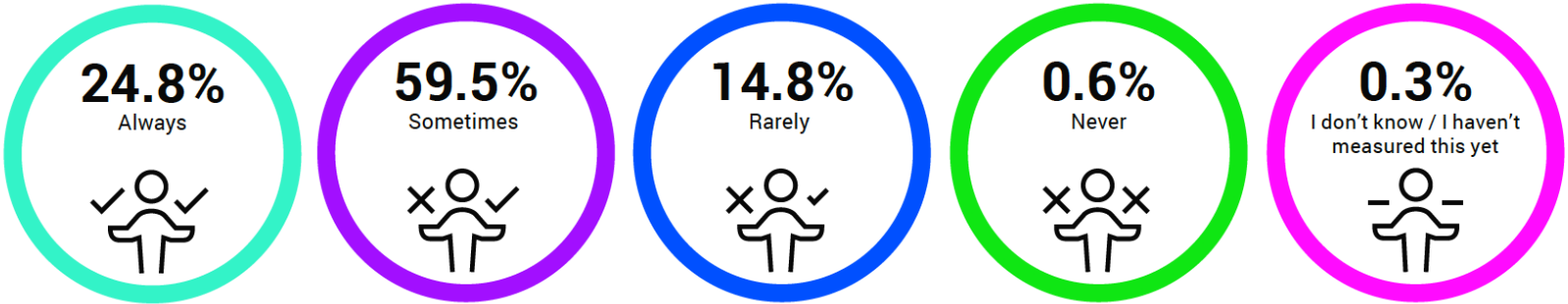
# Incidents Impacting Value

Toil of Fixing what you build



Nearly three out of four respondents (74.4%) say that their ability to build out services is sometimes or always affected by customer-impacting issues.

Responses when asked to complete the sentence: My (or my team's) ability to build out new services and features is \_\_\_\_\_ affected by customer-impacting issues.



# Bridge the digital gap

\$2 trillion will be spent on digital transformation, 70% will fail in execution\*

We want to innovate faster,  
improve our products and services,  
and introduce disruptive technologies

The faster we go...  
the more issues crop up,  
**Cyber threats not diminishing**



# Common Challenges to Keeping Your Cart Up



## TOO MANY CUSTOMER IMPACTS

84% of teams say customer-impacting issues affect their ability to build new services, Cyber Threats pervasive



## WASTED TIME FIXING ISSUES

72.3% spend at least half of their time resolving issues  
Increased dwell time of threats increasing cost of impact



## VENDOR LOCK-IN, BROKEN TOOLCHAIN

46% say large vendor lock-in prevents agile tool-chain automation, creating operations challenges



## CX CAN'T BE AN AFTERTHOUGHT

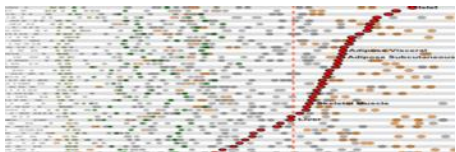
86% of organizations will compete on the basis of CX in the next two years



\* Gartner's Executive Leadership: Customer Experience Strategies Primer for 2021

# What Will Keep Your Shopping Cart Upright?

## Necessary Ingredients for Success



### Signal Enrichment & Noise Reduction

*A trigger tells you something is wrong, why don't you proactively check all monitoring systems?*



### Automated, Proactive Remediation

*Why wouldn't you fix the problem before creating a ticket?*



### Categorization & Prioritization

*What is the difference between this Sev1 and that Sev1?*



### Run book Automation

*Can you execute the remediation, but also support business process orchestration?*



### Operational Analytics

*How am I doing? How did I do? How will I do?*

# Identify Business Impact & Needed Experts

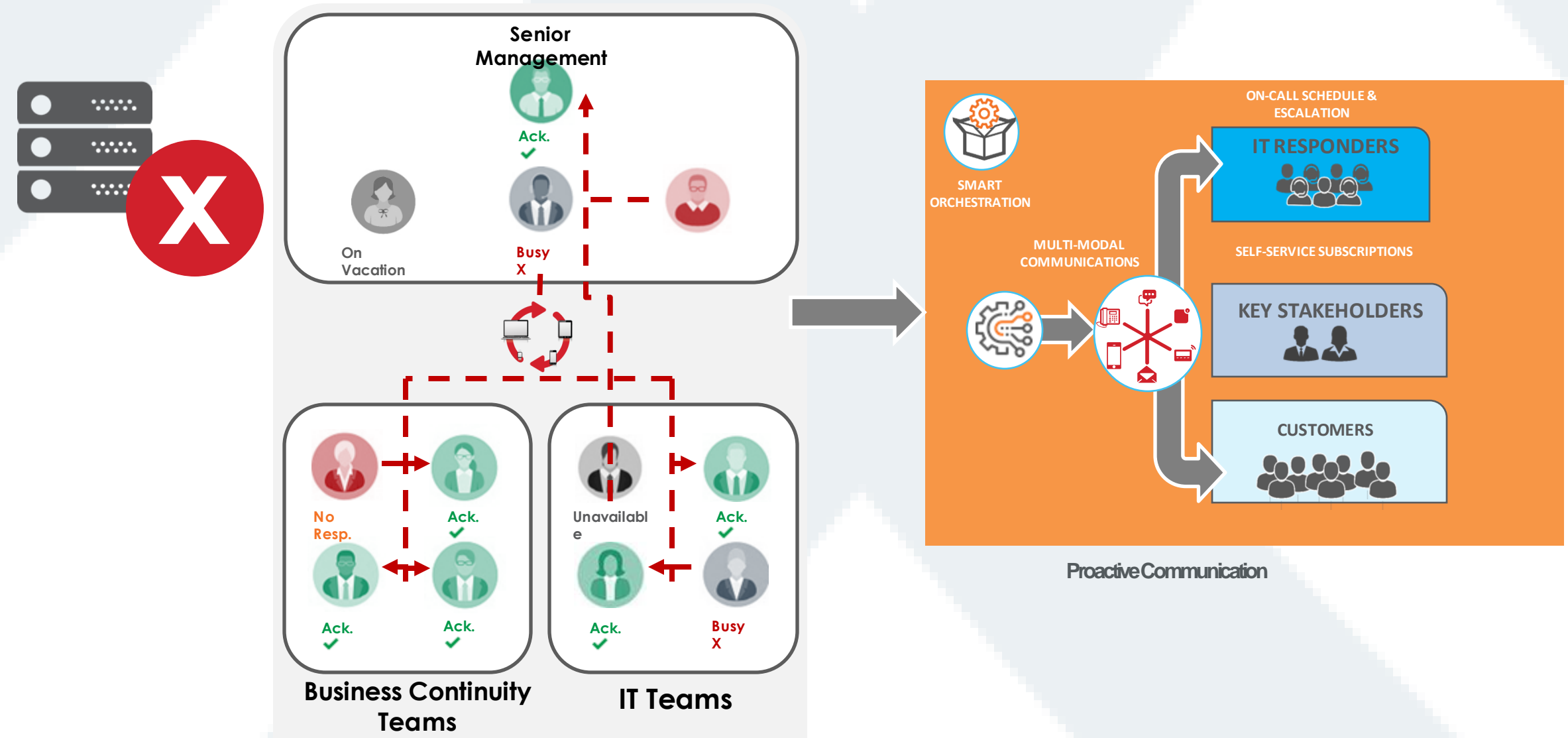


**WHO'S AVAILABLE**

**PRIORITY/SEVERITY**

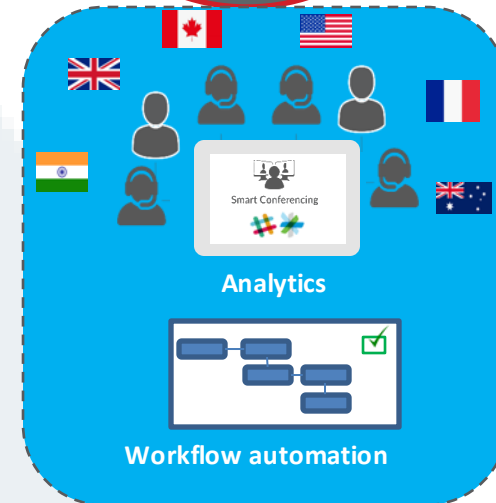
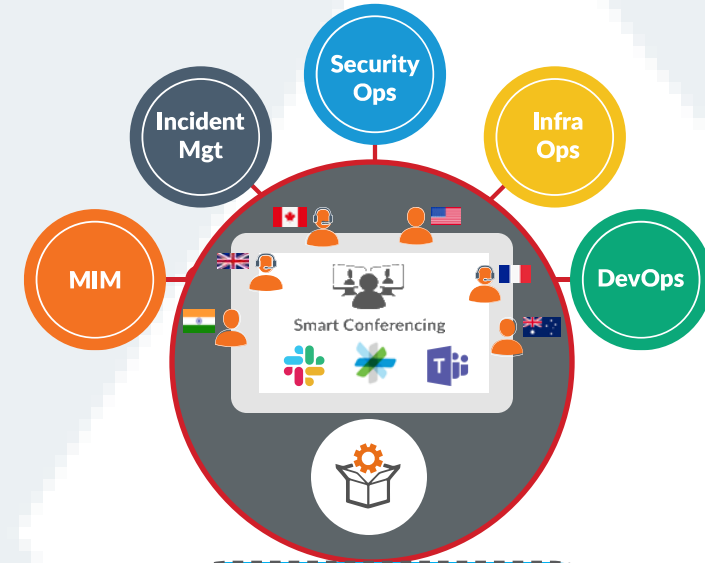
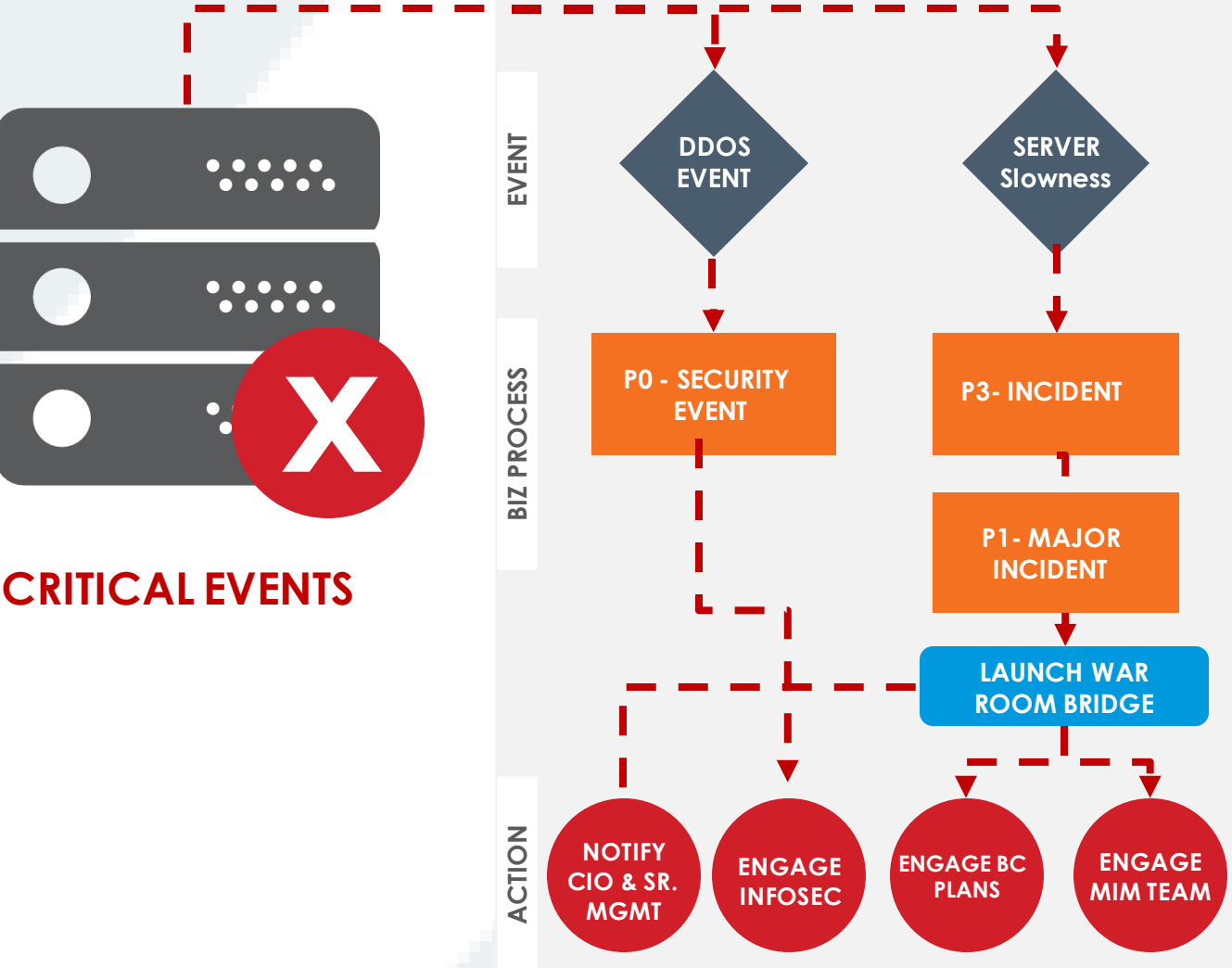
**MISSION CRITICAL  
BUSINESS APPLICATIONS**

# Engaging the Right People



# Collaboration Hub, Digital Room

Event/Response correlation



Incident-based routing



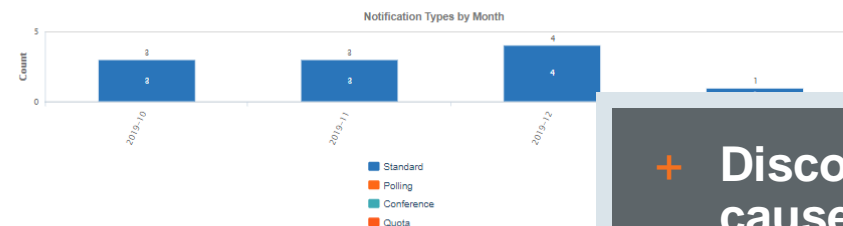
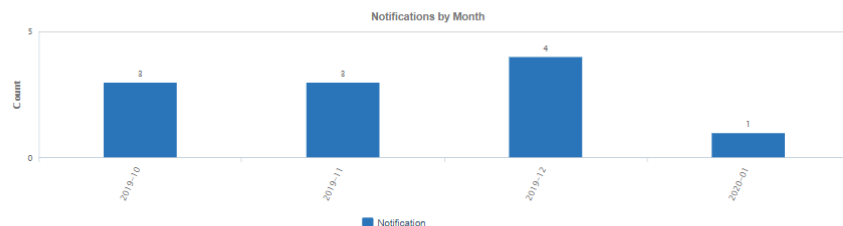
Reports > Notification History Summary

## Notification History Summary

Organization Name: IT Alerting DEMO

Total Notifications: 11

From: 2019-10 To: 2020-01 [Update](#)



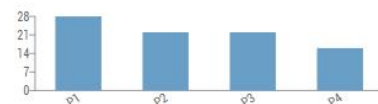
Privacy Policy Terms of Use © 2020 Everbridge, Inc.  
9.3.1.2-2019-10-21-0457 FE-VERSION: 9.3.1.1224 mgrprtl-prtl-c1-9-3-1-1



OPEN TIME: Avg | Max | Median  
5d 1h 17m | 9d 9h 12m | 4d 9h 13m

76 incidents above threshold

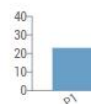
Priority



OPEN TIME: Avg | Max | Median  
5d 2h 37m | 9d 9h 10m | 5d 9h 7m

103 incidents above threshold

Priority



DEV OPERATIONS



7-day new incident trend



NETWORK OPERATIONS



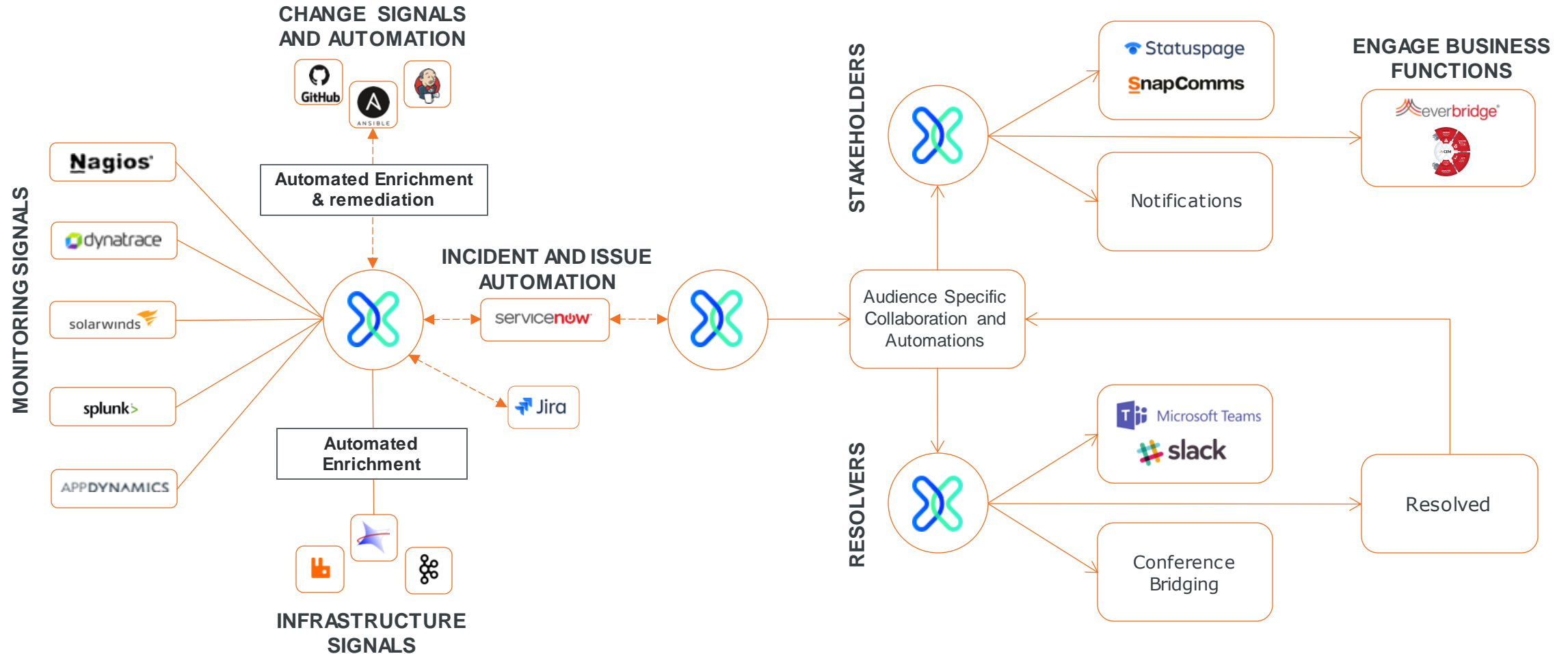
7-day new incident trend



- + Discover potential root causes based on prior incident
- + Aggregate to detect issues early
- + Analyze how you did
- + Learn from practices
- + Improve your performance over time

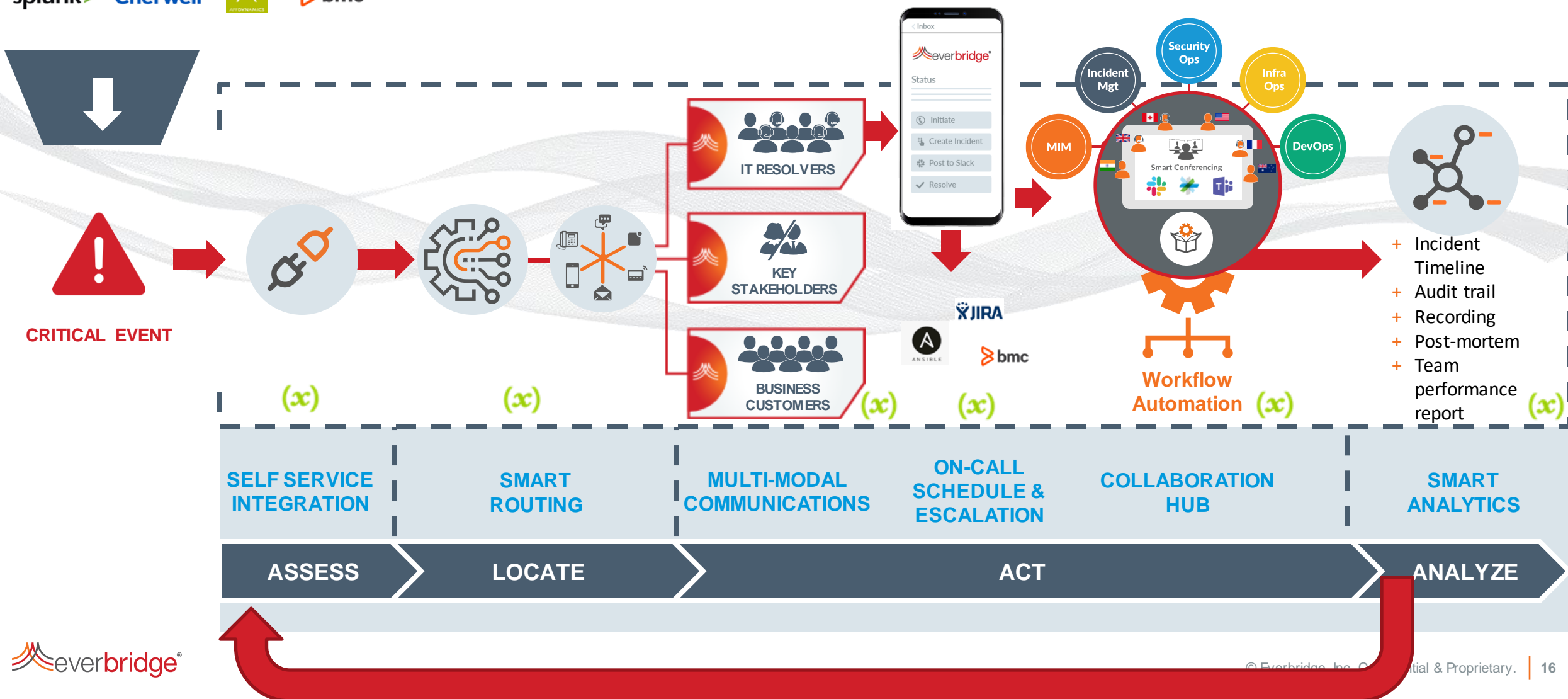
# Continuous Flow of Customer Value

Digital Operations with Superior Customer Experience





# Value Chain : Adaptive Incident Management



# Critical Event Management for Digital

Digital Operations with Superior Customer Experience: Respond proactively to technical & human needs

## Continuous Flow of Customer Value

- Proactively manage digital services with auto remediation
- Enable ITSM, CyberSec, DevOps and xOC teams with signal enrichment
- Alerting and incident management features combined with low-code automation
- Triage capabilities to identify relevant runbooks, potential root causes, and similar incidents
- Reporting and analytics to continuously improve services and processes

## 360° View of Risk

- Leverage real-time risk data from both digital and physical events
- Cybersecurity risk and vulnerability data feeds to stay ahead of the threats
- Visibility across complex hybrid and multi-cloud environments
- Real-time business risk assessment across physical & digital vulnerabilities
- Present business risk profiles for the customer – e.g., financial, reputational, etc.

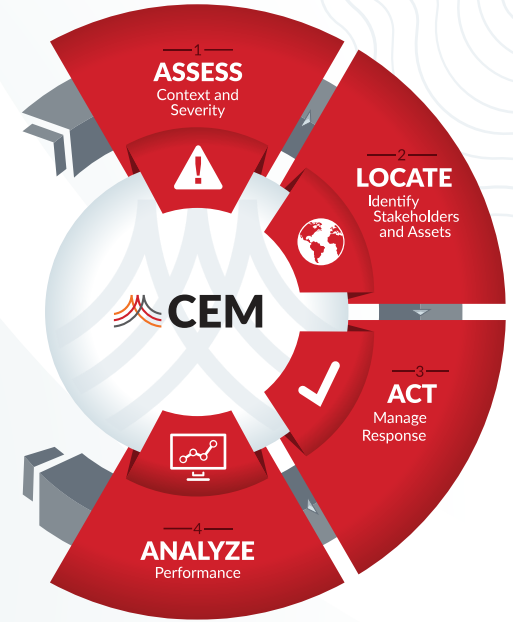
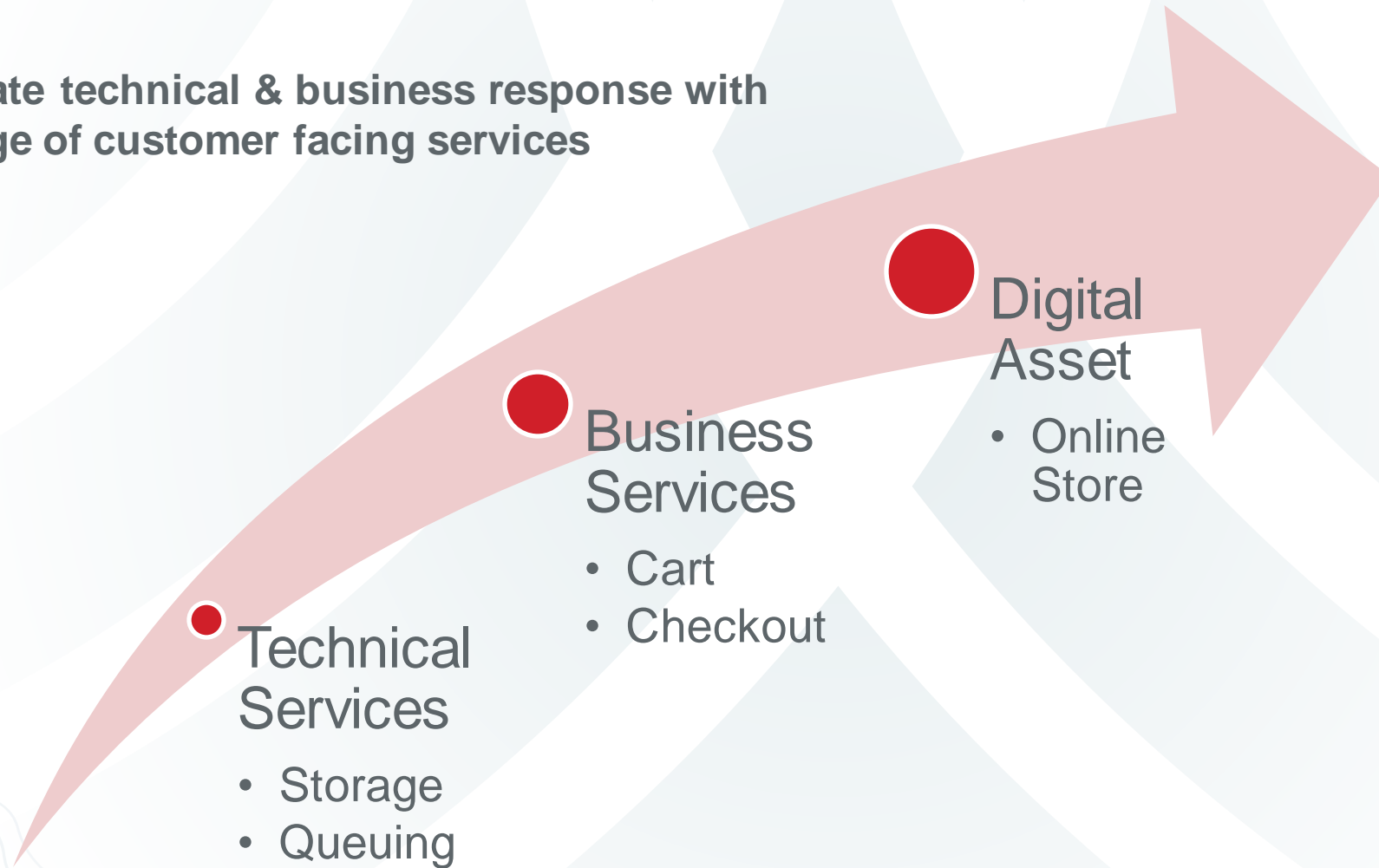
## Enterprise Resilience

- Trigger critical event processes based on calculated risk profiles
- Enable collaboration across business functions to protect the business & delight customers
- Simulate 'war games' to optimize IT and business preparedness to outage scenarios
- View the performance of the entire response, including business functions

# 360° View of Risk

## Services to Assets - Critical Event Management

Orchestrate technical & business response with knowledge of customer facing services



# Keep Your Shopping Cart Up

Digital Operations with Superior Customer Experience: Respond proactively to technical & human needs



## PROTECT AGAINST SERVICE ISSUES

Proactively address issues with automated workflows before customer impacts



## REDUCE OPERATIONAL PAIN

One-click responses automation incident resolution across teams and services



## BEST OF BREED TOOLCHAINS

Avoid vendor lock-in with ITSM platforms; use the best solutions to reach your goals



## REMARKABLE CUSTOMER EXPERIENCES

Collaborate across technical and business teams to provide great customer outcomes

# Questions