

# GoDaddy's AWS Cloud Migration Enabled by Moogsoft AIOps

## INDUSTRY

- Domain Registrar/Web Hosting

## KEY CHALLENGES

- New technology stacks not being monitored
- ITOps need to find IT issues before customers do
- Legacy systems can't scale with the rapid growth
- AWS Operations adds additional silos of support

## MOOGSOFT AIOps BENEFITS

- Allows GoDaddy to remain agile through migration
- Teams + Resources stable as event volume increases
- 66% reduction in customer help desk calls
- 99% reduction in workload

## MONITORING/SUPPORT ECOSYSTEMS

- AWS CloudWatch
- AWS CloudTrail
- Splunk
- ServiceNow
- New Relic
- Elastic
- CA Spectrum
- SevOne
- ManageEngine
- Sensu
- SCOM

GoDaddy is the world's largest domain name registrar. More than 14 million customers across 42 global markets use GoDaddy to name their idea, grow and manage their businesses, attract customers, and build a strong online presence. GoDaddy has invested in the latest agile data center technologies including the adoption of AWS as the primary infrastructure platform for the future.

## Key Challenges

Throughout its growth period, GoDaddy relied on CA Spectrum, a legacy event management system which could not keep up with the rate of change. This resulted in customers reporting problems often before GoDaddy's operational teams were aware of the issue.

"We came to Moogsoft because we're experiencing significant business growth and our legacy event management systems couldn't scale, nor could it accommodate new data sources like AWS," said Felix Gorodishter, Principal Architect for Monitoring at GoDaddy. "Moogsoft was initially deployed as a layer on top of these systems, but now it is completely replacing the legacy systems."

GoDaddy is at the forefront of web-scale operations - the need to innovate and keep up with the pace of change has put pressure on the ITOps team to maintain high service quality. Given this new era of IT and software, GoDaddy needed a new service assurance solution that allows its Ops and DevOps teams to remain agile.

## Moogsoft AIOps Solution

GoDaddy wanted to find a next-generation operations engagement solution that would help their ITOps and DevOps teams detect problems before customers were affected.

"We were frustrated with what our legacy tools could tell us...We knew we were a step behind, when customers started to report some service problems before we were detecting them," said Gorodishter.

With Moogsoft AIOps, GoDaddy clearly sees what Situations are causing service disruption from a sea of events and alerts. They also receive earlier indication of service-affecting incidents - creating actionable tickets in ServiceNow as the incidents start to unfold - so they can begin to resolve problems before customers complain.

With their migration to AWS, GoDaddy will be able to easily deploy globally in minutes, accelerating the delivery of their product. Moogsoft will enable their agile transformation, support their cloud and hybrid applications without needing additional resources, and reduce their operational friction. GoDaddy is expecting to see a 50% reduction in MTTR through earlier detection of incidents and fewer support escalations. Moogsoft has seamlessly integrated with their existing monitoring toolset and AWS cloud tools enabling GoDaddy to innovate at speed and scale throughout their migration to AWS.

**"Legacy event management systems couldn't accommodate new data sources like AWS"**

—Felix Gorodishter, Principal Architect for Monitoring