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Ingest and Enrich Monitoring Data for Full Enterprise Visibility

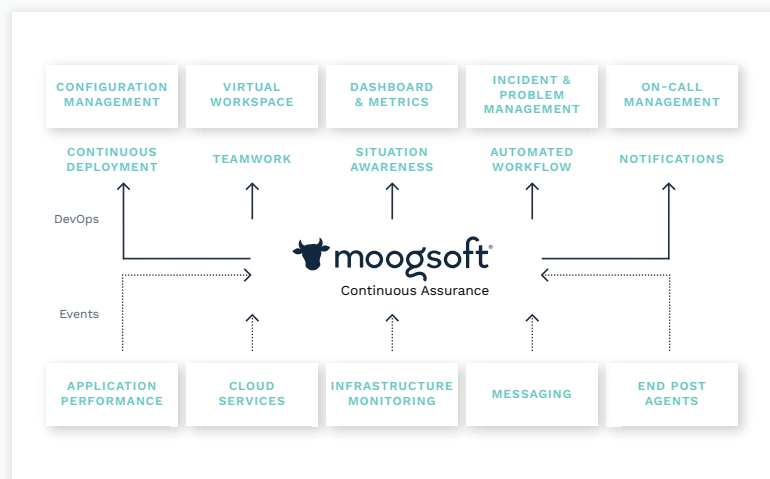## Continuous Monitoring Across Technology Silos

Moogsoft ingests and normalizes the source data generated by your monitoring tools, including log events, metrics, traces and alerts, while applying AI and machine learning, all in real-time.

A major advantage of Artificial Intelligence for IT Operations (AIOps) is the ability to ingest different types of data across siloed technology stacks and use algorithms to filter for deduplication and organize the data to reduce event noise and minimize incident volumes.

IT Operations and DevOps teams gain complete visibility across the production environment with the aggregation of event data, logfiles, streaming data, SNMP, email and message bus across cloud and on-premises services for applications, services and infrastructure.

Context Through Data Enrichment

A unique difference with Moogsoft AIOps is its ability to integrate with critical information systems such as CMDBs, asset management databases and discovery systems. Moogsoft will add key information such as: location, department, business criticality, service relationships, owner and class. By providing this context within the alerts, Moogsoft helps IT Ops and DevOps teams gain situational awareness, understand interdependencies and relationships, and resolve incidents quickly.

CONFIGURATION MANAGEMENT	VIRTUAL WORKSPACE	DASHBOARD & METRICS	INCIDENT & PROBLEM MANAGEMENT	ON-CALL MANAGEMENT
CONTINUOUS DEPLOYMENT	TEAMWORK	SITUATION AWARENESS	AUTOMATED WORKFLOW	NOTIFICATIONS

DevOps

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Continuous Assurance

Events

APPLICATION PERFORMANCE	CLOUD SERVICES	INFRASTRUCTURE MONITORING	MESSAGING	END POST AGENTS

Single View for all similar events

Benefits:

- 360-degree visibility across technology stacks from a System of Engagement.
- Reduction of event noise to IT Operations and DevOps teams by up to 99%.
- Data enrichment of data values for context and situational awareness.

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Cross Domain Data Enrichment – Application and Infrastructure

Cross domain data-enrichment optimizes several processes:

Operational: Functionally modifies behavior within Moogsoft AIOps to drive processes such as clustering. Ideally performed on alert creation.

Diagnostic: Assists operators to investigate incidents and can be performed at either the alert or situation level. Examples include updates to custom information and situation discussion threads.

Informational: Assists IT Ops or DevOps teams with informational updates to the situation description, services and processes for ease of use and situational awareness.

These 3 events are all related to **Application.com**

moogsoft® Continuous Assurance

Enrichment

CONFIGURATION MANAGEMENT DATABASE (CMDB)

Application.com Relationships

VIRTUAL MACHINE 54.32.11.22

ROUTER 192.168.1.1

SERVER 10.170.1.1

Events — Ingestion

TOMCAT 54.32.11.22 | NETWORK 192.168.1.1 | DATABASE 10.170.1.1

Separating Signal from Noise with Entropy

Knowing where to focus your resources in a time-critical environment is key to achieving a consistent customer experience.

Every event that is ingested into Moogsoft AIOps is analyzed and assigned a numerical value that indicates how important that event is within the context of the rest of the system. This value is an attribute of entropy. The higher the entropy value, the more important it is, such
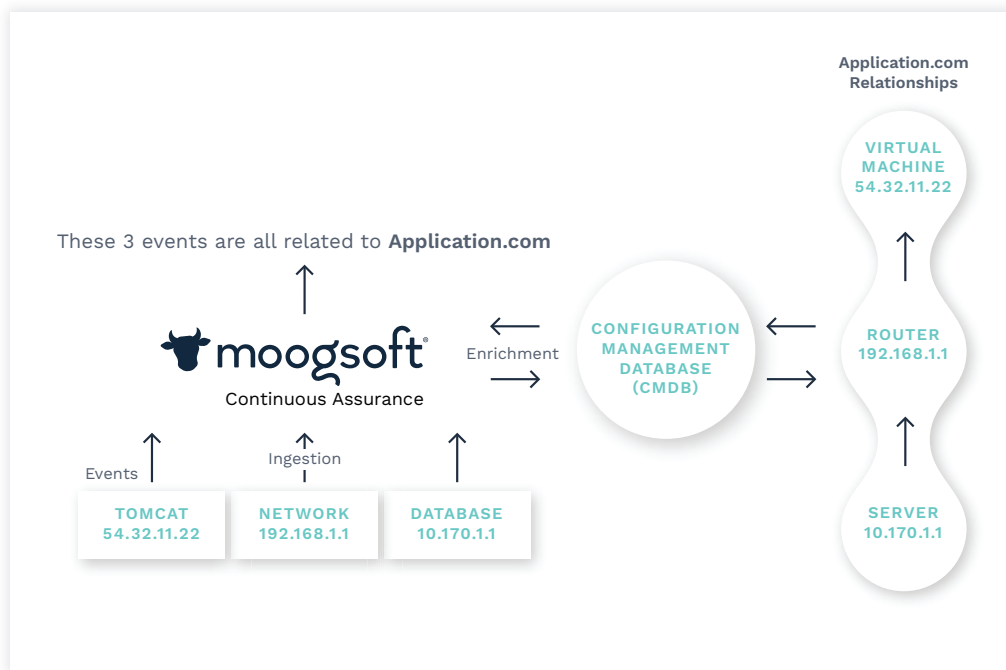
as a network outage or application down. The lower the value the less important it is, such as a CPU fluctuation or a router sync issue. High entropy events are the interesting ones; low entropy events are the events that can be safely ignored and are considered noise. As a result of entropy, large numbers of the ingested events can be ignored because they don't contain useful information, without losing the events that need closer attention.

Flexibility to Ingest Any Kind of Event Data

Both native integrations and configurable connectors, called Link Access Modules (LAM), provide a broad range of event data that can be ingested. Please see Integrations At A Glance for further listings of data sources.

Visit **www.moogsoft.com** to learn more.