



Redis Labs Case Study

Uncovering Hidden Insights: Redis Labs Adopts AI-Driven Business Monitoring to Support Stand-Out Customer Success

Redis Labs Uses Anodot to:

- Proactively support customers, by diminishing churn and facilitating upsells
- Scale monitoring so they can keep tabs on their expanding customer base
- Automatically customize alert settings to a range of data sources and usage patterns
- Detect issues in real time, thereby supporting faster root cause analysis and remediation

About Redis Labs

Redis Labs' NoSQL database management system delivers superior performance and reliability at scale. With its product's unmatched speed and the company's exceptional customer experience, it manages over one million Redis Enterprise databases for customers all over the world. Their clients include more than 7,900 customers, many in the top 10 of the Fortune 500 in addition to the top global credit card, communication, healthcare, technology and retail companies.

The Need: Customer Usage Monitoring that Scales

Redis Labs is in a high-growth phase and is acquiring many enterprise customers in the Fortune 500 and Global 1000. It needs to scale its customer service while maximizing efficiency and minimizing time and resources.

The question is how.

Redis Labs had been using Gainsight, a platform for improving different aspects of UX and managing company growth, successfully for several years as its customer success tool. As Redis Labs scaled, however, it became responsible for managing tens of thousands of databases and could no longer manually monitor their usage patterns individually.

The first challenge was that of visibility. Redis Labs found that as their customers' needs became more rigorous, their customer success team would need greater visibility into their data if they were to proactively address emerging issues. The company wanted their monitoring to operate on a more granular level, picking up incidents that might otherwise go unnoticed.

The value in granular monitoring became apparent as Oren Yaqobi, VP of Customer Success at Redis Labs, evaluated different monitoring solutions. He realized that the tools available weren't able to provide relevant insights into the KPIs most pertinent to their customer experience. Metrics such as the amount of time customers were spending on the website, their login performance and clicks on the user interface (UI) barely scratched the surface

of their customer health.

"It's like if you have two different people in a restaurant, and one is super happy and the other is very disappointed from the same dish. The cook knows it's the same dish. But each customer wants something slightly different, and you can never anticipate who's going to want what when they walk into the restaurant."

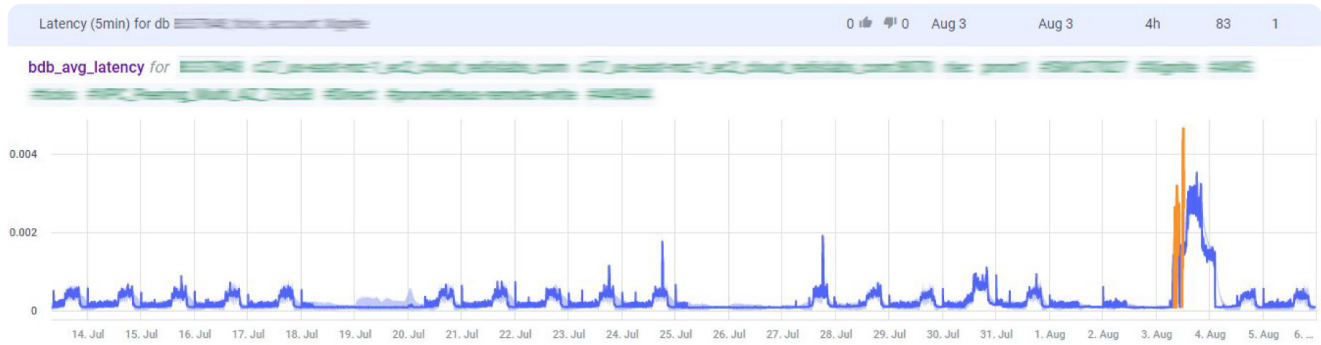
With that, Yaqobi underlined another challenge - adaptiveness and scale. With the growing volume of databases also came a wider variety of usage patterns, which couldn't be properly tracked with the fixed alerting that had proved sufficient in the company's early days.

The static alerts configured in Gainsight were consistently triggering false positive alerts or missing potential issues entirely - two sides of the same coin. Instead of manually configuring thresholds, Redis Labs needed a solution that would automatically adapt to fluctuating behavior.

Customer success managers were finding it challenging with their existing tools to anticipate the needs of each customer in advance. Let's take the goal of performance, for example: Redis Labs databases operating at a speed of just under one millisecond are typically considered the norm, but some use cases mandate faster database speeds. Also some customers have multiple databases for different use cases.



Autonomous Business Monitoring uses machine learning to establish how each customer normally behaves. Anomalous changes to the norm trigger alerts so the Customer Support team can take preemptive action.



Anomalous Spike in Response Time: *The term latency refers to several kinds of delays incurred in the processing of data, which can cause an application to slow down. This graph shows the standard response times (see blue line) for a particular database, and the orange line indicates when the database is taking longer than usual to respond. The Redis Labs Customer Support team uses these alerts to zero-in on performance issues.*

When using Gainsight to monitor, the alert threshold was set to one millisecond, and Redis Labs started to receive more alerts in their system than they could handle. The threshold was later adjusted to two milliseconds, which delivered fewer alerts, but now failed to alert on performance degradation for customers

who wanted the faster performance speed.

With each customer came different expectations and managing them efficiently would require a scalable solution that could adapt alert settings to each customer's usage patterns.

The Solution: Machine Learning for More Intelligent Monitoring

When searching for a solution, Anodot's AI-driven platform stood out to Redis Labs for its advanced capabilities:

Scale:

Anodot collects data from every data source for comprehensive visibility. You can integrate data from applications, databases and streams, storage, CRM, monitoring and analytics tools, as well as IT infrastructure, for a comprehensive, correlated understanding of anomalies.

Adaptable:

Patented machine learning algorithms learn each metric's normal behavior to build a baseline that accounts for seasonality and the effect of influencing factors. When patterns change, so does the baseline.

Real-Time Insights:

The precision of those baselines allow Anodot to detect anomalies far sooner than static thresholds for real-time alerts that help reduce time to detection and time to remediation.

Visibility:

Anodot is able to monitor billions of metrics, to locate anomalies within the permutations of topline KPIs that would otherwise go unnoticed. The platform locates incidents all the way down to the software version, geo-location, product or campaign, device and browser.

"After evaluating a number of different customer success tools, I realized that what we needed was a business monitoring solution like Anodot. One that detects and sorts anomalies, and says 'OK, here are the things that aren't normal. You need to take a look at them.'"

Oren Yaqobi, VP Customer Success at Redis Labs

An ML Solution that's Configured Faster Than Swedish Furniture

A big advantage to choosing Anodot was the ease of setup and configuration.

“Anodot’s support team quickly configured the alerts in a way so that I only received alerts that were actionable,” Yaqobi said.

Anodot integrated easily with a wide range of data sources and storage solutions, aggregating data into one centralized analytics platform. Alerts are customized so that they're delivered to relevant teams, in their preferred channel (ie., Slack, Jira, PagerDuty, among others).

Granular Visibility and Adaptive Alerts Shed Light on Upsell Opportunities

Redis Labs has made a reputation for consistently delivering exceptional customer experience. To maintain this standard, Yaqobi wanted a solution that would help identify which customers needed attention before they opened a support ticket.

Anodot’s Autonomous Business Monitoring delivers real-time alerts on issues buried in topline KPIs. When Redis Labs discovers latency issues, their customer success team can proactively reach out to customers with solutions, such as a configura-

tion change or stronger machines. This attention to detail and responsiveness is helping their team to build a stronger customer-vendor relationship - preventing churn and facilitating upsells.

With Anodot, Redis Labs’ customer support receives an additional pipeline from which it can offer more resources to help its customers succeed - translating into hundreds of thousands of dollars of real opportunity.



Anomalous Spike in Memory Usage: Memory-intensive operations and memory fragmentation can cause a spike in memory usage and, consequently, bring performance to a halt. This alert shows a 16-hour surge in memory usage (see orange line) that was later recognized by Anodot as a new "norm" (see point where the orange line changes to blue).

Gaining a Competitive Edge with Proactive Support

Anodot Autonomous Business Monitoring was instrumental in giving Redis Labs greater visibility and granular monitoring of their data, to better meet customer needs. As they discover individual latency issues, Redis Labs customer success team is able to be proactive in reaching out to custom-

ers, which also has paved the way for upsell opportunities. That combination of granular monitoring, proactive incident management and visibility into upsell opportunities is giving Redis Labs a leg up in a demanding market.



Business metrics are notoriously hard to monitor because of their unique context and volatile nature. Anodot's Business Monitoring platform uses machine learning to constantly analyze and correlate every business parameter, providing real-time alerts and forecasts, in their context. Our patented technology is trusted by Fortune 500 companies, from digital business to telecom.

Anodot reduces detection and resolution for revenue-critical issues by as much as 80%. We have your back, so you're free to play the offense and grow your business.

Anodot is headquartered in Silicon Valley with sales offices worldwide. To learn more, visit us at www.anodot.com

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