AIOPS: THE ERA OF INTELLIGENT DATA MANAGEMENT

Whether you call it AIOps, ITOps, ITOA, or something else, one thing is clear: The era of intelligent data management has arrived.

As we head into the final months of 2019, it’s an era that’s coming just in time. The reality of hybrid multicloud is creating incredibly complex and fast-moving IT environments. Teams are challenged to “keep the lights on”—and also to deliver strategic value to the business by enabling rapid adaptation to shifting customer expectations and new competitors. They have to modernize infrastructure—and also to future-proof it against near-constant disruption. And they have to deal with an expanding array of stakeholders—not just executives in their organizations but also external stakeholders, such as regulators. The pressure is on and the heat is rising.

Given these competing priorities and stakeholders, it’s obvious that a new approach is needed to equip teams to truly see, understand, and act with minimal friction across the entire infrastructure. Automation is the answer, but the stakes are high. Can a machine really be trusted to understand and safeguard the infrastructure that, in a world of digital transformation, supports almost every function of a business?

Although many organizations and vendors have made huge strides in automating IT analytics, progress has tended to be incremental, still requiring a human hand at the helm. Yet, in the era of hybrid multicloud where data and applications are dispersed far beyond the walls of any one data center, data management means accepting that it has become impossible for humans to intelligently monitor and manage IT environments at the scale and speed now required.

Enter AIOps. At a basic level, AIOps can be understood as the application of artificial intelligence and machine learning (AI and ML) to automate the identification and resolution of typical operational issues, such as emerging security and governance risks, unexpected errors, poor system performance, and so on. However, this is a deceptively simple definition. Automation is already happening in IT environments. The distinction with AIOps is that the automation is truly intelligent. It’s not simply an algorithm acting on predefined rules to push out templated reports that a human operator must still analyze and act on.

The advent of AIOps and intelligent data management is not an incremental advancement but a true game changer for IT. It means significant cost savings, productivity gains, and dramatically reduced downtime, which add up to a meaningful impact on a business’s bottom line. No wonder that Gartner predicts that by 2023, 30% of large enterprises will use AIOps and digital experience monitoring tools exclusively.
For more than two decades, NetApp has been cultivating our data lake, which aggregates and anonymizes metadata information from our entire hardware and software customer ecosystem. At first, this data was used for reactive customer support and diagnostics, but over time our process and data science intelligence have evolved. We are now using refined AI and ML capabilities to deliver predictive and prescriptive insights and guidance. The results are compelling. Over the last year alone, NetApp® Active IQ® monitoring saved customers more than 2 million hours of lost productivity due to avoided downtime.

As part of NetApp INSIGHT 2019 and our vision to dramatically simplify every aspect of IT, we are introducing these exciting new features:

- **Active IQ** uses AIOps to act as your **Digital Advisor**, identifying best next actions and automating fixes and optimizations with a single click of a button. These AIOps capabilities are included with the new SupportEdge Advisor and SupportEdge Expert offerings, enabling you to spend less time managing infrastructure and more time on strategic activities.

- **Active IQ** predictive guidance is included with **Cloud Insights**. Together, Active IQ and Cloud Insights span the entirety of any hybrid multicloud environment, no matter how complex, acting as the only solution to provide a single source of truth for the performance of an entire infrastructure (with Cloud Insights, not just for NetApp products) in real time.

- Finally, we are introducing **Cloud Insights Premium**, an advanced version of our popular cloud-monitoring SaaS-based tool, which adds Kubernetes monitoring with topology visualization and insider threat detection.

Combining the industry’s largest, living set of IT analytics data, which can monitor and analyze any possible mix of cloud, on-premises, and hybrid environments, with increased flexibility to ingest and export insights across NetApp products and beyond, we’re going all-in on AIOps as the future of our industry.

Our vision is an operations environment without friction, where teams are enabled and inspired to contribute to big-picture innovation. What will your organization achieve once you have the ability to identify an issue in about a second and fix it with a single click?