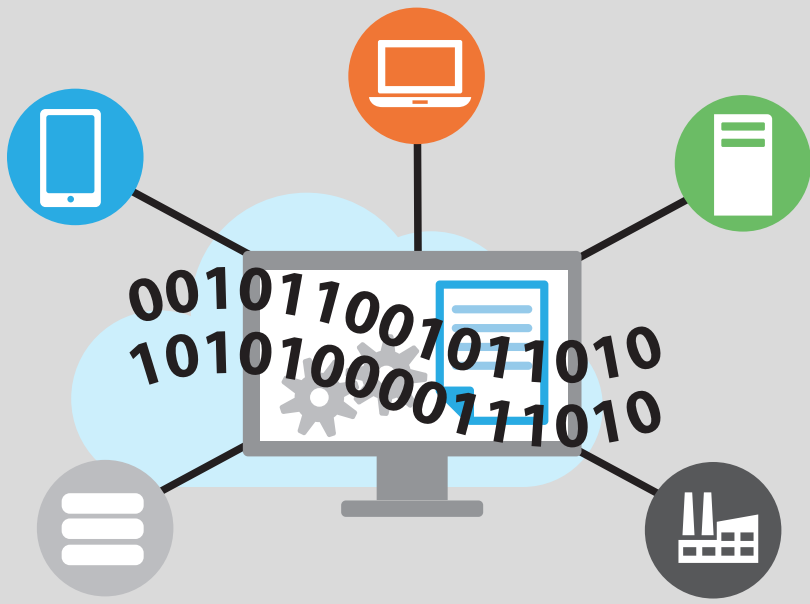


# Real-Time Analytics for the Digital Business

ACHIEVE UPTIME GOALS AND LEVERAGE UNPARALLELED VISIBILITY



## ANALYZE MILLIONS OF DATA POINTS PER SECOND FROM EVERY PART OF YOUR BUSINESS

The digital revolution has changed the IT landscape to a complex and hybrid infrastructure spanning both cloud and on-premise, aiming to deliver fast and personalized multi-channel user experiences.

But most organizations still rely on log analysis, up/down monitoring of individual servers, and open-source or home-grown tools that are simply unable to deliver higher-scale data management.

### THE CHALLENGE: INCREASED OBSERVABILITY OF DATA ACROSS THE ENTERPRISE TO DELIVER OPTIMAL CUSTOMER EXPERIENCE

#### APPLICATION DELIVERY

**80%** of unplanned outages are due to ill-planned changes made by administrators or developers<sup>1</sup>

#### BIG DATA MANAGEMENT

**2.5 quintillion** bytes of data are created daily<sup>4</sup>

Actionable Insight into this data can be game changing

#### CLOUD SCALE

**82%** of enterprises have a hybrid cloud strategy<sup>2</sup>

#### INTERNET OF THINGS

**4.9 billion** connected things were in use in 2015, and that will hit 25 billion by 2020<sup>5</sup>

#### OPERATIONAL ANALYTICS

**\$108,000** per hour: Revenue impact due to IT system downtime<sup>3</sup>

#### BUSINESS METRICS

Use metrics analysis to complement your business intelligence

## THE RESULT OF LACK OF VISIBILITY

LOST BUSINESS OPPORTUNITY, SHAKEN CUSTOMER LOYALTY, DAMAGED REPUTATION, AND LOWERED EMPLOYEE MORALE

### THE SOLUTION: PUTTING METRICS ANALYSIS IN THE HANDS OF EVERY USER



## WAVEFRONT. POWERFUL INSIGHTS. RIGHT NOW.

Wavefront transforms your business to deliver superior customer service by putting powerful analytics

- BENEFITS**
- Unified – break down data silos
  - Real-time – act on data generated right now
  - Powerful analytics – intuitive language
  - Collaborate – share dashboards
  - Scale – ingest millions of data points per second
  - Long term trend analysis – no data down-sampling

Real-time **COLLABORATE**  
**UNIFIED** **TREND**  
**Powerful Analytics** **ANALYSIS**  
**Scale**

LEARN MORE AT [WWW.WAVEFRONT.COM](http://WWW.WAVEFRONT.COM)

JOIN OUR COMMUNITIES:



#### CITATIONS

- (1) "Confronting System Downtime"
- (2) 2015 State of the Cloud Survey, RightScale
- (3) "2013 Cost of Data Center Outages"  
<http://www.cm.com/slide-shows/cloud/300073433/the-10-biggest-cloud-outages-of-2014-so-far.htm?pgno/0/10?itc=refresh>  
<http://www.cmswire.com/analytics/the-real-time-data-disconnect/>
- (4) MIT Technology Review
- (5) "Implementing an IoT Strategy," Gartner



**WAVEFRONT**