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Alluvio Unified Observability

Illuminate Digital Experience and Drive Enterprise Performance

The following guide provides our Partner Community with the recommended positioning, messaging, and content for the launch of Alluvio™ by Riverbed®, our Unified Observability vision and portfolio. Using this guide, partners have fast access to a collection of resources to learn more about the vision positioning and approved messaging that can be used to promote alongside Riverbed.

Current State of Observability

Fact #1

Despite all the hype, the message of observability is resonating powerfully with organizations struggling to manage complex, dynamic, and distributed IT environments.[1]

Fact #2

There is no industry-accepted definition of observability. However, it is primarily associated with DevOps, cloud-native technologies, and APM use cases.

Fact #3

The vendor landscape is diverse spanning multiple market and technology categories (monitoring, AIOps, big data analytics, SIEM, cloud, etc.).

[1]Gartner: Hype Cycle for Monitoring, Observability and Cloud Operations, 2021

Alluvio Vision for Unified Observability

Unified Data

Capture and unify full-fidelity telemetry across the entire IT ecosystem (client devices, networks, servers, apps, cloud-native environments, and actual user experience), without sampling.

Unified Insights

Apply Artificial Intelligence (AI), Machine Learning (ML), and proprietary data science techniques to deliver unified, context-rich, filtered, and prioritized insights that address the challenges of all IT, not just DevOps.

Unified Actions

Automate the investigative workflows of IT experts to provide probable cause and recommend actions. By replicating best practices, unify and empower all skill levels to solve problems, fast.

A single portfolio that unifies data, insights, and actions across IT to deliver seamless, secure digital experiences.

Challenges

Tranformational shifts to remote work, hybrid networks, and distributed, multi-cloud applications make it difficult for IT teams to keep digital services accessible, high performing and secure for employees and customers.

IT teams are flooded by massive volumes of data and alerts from monitoring tools that provide little context or actional insights. Observability tools that limit or sample data rather than capturing everything leave IT blind to potential issues or opportunities for proactive improvement. Troubleshooting issues with siloed, domain-specific tools require war rooms and manual investigation and correlation by IT experts whose skills are scarce and hard to replicate.

Focus Pain Points

- Granularity of data – sampling
- Span of data – metrics, events, logs, traces, etc.
- Limited use cases; ignoring needs of other IT domains
- Volumes of alerts with little context of actionable insights
- Troubleshooting requires highly experienced IT staff

Solution

Unlike other observability solutions that limit or sample data, Alluvio Unified Observability captures full-fidelity user experience, application, and network performance data on every transaction across the digital ecosystem. Alluvio is being designed to apply AI and ML to contextually correlate data streams based on indicators of problems to provide actionable insights.

This intelligence will also automate the investigative workflows of IT experts, empowering staff at all skill levels to solve problems, fast. With the Alluvio Unified Observability portfolio, IT can eliminate data silos, resource-intensive war rooms, and alert fatigue. They can enable cross-domain decision-making, apply expert knowledge more broadly, and continuously improve digital service quality.

Main Selling Points

Extract the value of data with actionable insights and intelligent automation to deliver seamless, secure digital experiences.

Note to partner community: The following section represents the fully realized Alluvio Unified Observability vision. Many of the capabilities are not available today but are part of ongoing developments to be included in future instances of the Alluvio Unified Observability portfolio.

Full-Fidelity Telemetry

Alluvio captures full-fidelity data across the entire IT ecosystem from client devices, networks, servers, applications, cloud-native environments, and users themselves. Alluvio leverages industry-leading visibility tools available today for network performance management (NPM), IT infrastructure monitoring (ITIM), and Aternity™ digital experience management (DEM) – application performance management (APM) and end user experience monitoring (EUEM).

Unlike other products that sample data to deal with the scale of today's distributed environments, Alluvio captures every transaction, packet, and flow. Unlike

"full-stack' observability platforms that only provide browser-based user experience metrics, Alluvio also analyzes actual experience for every type of application, not just web and mobile. Additionally, Alluvio augments quantitative measures of user experience with qualitative measures of employee sentiment. Full-fidelity data gives IT a complete picture of what is happening and what has happened, without missing key events due to sampling.

Intelligent Analytics

Alluvio Unified Observability applies AI, ML and proprietary data science techniques across disparate data streams, including third-party data, to detect anomalies and changes and to surface the most important events faster and with precision. Unlike other products that correlate events primarily on time, or that require complex asset database integrations, Alluvio will automate the process of gathering and correlating every relevant metric from various domains. Applying the best analytics to the right set of data provides IT with more accurate insights into the scope and severity of issues and the cause of poor performance.

Scripted Investigations

Out of the box, Alluvio provides automated investigation workflows designed to replicate the best practices of expert IT teams. These pre-built functions gather evidence, add context, and set priorities to enable IT teams to save time, reduce escalations, and turn

knowledge that resides in the minds of a few into knowledge that is useable by all. These low-code/ no-code functions are customizable and additional functions can be created using a highly graphical, easy-to-use interface.

Actionable Insights

With the best data, AI, ML, and automation, Alluvio Unified Observability will deliver context-rich, filtered, and fix-first insights, ready for IT action. These insights enable effective cross-domain collaboration and decision-making to accelerate mean time to resolution. Providing a single source of truth for IT reduces time spent in war rooms, finger-pointing, and excessive escalations. Through open APIs, these actionable insights also add value to a broader ecosystem of tools designed to help IT teams continuously improve digital experience and IT service quality for their customers and employees.

Automated Remediation

Alluvio Unified Observability is being designed to include an expandable library of pre-configured and customizable actions to support manual remediation and automated self-healing of common issues. Remediation actions will be recommended by the system based on the issue under investigation, but IT maintains decision-making control on whether and when to execute the suggested corrective action.

Approved Copy Blocks

General Solution

100 Word Description	Unlike other observability solutions that limit or sample data, Alluvio by Riverbed will capture full-fidelity user experience, application, and network performance data on every transaction across the digital ecosystem. It then applies AI and ML to contextually correlate data streams and alerts to provide actionable insights. This intelligence also automates the investigative workflows of IT experts, empowering staff at all skill levels to solve problems, fast. With the Alluvio unified observability portfolio, IT can eliminate data silos, resource-intensive war rooms, and alert fatigue. They can enable cross-domain decision-making, apply expert knowledge more broadly, and continuously improve digital service quality for seamless, secure digital experiences.

50 Word Description	Alluvio by Riverbed is a Unified Observability portfolio that will capture full-fidelity data on every transaction across the digital ecosystem and applies AI to provide actionable insights and intelligent automation. With Alluvio, IT can eliminate data silos and alert fatigue, improve decision-making, apply expert knowledge broadly, and continuously improve service quality for seamless, secure digital experiences.
25 Word Description	Alluvio Unified Observability captures full-fidelity data to provide actionable insights and intelligent automation so IT can eliminate alert fatigue, apply expert knowledge broadly, and continuously improve digital quality for seamless, secure digital experiences.
SEO Keywords	Unified observability, observability, actionable insights, full-fidelity telemetry, digital experience, DEM, NPM, APM, digital experience management, network performance management, application performance management, IT automation, AIOps, artificial intelligence, machine learning, data science

Social Media

LinkedIn	Alluvio by Riverbed is the only Unified Observability portfolio that will capture every transaction across the digital ecosystem to provide a full-fidelity view of the user experience—including application and network performance. As part of the Alluvio Unified Observability vision, AI and Machine Learning will provide actionable insights, automating the IT investigative workflow and reducing alert fatigue. Talk to us about how these solutions can help your enterprise. #AlluvioByRiverbed #EmpowerTheExperience https://rvbd.ly/3yf5iPW
LinkedIn	Is your organization looking to eliminate data silos, reduce alert fatigue, and improve cross-domain decision-making while also capturing every transaction across your digital ecosystem? Then you need to learn about Alluvio by Riverbed, the full-fidelity Unified Observability portfolio that enables you to transform data into actionable insights for seamless, secure digital experiences – from the organization trusted by 95% of the Fortune 100. #AlluvioByRiverbed #EmpowerTheExperience https://rvbd.ly/3yf5iPW
Twitter	Full-fidelity telemetry, scripted investigations, actionable insights and automated remediation: Alluvio by Riverbed does it all. Learn about the Alluvio Unified Observability portfolio that unifies data, insights, and actions across IT, so your organization can deliver seamless, secure digital experiences. https://rvbd.ly/3yf5iPW
Twitter	Alluvio by Riverbed, the Unified Observability portfolio that addresses remote work, hybrid networks, and distributed applications, helping IT teams keep digital services accessible, high-performing and secure for employees and customers. https://rvbd.ly/3yf5iPW
Hashtags	#UnifiedObservability #fullfidelity #ActionableInsights #npm #itim #euem #apm #itsolutions #AlluvioByRiverbed #EmpowerTheExperience #IlluminateTheExperience

Sales & Marketing Resources

Alluvio by Riverbed Unified Observability

Customer Facing

New Landing Pages
- New Riverbed Website
- Alluvio Unified Observability

Thought Leadership Blogs
- Riverbed Empowering the Experience
  - Dan Smoot, CEO
- A 'Brand' New Day for Riverbed... Meet Alluvio!
  - Jonaki Egenolf, CMO
- Full Observability is the Key to Unlocking Data's Transformational Benefits
  - Shaun Bierweiler, CRO

White Paper
- Extracting the Value of Data with Unified Observability
- Visit the Partner Portal for additional languages

Infographic
- 5 Signs You Need Unified Observability
- Visit the Partner for additional languages

Partner Portal

Unified Observability Collection
New collection on the Partner Portal. Continue to look for updated content including presentation, whitepapers, solutions briefs, etc.

New Partner Portal Collection

Community

Unified Observability Collection

The Full Fidelity Podcast
- Episode #2: Why Anomaly Detection Sucks
- Episode #5: The Difference Between Visibility and Unified observability

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