



Power your digital transformation with total operational visibility.

The first step in shaping the future is having a clear understanding of the here and now—knowing the root cause of symptoms in order to solve for them, and seeing across all dimensions to have better context for where to go next.

Rocana offers a new approach to operational visibility, enabling companies to see data across time, in depth, from all sources, and with comparative analytics. It is visibility, both elemental and essential, that powers digital transformation and provides the knowledge to shape the future.



Total visibility is the foundation of digital transformation.

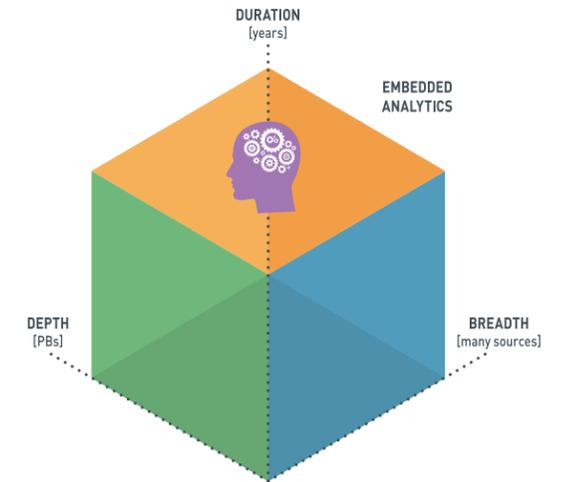
Digital leaders have an advantage: they measure everything and use that deep knowledge to constantly improve. How do they do it? By collecting—and connecting—IT with business metrics to understand the customer experience and drive better business outcomes. They use their vast operational knowledge to answer key business questions, turning IT from a cost center into a source of competitive advantage.



A different approach to total visibility.

We re-imagined what total visibility means to our customers and what it takes to deliver it. We used our extensive enterprise data center and big data management experience to create Rocana Ops—a total visibility system that combines a massively scalable and open event data warehouse with advanced analytics and guided visualizations. Rocana Ops gives you total operational visibility across all your data sources, all the time, forever.

VISIBILITY WITHOUT LIMITATIONS



Analyze petabytes of data from all sources across months and years.

It's tough to be strategic without vision.

The cornerstone of any successful digital transformation initiative is operational visibility, but this is where traditional monitoring approaches fall short. You have many sources generating rich operational data, but your existing point monitoring tools aren't collecting most of it, and they tend to serve very specific audiences. All other stakeholders receive a massively filtered view of the data which has lost so much richness and fidelity that its business value is suspect at best.

90 percent of data is lost before it impacts the business.

The problem is: traditional monitoring tools and approaches were never designed for the massive scale and complexities of modern IT environments. As a result, they dramatically impair visibility and increase both cost and risk. It's common for organizations to capture less than 10 percent of their event data, which means IT teams are leaving critical data behind—information that could help prevent the next outage, thwart a security breach, or identify an opportunity to increase customer satisfaction.

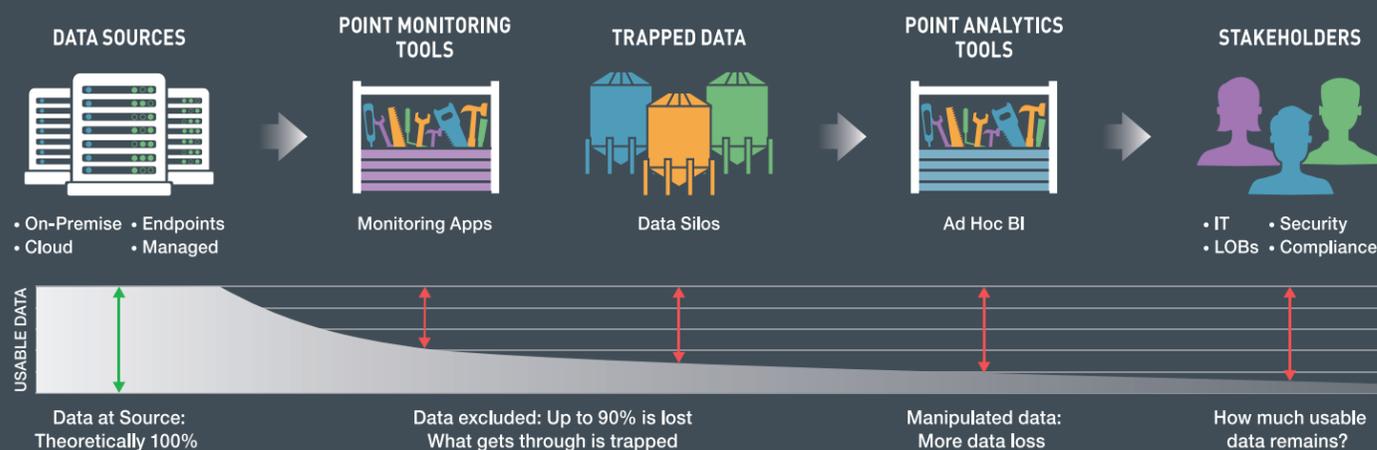
See across your environment like never before.

Imagine being able to capture millions of events per second totaling petabytes per month from all sources in your environment. Now imagine being able to analyze all your data online for years, starting from the moment it's captured. Suddenly, questions that were difficult to answer—such as how various systems interacted on this day one year ago—can be answered effortlessly. With Rocana Ops, technologists and stakeholders throughout the business have the operational data they need to run a better business.

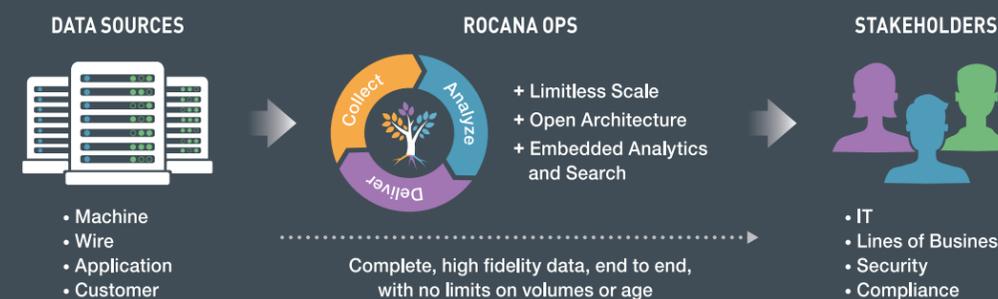
See deeper with advanced analytics.

In addition to enabling capture and analysis of all operational data, Rocana Ops helps you spot emerging problems anywhere in your IT environment—even in places you wouldn't have thought to monitor otherwise. Rocana Ops does this by automatically applying advanced analytics and anomaly detection to every event as it is collected. By constantly learning what constitutes “normal” behaviors in your environment, Rocana Ops quickly identifies abnormal behaviors via an intuitive visual interface that also helps operators drill down to find the root cause with just a few clicks.

VALUABLE INSIGHTS ARE LOST IN TRANSLATION BY LEGACY TOOLS



CAPTURE ALL DATA FOR TOTAL VISIBILITY



Challenging all the assumptions.

With Rocana Ops, we set out to solve the key challenges that have plagued enterprise IT ops for decades. How could we redefine scale, openness, total cost of ownership, and the role that analytics plays in the enterprise? The result is a powerful architecture that removes all the limits of capturing data, maximizes the power of open source standards, and applies advanced analytics across all data.

It starts with an event data warehouse.

We built Rocana Ops to operate at enterprise scale, handling petabytes of data per month. We also designed it to minimize end-to-end latency, from the time that data is initially produced to when it's available for query and analytics. To simplify collection and analysis, Rocana Ops uses an extensible event data model to represent all data within the system. This event data model provides a simple and flexible way of representing time-oriented discrete events that occur across the enterprise. As your data sources generate events containing one or more metrics, the system automatically builds and maintains a time series of each metric over multiple dimensions.

Leveraging machines to learn.

Rocana Ops does much more than enable capturing and querying of all operational data. For instance, built-in anomaly detection automatically learns what behaviors are normal across your environment. When an abnormal behavior is detected, it is brought to the attention of IT operators via an intuitive visual interface that enables rapid drill-down to find the root cause. By providing intelligent monitoring across all infrastructure, applications, and business systems, Rocana Ops reduces alert fatigue and enables the consolidation of legacy monitoring tools.

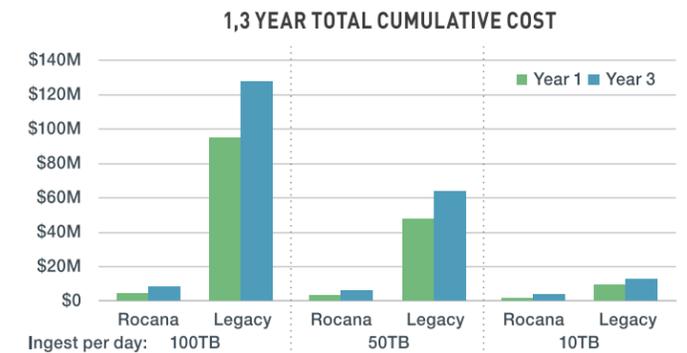
Total visibility that pays for itself.

Forward-thinking CIOs understand the business value of total operational visibility, and achieving this must also make sense from a TCO perspective. Rocana Ops is built and licensed to scale cost effectively with the fewest infrastructure and human resources possible. It pays for itself many times over versus legacy tools or alternative approaches.

Pay for business value, not data volume.

Traditional monitoring tools' license fees discourage capturing all data, because their costs are tied to the volume of data captured and retained. In contrast, Rocana Ops is licensed by user seat, providing a predictable cost model that lets you focus on extracting maximum value from your data without regard for data volumes or age. Your license cost is the same whether you capture 10 TB/day or 100 TB/day, providing potentially massive savings versus alternative solutions that are licensed by data volume*.

MASSIVE SAVINGS WITH PREDICTABLE LICENSING

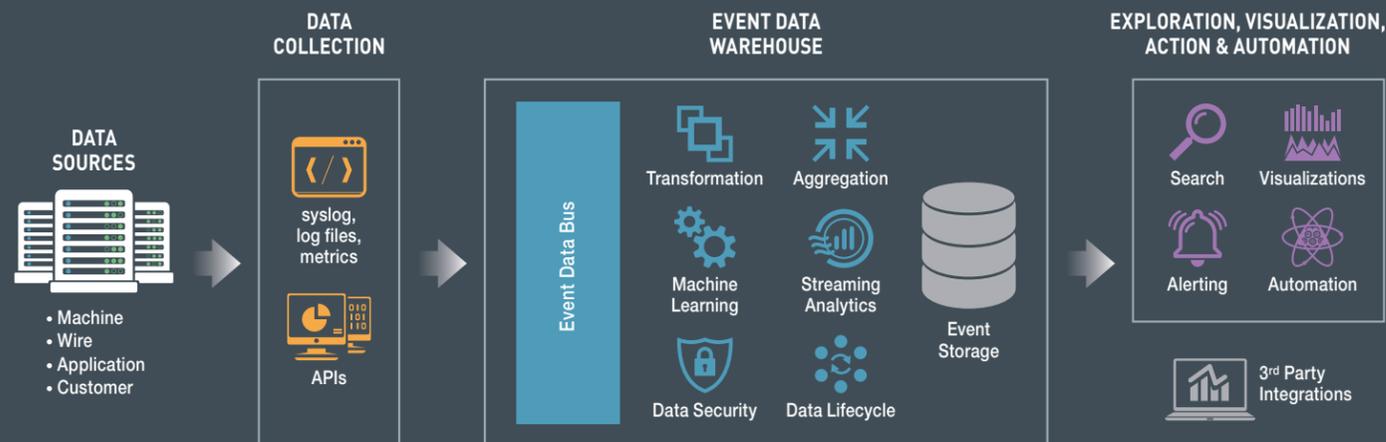


Economically scale to handle any data volume, unlike legacy monitoring solutions that are licensed by the amount of data ingested per day or other volume-based metrics.

Avoid the costs of building a custom solution.

Rocana Ops is a turnkey operational monitoring application that can be installed, configured, and operational in a few hours. Don't struggle for months trying to piece together a solution from scratch. Leverage Rocana Ops to save valuable time and avoid costly mistakes. Furthermore, your Rocana Ops license includes full implementation and training services, as well as 24x7 support, so you can quickly re-assign resources to higher priority initiatives that directly impact your business and bottom line.

POWERFUL, SCALABLE ARCHITECTURE BUILT ON OPEN SOURCE





Delivering immediate value to the business.

Give your customers an outstanding experience.

Losing customers is easy; getting them back is hard. That's why leading digital companies are hyper-focused on accurately monitoring and optimizing end user experiences. Rocana Ops gives you this capability by enabling capture and analysis of the operational data behind every customer interaction—from APM metrics to third-party payment event records. Combined with built-in anomaly detection that automatically identifies emerging issues, Rocana Ops helps keep your customers coming back for more.

Identify security threats before it's too late.

Technologists know that they need more than 90 days of operations data to spot intruders. That's because clever cyber hackers routinely attack using advanced persistent threats, slowly staged over many months to avoid detection. Rocana Ops helps you win the war against these attacks with curated data feeds—going back as far as needed—which your security teams can use with the SIEM tools of their choice to identify threats and perform forensics.

“...make the business take notice when you can clearly produce detailed operational data that can be tied directly to revenue, costs, and other relevant metrics.”

—DR. ALEA FAIRCHILD, BLUE HILL RESEARCH

Easily answer compliance questions.

Organizations that have embraced digital transformation build regulatory and process compliance auditing into their operations monitoring to quickly answer “who, when, where, and what” questions without scrambling to find and analyze the correct data. Rocana Ops' limitless search capability keeps all online audit records securely searchable for as long as required, so that you can easily locate specific data for time-sensitive compliance queries.

Accelerate application development with IAAS and PAAS.

Digital leaders have built their technology stack with a focus on agility, implementing PAAS and IAAS architectures to minimize application development and deployment cycles. However, the benefits of these architectures quickly disappear when it takes weeks to debug problems. Rocana Ops enables you to capture and correlate operational data from the entire stack, including everything from PAAS solutions such as Cloud Foundry, to IAAS such as OpenStack, to external services such as cloud storage. With Rocana Ops, determining exactly what went wrong in your agile environment has never been easier.

Total visibility drives competitive advantage.

Fortune 100 retailer realizes big cost saving and time-to-value with Rocana Ops.

As part of an IT-led business transformation initiative, a Fortune 100 retailer decided to create a single source of truth for all IT and customer metrics. This massive undertaking involved collecting data from nearly 100,000 sources totaling more than 100 TB/day—a data capture rate that was more than 30 times the volume they were previously capturing.

Complicating matters further, the company increased their online data retention from 6 months to 18 months. Their existing log management solution couldn't handle the expanded scope due to cost and scalability limitations, so the customer began investigating other options, including building their own monitoring solution from scratch.

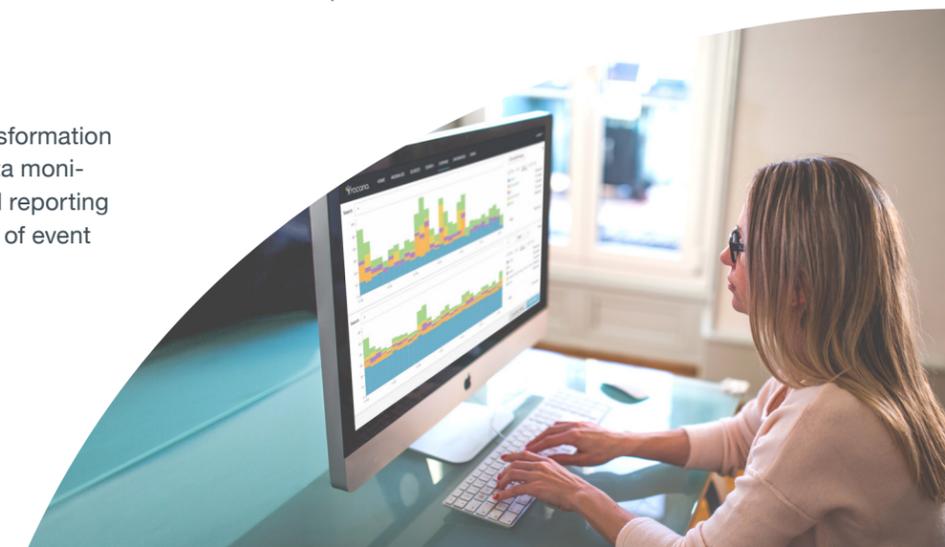
Delivering on big ambitions.

After a thorough evaluation, the retailer chose Rocana Ops due to its massive scalability, open architecture, rapid time-to-value, and compelling TCO.

- **Greater business insight and agility.** Key stakeholders can now access and analyze full fidelity data—both current and historical—to drive maximum business value.
- **Optimization of existing tools and workflows.** Curated data is delivered to existing monitoring and reporting applications, so greater value is extracted from these tools, without disruptions to existing end user workflows.
- **Improved security and compliance.** By feeding their SIEM tools much more complete data, the retailer has a much stronger security and compliance posture.
- **Big cost savings.** Since Rocana Ops isn't licensed by data volume, the customer estimates they saved at least 1 million dollars by not buying additional legacy monitoring software licenses. They also saved millions on infrastructure due to Rocana Ops' efficient use of commodity hardware.
- **Time-to-value.** Rocana Ops was deployed to production in a matter of days. Data collection initially grew by about 1TB per day per week, and the customer is now collecting more than 10 times as much data as they were before Rocana Ops.

Poised for the future.

Ultimately, the company's long term digital transformation strategy involves replacing their many event data monitoring tools with more intelligent monitoring and reporting tools that leverage the power of a single source of event data stored in Rocana Ops.





About Rocana

Rocana gives technology leaders total operational visibility, eliminating the silo boundaries of legacy IT monitoring and enabling digital transformation. Rocana Ops acts as a central nervous system for enterprise IT, capturing event data from all sources, processing and instantly analyzing events at scale so that IT can take informed and immediate action. By combining total operational visibility with advanced machine learning and intelligent automation, Rocana Ops gives IT the ability to see and react instantly to emerging issues anywhere in the environment and surface opportunities for innovation. Learn more at www.rocana.com.

REQUEST A DEMO TODAY info.rocana.com/try-rocana-ops

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*As of June 21, 2016. Includes hardware, software, and annual maintenance. Rocana Ops data points are based on information obtained from a Rocana customer and reflect their configuration. Legacy log monitoring system data points are based on publicly available information and information provided by Rocana customers and prospects assuming a similar configuration and level of discount.

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