

vuSmartMaps™

Business Journey Monitoring



An award-winning AI and ML-powered monitoring platform from VuNet Systems.

Experience

The Future of Monitoring

with Business Outcomes Driven IT Operations

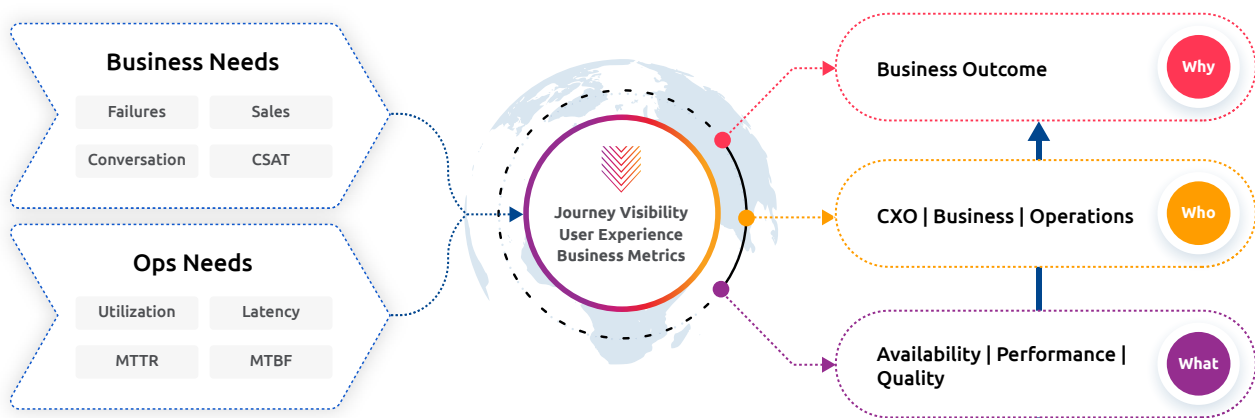
vuSmartMaps™, a full-stack AI/ML and Big Data analytics-based scalable and intelligent platform that seamlessly connects business, IT Operations, and customer experience to provide a unified visibility across business journey to transition from a silo-ed traditional IT monitoring to business outcome-based IT operations.

Monitoring over **3+ billion transactions** per month, platform has helped deliver **10x visibility, 60%** operational gains and reduce lost revenue.

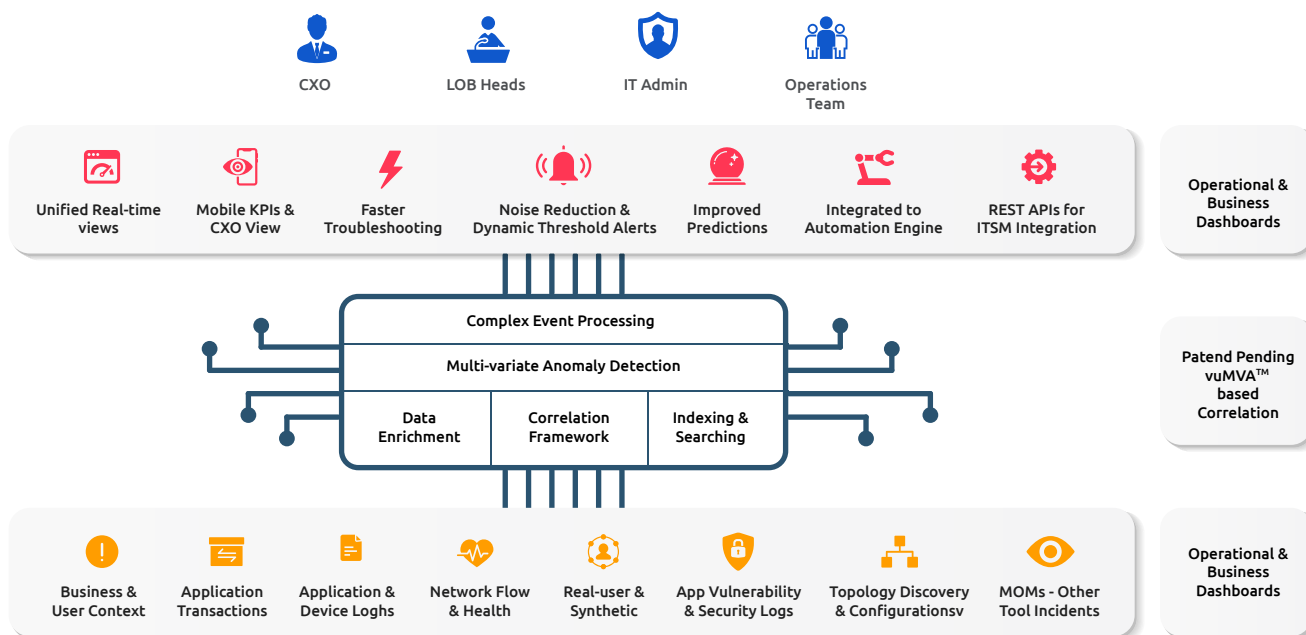
vuSmartMaps™ addresses key problems that the enterprises typically face due to complex multi-tier infrastructure and applications required to orchestrate a business journey.

- Traditional domain-specific monitoring tools adding to silo-ed operations and lack of visibility
- Failed transactions is lost revenue and poor customer experience
- Complex and distributed architecture adding to error avoidance and error recovery data explosion from diverse sources leading to data smog instead of unified data lake

Converge operational insights with business outcomes



A disruptive, all-in-one platform that truly connects your customer experience and business transactions to your applications, infrastructure, and IT operations



Data Ingestion & Handling Pipelines

vuSmartMaps™ can ingest structured and unstructured data, events, metrics, and logs from many different data sources. It natively supports 500+ data sources. It is also very easy to add any new non-standard data source quickly.



Data & Machine Learning Correlation Layer

All the ingested data is correlated, transformed into 'information rich' data by contextualizing with business and domain intelligence and stored in an IT operational data lake. This enables deployable AI models and data analytics use cases including anomaly detection and root cause determination.

vuSmartMaps™ comes with following unique features:

- **Operational Performance Indicator [OPI]**

Operational Performance from IT operations perspective, based on CPU, Memory, and other Infra & App parameters

- **Automated Insights**

Uses automated data slicing, Natural Language Generation and user feedback based fine tuning of insights control and bubbling up of insights

- **User Experience Index [UEI]**

User experience tracked across touchpoints of transaction flow

- **Anomaly detection**

Uses ensemble modelling to detect transaction performance not conforming to baseline and unearth hidden failure causes.

Visualization Layer

Pre-defined and canned storyboards and multi-persona dashboards that addresses the needs of executives and operations teams.

Platform Capabilities

Business journey maps for unified view

Automated physical and logical discovery & tracking of network inventory along with contextual enrichment of collected inventory data to manage the assets.

Intelligent interactive Storyboards

Out-of-the-box and custom role-based dashboards and proactive alarm consoles enabling teams with personalized storyboards and narrative insights with drill downs

Full stack ML driven Intelligence

AI/ML led KPIs (User Experience Index, Operational Performance Index, Internet Service Provider index) provide real-time, proactive, insights and alerts for better decisions.

Extensive Data telemetry

Highly optimized adaptors to ingest data from any source, of any format, at any scale with zero instrumentation and no impact to existing systems. Unified Data Lake with information rich data correlated with business and domain context to enable both inhouse and external data-centric deployable AI models.



Platform Features



Real-time Capture of Business Journey across Channels, Applications and Infrastructure



Journey Correlation and Performance Audit across all Touchpoints in a Single View



Transaction Profiling across Network, Merchants, APIs



ML Models for view into User Experience and System Performance



Dynamic Alerting based on Journey and System Performance



Out-of-box Journey Analytics Dashboards by Channel, Payment Type, Failures

Key Benefits

1

Improved Customer Engagement

- Optimized business journey hops and environments
- 360° view of customer's action with business journey maps

3

Reduce Lost Revenue

- Reduced service disruption through faster isolation and remediation of issues
- Higher operational efficiency through faster RCA

2

Drive Growth through Instant Insights

- Identify opportunities through real-time user / merchant segmentation and analytics
- 360° view of customer's action with business journey maps

4

Fostering Cross-team collaboration

- Connecting business, IT, and customer experience. No pushbacks on ownership



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