

SOLUTION BRIEF

REDUCING SUPPORT CHALLENGES BY MINING LOG DATA





Contents

KEY REASONS FOR SUPPORT CHALLENGES	1
CURRENT SOLUTIONS AND THEIR SHORTCOMINGS	2
ENTER GLASSBEAM	2





"With Glassbeam Product Analytics, our support team has been able to increase productivity and customer satisfaction and lower our support costs by as much as 25%. Our staff can quickly access essential customer product and configuration information in order to provide informed responses to our customer base."

Vice President of Customer Support, leading storage company

KEY REASONS FOR SUPPORT CHALLENGES

Support teams of almost any complex product manufacturer frequently face one seemingly intractable problem: quickly identifying the root cause of any issue and efficiently delivering a solution that is satisfactory to all stakeholders.

The products they support are constantly exposed to scenarios where interacting or embedded systems malfunction, or to maverick customer behavior like undocumented and unwarranted changes to existing configurations. When a problem occurs there is often no efficient way to collect and assimilate relevant log data and make it available for analysis. There is a paucity of powerful tools that collect, sort, and distill this semi-structured machine data, transform it into discernible trends, and present these through a powerful visual interface.

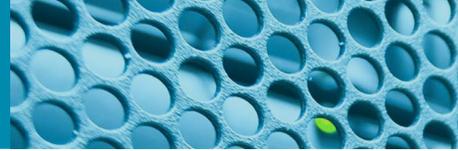
Resolving an issue that has been identified can be equally painful. Considerable time is spent on performing a triage of incoming issues into known problems that can be easily resolved immediately and ones that require escalation to higher support tiers.

The lack of centrally-accessible knowledge bases, slow adoption of new releases by customers, and numerous other behavioral and process inefficiencies result in an environment that makes problem resolution both time-consuming and expensive. In addition to these "explicit" costs, these inefficiencies result in lower customer satisfaction, unmotivated support teams and poor product perception.

According to a recent survey done by Glassbeam amongst the support groups of three top selling storage vendors, it takes an average of 12 hours to identify and resolve any escalated issue.

Of this, more than two thirds of the time is spent on root cause analysis — finding, organizing, and making sense of the glut of diagnostic log data coming back from the product.





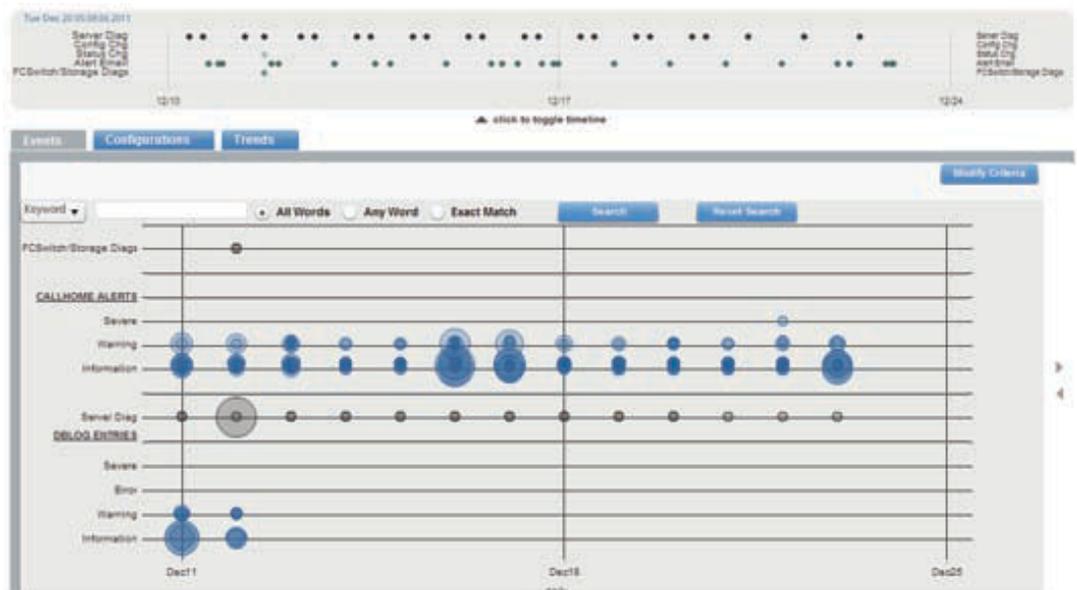
CURRENT SOLUTIONS AND THEIR SHORTCOMINGS

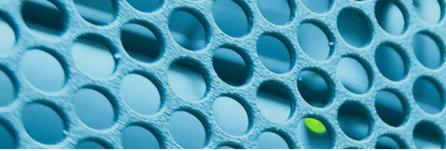
In these challenging support environments, some high technology product manufacturing companies have often had to resort to building their own “home-grown” solutions that gather configuration, product usage, system errors and related information on deployed products. These systems are expensive to build and maintain and don’t always present the “right” information as intelligence can remain trapped in the data’s semantic structure. In addition, these systems aren’t always capable of handling the increasing volume of log data that is caused by an ever expanding installed base, multiple product releases, and as non-relevant data doesn’t get deleted.

Support teams then act upon this poorly collected data to perform ad-hoc queries and other data mining procedures. This process tends to be expensive, error-prone and at best, suitable only for basic troubleshooting scenarios. Solving more complex scenarios becomes exponentially cost-prohibitive and ineffectual.

ENTER GLASSBEAM

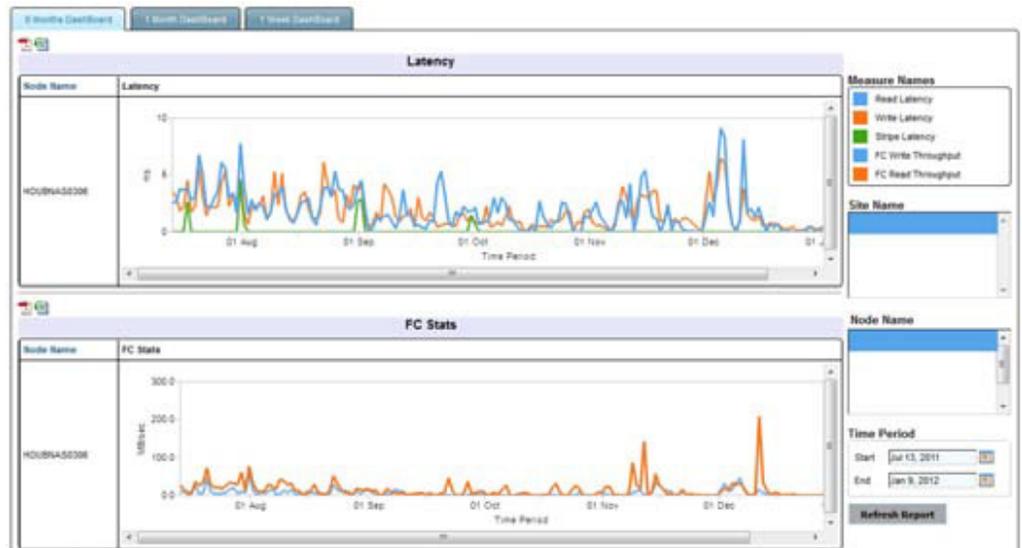
Acting upon this market pain point, Glassbeam has created an evolutionary new platform to collect, distill, analyze and present product operational data in a compelling and visually appealing format. Support teams can quickly act upon this data to drastically reduce mean time to resolution (MTTR) — thereby enhancing customer satisfaction, elevating product reputation and increasing efficiencies within their group.





The Glassbeam suite of product analytics solutions that increase your product support IQ include:

- ▶ **Glassbeam Platform™** is the foundation and “secret sauce” behind the success of Glassbeam and is the core technology that enables the Glassbeam Support Portal and Glassbeam Dashboards to perform. The Glassbeam Platform is a centralized data repository that is able to capture terabytes of structured and unstructured operational data from product log files of all deployed devices. This revolutionary data warehousing system has a breakthrough technology language called SPL™ (Semiotic Parsing Language) which is used to describe and create meaning and relationships between elements in operational data.



- ▶ **Glassbeam Support Portal™** is designed for technical support engineers as it presents them with information about product configuration changes, patterns of events and statistical readings on parameters including performance; capacity; whether products are being used outside of normal limits; error events, etc. via easy-to-interpret charts that have the means to go granular on the fly. Information can also be presented via desired timeframes—weeks, days, hours or minutes.

Dashboards and reports can be dragged onto a canvas for sharing or data that can be extracted into Excel for other types of analysis. Glassbeam Support Portal also has the capacity to integrate knowledge databases or bug databases and set up incoming alerts and error messages that flag specific recommendations. This product module can also automatically generate threshold summary reports and e-mail alerts so that support or field organizations can take requisite action and save enormous amounts of time.





- ▶ **Glassbeam Dashboard™** is a reporting application that provides custom analysis and drill down capabilities to support groups inside manufacturing companies to help them analyze escalations and determine root cause analysis in a much more efficient way. It also enables support teams to get a snapshot of the install base to gauge the extent of exposure to product defects and to faulty configurations. The product does this by displaying pre-configured data queries in the form of graphs and charts to facilitate quick information discovery.
- ▶ **File Upload™** is a manual upload tool for support engineers that don't have call-home functionality for installed products. The tool uploads product operational data into the Glassbeam Dashboard for quick analysis. The information is then interpreted and presented via Glassbeam Support Portal or Glassbeam Dashboards.



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