

Customer Case Study

Carousel saves on operational costs through AIOps with OpsRamp



Carousel Industries

Deep expertise across a vast portfolio of technologies, including security, unified communications and collaboration, data center, networking, managed services, and cloud.

Challenge

Transform from manually intensive, siloed service delivery teams to globally efficient, collaborative and responsive managed services organization.

Benefits

Embrace automation to improve the quality, consistency and speed of service delivery, drive 95% reduction in alert volumes, cut down operational costs by 20% and increase customer satisfaction rates by 30%.

Revenue: \$550 million

Employees: 1,300

Founded: 1992

Carousel Industries (Carousel) is a recognized leader in helping organizations evolve the way they communicate and orchestrate the flow of information throughout their networks. Carousel ensures clients achieve agility and utilize technologies in the way most effective for their business by offering professional and managed services.

Headquartered in Exeter, Rhode Island, the company has twenty-seven offices and three Network Operations Centers across the United States. Carousel has been recognized by multiple publications and industry consortiums (including the Inc. 500/5000, Healthcare Informatics 100, and CRN MSP Elite 150) as a top technology integrator, managed services and cloud solution provider.

6,000 clients.

200,000 raw events.

One digital operations platform to control the chaos.

95% Reduction in Noise

20% Cost Savings

30% Increase in Customer Satisfaction

Challenges

Carousel had built deep expertise across a vast technology portfolio, including security, unified communications and collaboration, data center, networking, and cloud solutions. While Carousel was hugely successful with 6,000 clients and working with many of the global Fortune 500, the company faced operational challenges for scaling their Managed Services offering:

- **Tools Overload.** Like many organizations, Carousel had invested in multiple IT management tools. Each “best of breed” tool focused on a specific function or technology for managing various aspects of today’s modern hybrid infrastructure. With over fifteen unique tools, the company had separate management systems for Syslog monitoring, SNMP monitoring, patch management, network configuration backups, and UC performance monitoring. Lacking an integrated command center, Carousel struggled with delivering a holistic view of the supported environment. Also, the point tools model made it challenging to quickly resolve complex, multitechnology, multi-vendor, hybrid incidents which required strong collaboration and situational awareness across functional and technology silos.
- **Manual Labor.** Carousel’s teams were not leveraging the power of IT automation as there was no unified platform that could successfully automate workloads. While basic functions like network configuration backups involved some automation, most service delivery activities required human effort as Carousel’s “best of breed” tools and systems didn’t work effectively across a wide range of technology domains. Also, there were few automated workflows for handling recurring incidents which meant that service delivery engineers would work on the same problems repeatedly.
- **Operational Silos.** With greater technological complexity and the hybrid nature of modern IT, the company’s service delivery teams found that incident resolution required more time, effort, and more experienced staff. Consequently, more incidents were shifting to the “right” to higher-skilled, multidisciplinary resources. Because of the lack of singular visibility, contextual understanding, and a multitude of tools, workloads could not shift to the “left” to reduce operational costs.
- **Manual Asset Discovery and Onboarding.** Service transitioning is one of the biggest challenges of a managed services operation. Most clients have not implemented strong IT asset management practices. Therefore, the details necessary to support their IT environments are in outdated Excel worksheets, Word documents, or incomplete Visio diagrams. Often the onboarding process would take weeks or months to complete because of missing auto-discovery capabilities for devices, network connectivity, and application traffic flows.

The Solution

With a growing managed services practice, Carousel was at a crossroads, unable to scale fast enough to handle growing customer expectations and deflect competitive pressures. To achieve its potential growth, Carousel realized that something had to change fast.

Carousel decided to restructure its operations to better align with ITIL best practices and invest in an **enterprise command center** that would help automate routine operations, shift workloads to the left, and drive more business value for its clients. Here's how Carousel gained real-time incident management capabilities for legacy and modern workloads with OpsRamp:

- **Enterprise Command Center.** Carousel evaluated nearly ten different tools (including legacy Big Four providers and modern point solutions) for IT operations management. Many of the solutions that Carousel reviewed were monolithic, on-prem tools licensed on a perpetual basis. Carousel finally selected OpsRamp **as its enterprise command center** platform as it was the only modern, fully functional born-in-the-cloud IT operations solution. Carousel built its service delivery platform on two innovative technology solutions: OpsRamp for IT operations management and ServiceNow for IT service management. .
- **Tools Consolidation.** Carousel's service delivery gateway is the connective tissue between a customer site and the service delivery platform. The service delivery gateway combines OpsRamp hybrid monitoring, Nectar unified communications monitoring and a support server for contextual visibility and hybrid control. OpsRamp's infrastructure monitoring manages the lifecycle of server computing resources while its service-centric AIOps ingests, analyzes and processes events from different network monitoring tools.
- **Organizational Efficiencies.** Instead of having senior L3 and L4 staff work on basic troubleshooting, Carousel was able to shift work left where L2 and L1 staff could address incident remediation activities. Also, Carousel created specialized service delivery teams so that specific activities could receive greater focus and attention and its teams could be more agile and responsive while working with customers. The company lowered the cost of service delivery by embracing standard operating procedures using runbook automation for scalable and effective service delivery.
- **Business Visibility and Operational Control.** Service maps let Carousel engineers view and establish impact analysis for distributed workloads. Service maps visualize and model relationships across IT services and underlying applications, middleware, databases, and hybrid infrastructure, for a complete picture of application to infrastructure dependencies. OpsRamp's role-based dashboards deliver a heads-up display of a user's most important performance indicators for hybrid IT services. Carousel's delivery teams can access strategic insights on the state of their customer's infrastructure with performance metrics in the form of tables, lists, and graphs.

The Benefits

Despite the adoption of cloud computing, most enterprises are still managing their IT service delivery using obsolete operating models and outdated practices. Carousel's Chief Managed Services Officer, comments, "IT organizations have not really changed the way they manage their IT infrastructure over the last two decades. The most common tendency is still to purchase different tools, adopt a mix of ITIL and DevOps-centric processes for legacy and modern services and create siloed teams for handling specific organizational processes."

Carousel was able to overhaul its operating model by adopting fresh thinking and bringing in OpsRamp, a modern SaaS platform. The Chief Managed Services Officer notes that, "OpsRamp helped us unleash a radically different approach to IT transformation. We've instilled a culture of shared services delivery with clear business-impact visibility, leveraged machine learning-powered incident management, used automation for reducing manual processes, and started to eliminate operational silos for more responsive service delivery."

Here are some of the key benefits of implementing OpsRamp at Carousel:

- **Integrations Ecosystem.** OpsRamp has become the central hub in Carousel's service delivery platform and its ability to integrate with tools like ServiceNow, Nectar, and Enterprise Password Vault have streamlined processes while consolidating an expansive toolset into a more cohesive system.
- **Improved Visibility.** At the center of Carousel's managed service delivery system, OpsRamp provides a holistic view of supported IT environments. Carousel now has a singular control point for stronger security, faster incident resolution with automated pattern recognition and detection, actionable alerting, and timely escalations.
- **95% Reduction in Noise.** OpsRamp's service-centric AIOps correlates, suppresses and deduplicates events conditions, resulting in a 95% reduction in overall event volume. The event management engine has helped Carousel reduce alert storms from 200,000 raw events per month to a more manageable 10,000 incidents per month.
- **20% Cost Savings.** Through OpsRamp's artificial intelligence engine, machine learning capabilities, and comprehensive data science techniques, Carousel is able to shift workloads left, automate manually intensive processes, and drastically reduce root cause diagnostic and incident troubleshooting times.
- **30% Increase in Customer Satisfaction.** The OpsRamp platform reduced error rates and enabled continuous service improvements. After rolling out the new service delivery platform, Carousel's six-month rolling average Net Promoter Score (NPS) increased from 45% to 70%.

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