OpsRamp Success Story

EPSILON™

"Global Agency Drives Operational Visibility and Real-Time Agility With OpsRamp"

EPSILON

epsilon.com

FOUNDING YEAR: 1969

REVENUES: $2.2 BILLION

TOTAL EMPLOYEES: 8,000

SERVICES: Offers marketing data, insights & strategy, creative, marketing technology, and media reach services

CHALLENGES: Onboard, monitor, manage, and maintain 20,000 IT assets across seven global business units

BENEFITS: Epsilon is better able to respond to business demands with better visibility and insights for scalable and seamless service delivery

Introduction

Epsilon is a leading provider of multichannel, data-driven technologies, and marketing services. It offers marketing and agency services, both online and offline, fueled by the richest analytics, insights, and data in the industry.

The agency manages different loyalty programs, custom databases and SaaS marketing solutions on behalf of its Fortune 500 clients, acting like a managed marketing service provider.

Challenges

Epsilon is a marketing service and technology provider to leading Fortune 500 brands. The company's IT operations team, Shared Technology Service (STS), is an enterprise-wide group that supports the company's revenue generation by providing a platform-as-a-service support model for its different products and services.

The company has seven internal business units and hundreds of clients. The internal business units and clients operate some of their own IT infrastructure, run by their own IT teams. The business units and clients also use shared infrastructure, that is managed and maintained by STS.

IT infrastructure assets and services are distributed across datacenter (server, storage, network, virtualization, andcontainer) and multi-cloud (AWS, Azure workloads. STS used a mix of IT operations tools from different vendors like CA Service Desk for service management, SolarWinds for monitoring, and Windows Server Update Services (WSUS) for patching.

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Here are some of the operational maintenance and oversight challenges faced by the STS teams:

- With business units constantly spinning up and retiring hybrid workloads, it was becoming a herculean task to onboard, monitor, and maintain hybrid IT assets in line with customer and corporate policies for governance, security and compliance.

- Despite all the investments in different tools, the company struggled to manage thousands of IT infrastructure assets and services across centralized IT teams and distributed business groups.

> *OpsRamp has taken the chaos out of our infrastructure."*
>
> **Mathew Campbell,** *Vice President, Infrastructure Delivery, Epsilon*

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The Solution

Epsilon implemented OpsRamp as a scalable IT operations platform for discovering, monitoring, patching, and automating a global infrastructure footprint of more than 20,000 IT assets across seven internal business units and hundreds of clients. Here's how the company gained visibility and control of its massive IT footprint using OpsRamp:

- **Asset Visibility.** With a multi-tenant platform built for distributed scale, OpsRamp delivers visibility of hybrid workloads for its global business units. The STS team gets a unified view of all their infrastructure assets through OpsRamp's policy-based discovery that delivers automatic and rapid onboarding of devices across global locations.

- **Monitoring Automation.** With OpsRamp's monitoring policies, STS is able to drive monitoring consistency and customization for all its infrastructure. IT teams can apply the same monitoring template for a particular workload across all their business units. At the same time, the OpsRamp monitoring framework offers custom monitoring in a self-service, user-defined manner. Best of all, STS can quickly understand if all IT assets are being monitored correctly without having to work with multiple siloed tools.

- **Patching Scale.** OpsRamp's patch management policies offer a robust solution for accelerating patch rollouts across its hybrid infrastructure. STS gains visibility for both Windows and Linux server patching in a single place and achieves centralized reporting for patch installation status and failures. Best of all, IT teams can organize device groups by business unit, create automated patch schedules for different units, and meet internal policies for compliance.

- **Automation.** OpsRamp's runbook automation framework (that builds on asset management and unified monitoring policies) helps STS drive toward the auto remediation of critical issues without human intervention. Additionally, STS expects standard operating procedures within runbooks to enable agile incident response, faster mean time to repair, and quicker recovery.

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The Benefits

OpsRamp has helped STS deliver new levels of efficiency while simultaneously providing the flexibility it needs to transform its overall operations. The STS team is driving more automation within its operations functions (asset management, monitoring, patching, and remediation) across seven internal business units and hundreds of clients for enhanced agility, efficiency, and cost savings. OpsRamp's enterprise command center lets STS quickly respond to demands of business users with better visibility and insights for scalable and seamless service delivery.

Here are some key benefits realized by rolling out OpsRamp across the global IT team:

- **Operational Efficiencies.** STS has been able to achieve significant reduction in time spent for discovering, monitoring, and patching hybrid infrastructure assets. The IT team can finally deliver services that help the business grow without having to spend all of their time on audits and reconciliations.

- **Reporting.** OpsRamp provides readymade dashboards built for business units or users, that only care about the specific metrics that matter to them. Users can quickly track availability and performance of key services and workloads with custom widgets.

- **Multitenant Architecture.** OpsRamp's multi-tenant, multi-tier SaaS architecture with enterprise grade security, ease of adoption and maintenance, and massive scalability helps STS manage hundreds of business units and thousands of IT assets in a single platform.

- **Integrations.** With a global and distributed IT environment, STS relies on OpsRamp for effective integrations with third party IT management tools and cloud based web-services for efficient operational insights.

- **IT Transformation.** Matthew Campbell, VP of Infrastructure Delivery, notes that "OpsRamp is enabling the IT team to provide visibility into its services. This new, improved "command center" will transform the value of IT to the business, and position it as a true service provider."

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ABOUT OPSRAMP

OpsRamp enables IT to control the chaos of managing their hybrid IT operations and act as a service provider back to the business. Built in the cloud, the OpsRamp service-centric AIOps platform drives total visibility across hybrid infrastructures, offers complete multi-cloud infrastructure monitoring and management of business-critical services, and optimizes services through automation and integration with ITSM and DevOps tools.

To learn more

OpsRamp.com // 1.855.847.8272