

Zebra Technologies Delivers SaaS Excellence to Customers with OpsRamp



Challenge

Zebra Technologies needed to deliver great customer experiences for its Solutions portfolio. Their existing legacy monitoring tool created alert chaos and wasn't adequate to manage the modern, multi-cloud infrastructure.

Solution

OpsRamp replaced Zebra's legacy monitoring system and is now the single, unified platform for maintaining high reliability and performance of Zebra's customer-facing applications..

Founding Year: 1969

Revenues: \$4.5B USD

Employees: ~7,400

Channel Partners: 10,000+

"OpsRamp has been instrumental to our operations as we can now focus squarely on the most important customer-impacting issues and get those alerts to the right person faster, thereby maintaining excellent user experiences across our SaaS portfolio."

- Manager of Service Delivery Operations at Zebra

Zebra Technologies Corporation designs and manufactures enterprise mobile computers, barcode and RFID scanners and readers, printers and communications software. With annual revenues of \$4.5 billion and more than 7,000 employees worldwide, the company's customers operate in diverse sectors including retail, e-commerce, healthcare, manufacturing and transportation/ logistics.

Zebra's Solutions portfolio includes among others, SmartLens, for retail asset tracking; SmartPack, for loading operations visibility; and Workforce Connect, a push-to-talk mobile application for retail and warehouse workers. These solutions run on one of the leading public cloud platforms (AWS, Azure and Google), in a hybrid IT environment, or on-premises at the customer's facility. The Enterprise Managed Services group at Zebra is responsible for maintaining service levels of these applications and quickly resolving issues for customers.

Benefits:

- Save time and effort by reducing alert noise and surfacing only the most critical, actionable alerts;
- Ensure prompt incident response with alert escalation policies that notify the right person at the right time for prompt service restoration;
- Avoid swivel-chair operations with a comprehensive platform for on-prem, multi-cloud and cloud native monitoring;
- Drive more efficient and automated IT operations with machine-learning powered event and incident management.

Need for Change

The Managed Service group's legacy monitoring application lacked sufficient visibility into Zebra's multi-cloud, container-based infrastructure which hosted their SaaS products. Furthermore, alert noise was a productivity drag on the team.

"We were getting bombarded with alerts, every 30 minutes, which were raised by default in our monitoring systems," says Tommy Eurick, manager of service delivery operations at Zebra. Eurick was also looking for a better platform with multitenant support across different solution stacks, business units, and customers along with advanced capabilities for alert and event correlation.

Unified IT Operations with OpsRamp

In Spring 2019, Zebra Technologies' Managed Services team implemented the OpsRamp digital operations management platform. The team uses OpsRamp for server, website and container monitoring along with integrations for Google Cloud Operations Suite (formerly Stackdriver), Prometheus and other custom-built services to centralize alert data.

Here are the ways OpsRamp is bringing value to Zebra's Solutions operations:

Relevant alerts only

OpsRamp's first response policies enable Zebra Managed Services to reduce time spent analyzing and responding to redundant alerts. The platform's AIOps capabilities filter and categorize alerts so that only the most relevant events surface, reducing the overload of duplicate, informational or seasonal alerts. "When you have too many alerts, people get into the mindset of ignoring them and then we have issues that turn into problems," Eurick says. "With OpsRamp, the alerts my team receives are more meaningful and actionable. We are on a path to embrace site reliability engineering (SRE) methodology which aligns well with this approach."

Event correlation

Zebra Managed Services is also experimenting with OpsRamp's machine learning capabilities for alert and event correlation to be more proactive with incident prevention, detection and resolution."

Multitenant capabilities

Eurick needed a shared-services view of monitoring and event management data so that his team could easily comply with customer specific requirements for security and compliance. OpsRamp enables tenant-level policy management and role-based access controls to accommodate specific customer requirements. Individual customers can also access their OpsRamp-powered dashboards to view the real-time status of application health and performance.

Centralized hybrid infrastructure monitoring

OpsRamp's out-of-the-box and API-level integrations with third-party monitoring tools ensure that Zebra Managed Services can view and analyze data from their three public cloud environments, containers (Kubernetes and Docker), servers, the network and on-prem systems (such as RFID readers on customers networks) in one place rather than manually cobbling together data sets from different tools.

Eurick says he is exploring more ways that OpsRamp can enhance the productivity of his team. "We have started to use the built-in knowledge articles in the product so that if we are looking at an alert, we can bring up the supporting document right there," he says.

The First to Know of Issues Across Hybrid Cloud Environment

From central visibility and tool integrations to expanded cloud support and cost savings, BJ's IT command center has realized several benefits from OpsRamp so far, allowing teams to be more proactive and efficient in maintaining the performance of important business services. Those key areas of value include:

- **Unified cloud discovery & monitoring.** OpsRamp has eliminated ample manual work by automatically discovering systems and services in AWS and VMware. OpsRamp is monitoring thousands of BJ's resources in AWS, delivering for the first time, comprehensive visibility into cloud resource utilization and spend. BJ's is also using OpsRamp for synthetic monitoring of Azure-hosted applications and services, with eventual plans to add OpsRamp's Google Cloud monitoring to the mix.
- **Single pane of glass.** Since OpsRamp delivers out-of-the-box integrations for many popular tools like APM and ServiceNow, BJ's has the flexibility to keep the tools they want, yet easily enable those tools to feed alerts automatically into OpsRamp. "We have an integrate-or-replace strategy and, with any net new monitoring requirements that come up, we will use OpsRamp for the job," Rao says.
- **Easy reporting/visualization.** OpsRamp dashboards are now standardized in the IT command center and are also used by other IT teams such as application support. "Its simplicity and ease of management allowed us to delegate respective teams to create, change and manage their own alerts and dashboards," Rao says. BJ's team members also appreciate the visibility into business service health that OpsRamp service mapping delivers through its customizable dashboards.
- **Intelligent alert management:** OpsRamp's AIOps engine is filtering and correlating alerts to reduce noise and deliver faster time to root cause identification, along with suggested remediation. "As an example, a file system full situation making a database offline or inoperable is one alert," Rao says. "We are going to use OpsRamp increasingly for auto-recovery actions."
- **Staff engagement for increased ROI:** As OpsRamp becomes more integrated into daily processes and workflows, IT team members are expanding its use cases. In one example, OpsRamp was quickly deployed to monitor an integral point-of-sale system used at BJ's gas stations.

"With OpsRamp, we always have the latest updates on the health of our infrastructure and applications, which means we are first to know about issues before something fails and affects business operations," says Rao. "These capabilities are extremely important for our organization to continue supporting team members and members with high-quality digital tools and services on a daily basis."

– SVP Managed Services, GreenPages

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