cloudEQ

THE PEOPLE WHO POWER DIGITAL TRANSFORMATION

cloudEQ

Highly Skilled IT Executives

Offices Both On & Offshore

Established Methods

Experienced Innovative Team

CloudEQ is a professional services company providing tailored cloud-based solutions

Our focus is on cloud execution tailored to meet your goals and work with you to evaluate your current cloud model to improve performance, increase security, deliver automation, reduce cost, and optimize your cloud environment.

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Why EQ in cloudEQ?

BRINGING EQ TO TECHNOLOGY

We possess the Emotional Quotient necessary to forge comprehensive relationships with our Client's Leadership, Business, and Technology teams.

We demonstrate this through empathy and understanding of their business goals, market challenges, and dependence on people for success.

It's our ability to see the entire landscape of business challenges that enables cloudEQ to guide our clients to valuable outcomes.

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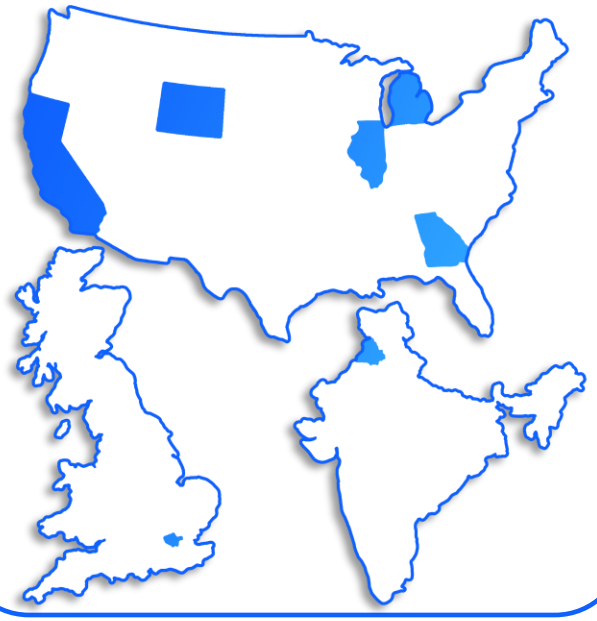
Our Locations

Los Angeles, **CA**
Chicago, **IL**
Cheyenne, **WY**
Novi, **MI**
Atlanta, **GA**
London, **UK**
Chandigarh, **India**



Key Strategic Partners

Microsoft Gold Partner
Google Cloud
aws PARTNER Advanced Tier Services
Azure
android
iOS
GitHub
BeyondTrust
new relic

Clients

TransUnion
AdvisorPeak
Kum & Go
ARCTIC GLACIER PREMIUM ICE
Aster
patagonia
TaskUs
UNIVERSAL MUSIC GROUP
H&M
UK LTD
Aflac
guaranteed Rate
DELL
NORTHERN TRUST
KraftHeinz
Ecobank The Pan African Bank

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WE SPECIALIZE IN CLOUD SERVICES

PROGRAMS & PROJECTS

Datacenter Migrations, Code Review Observability, Cloud Security, Data Lake, FinOps, DevSecOps, CI/CD, Cloud Readiness, IoT, Project/ Program Management, *and more*

DEVELOPMENT

Application Development, Data Platforms, Mobile Apps, PaaS Solutions, Integrations, Azure, AWS, GCP, Deploy Observability, FinOps, DevSecOps, *and more*

MANAGED SERVICES

Production Support, Cost Optimization, DevSecOps, Observability, Cloud Security, FinOps, IT Operations, DataOps, Application Support, *and more*

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OBSERVABILITY

cloudEQ has helped numerous organizations acquire and implement New Relic, reducing costs, improving operations, increasing optimizations and workflow, and building a foundation for growth and innovation. Based on their experience, cloudEQ and New Relic have built a complete and proven approach for APM to help your team quickly and efficiently transform, measure, and communicate the tangible benefits of your observability platform.

OBSERVABILITY SERVICES

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Health Check Assessments

Building Operational Command Centre

Building Customer Digital Experiences

DevOps Command Center for App Dev Teams

Observability as Code Practice

Observability Centre of Excellence

Observing Serverless

OTel Collectors

Kubernetes

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DEDICATED OBSERVABILITY TEAM

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72 Dedicated Team Members

- 7 NR Architects
- 42 NR engineers
- 17 Observability As Code Engineers
- 6 Application Architects & Technical Managers

Team Capabilities

- Custom React JS-driven Nerdpack Dashboards
- Reusable components library collection
- DevOps GitHub Action and ADO-powered pipelines
- Terraform-driven template for alerts
- Instrumentation As Code approach

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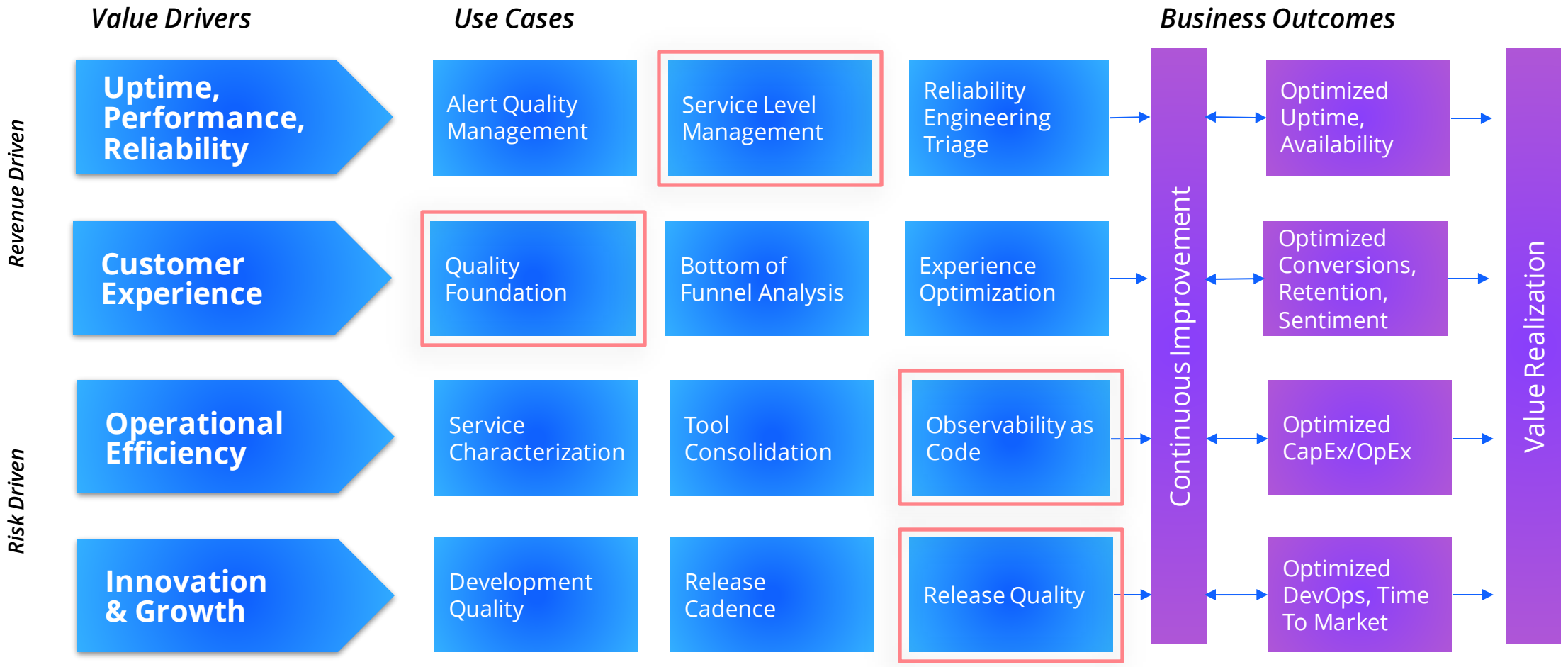
Observability Maturity Process Map



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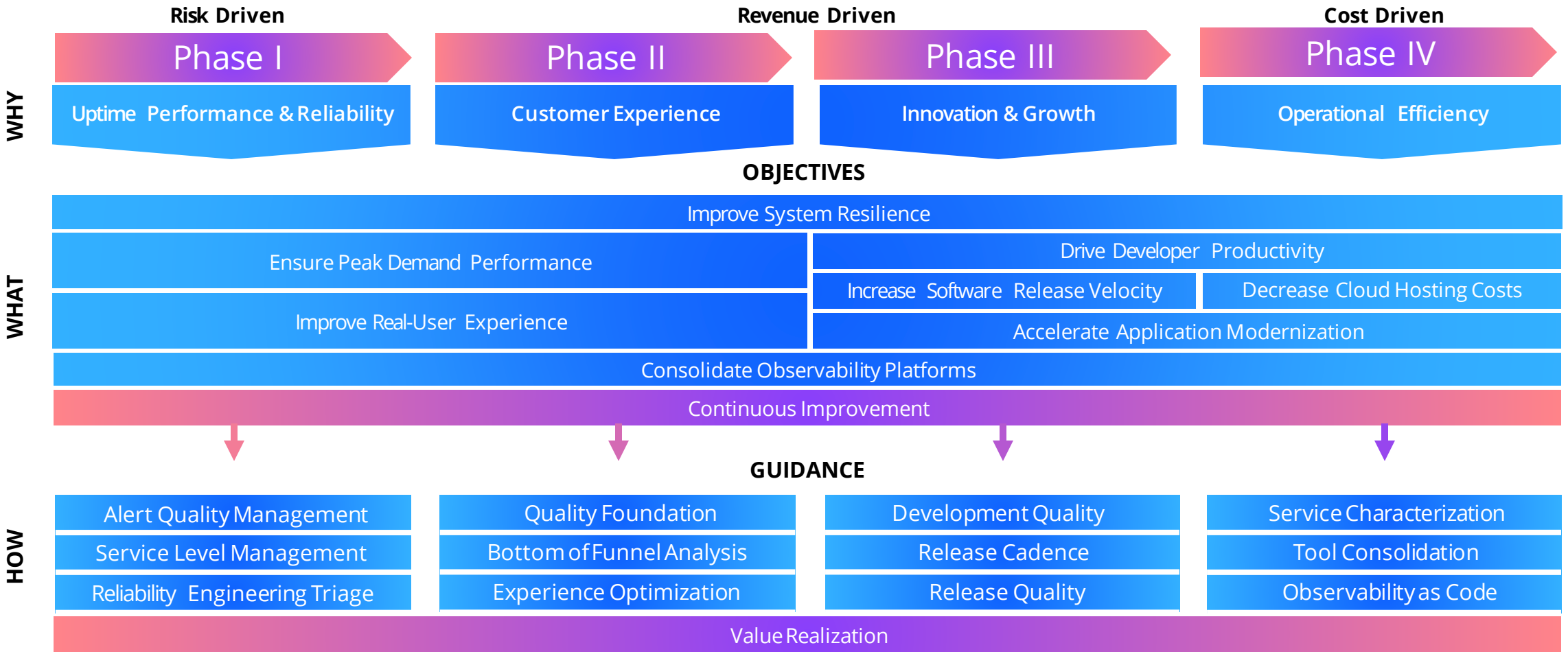
OBSERVABILITY MATURITY PROCESS MAP

A guide to achieving your objectives



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PROJECT SERVICES ENGAGEMENT MODEL

Our Project Services is uniquely designed to provide a complete program/project service using onshore Functional Leads with support for our global delivery centers to address all the required operative activities.

Practice Area - *Technology Specific Center of Excellence*

Lead Senior Consultant

Delivery Team

Project Manager
10+ Years & Experienced Team Leadership

Architects

Senior Consultants

Operational Technologists	Operational Technologists	Operational Technologists

Architects:

- 10+ years experience
- Onshore/Offshore Technical skill parity
- Onshore Senior, Lead
  - Communication & Planning
  - Customer Interface
  - Engineering & Escalation
- Offshore Senior
  - Escalation
  - Engineering

Project Managers:

- 10+ years experience
- CSM Certified
- Communication & Planning
- Customer Interface

Senior Consultants:

- 10+ years experience
- Onshore/Offshore Technical skill parity
- Onshore Senior, Lead
  - Communication & Planning
  - Customer Interface
  - Engineering & Escalation
- Offshore Senior
  - Escalation
  - Engineering

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VALUE REALIZATION JOURNEY *Phase 1*

Achieve Uptime Performance and Reliability

ENGAGE

WHY? *Achieve Uptime Performance & Reliability*

SIZE	ESTIMATED DISCOVERY *(weeks) *2 meetings per week**	ESTIMATED IMPLEMENTATION *(months)*
S	2w	1m
M	3w	2m
L	4w	3m

Workshop & Briefings

DISCOVER

WHAT?
- *Improve System Resilience*
- *Ensure Peak Demand Performance*
- *Improve Real User Experience*
- *Continuous Improvement*

IMPLEMENT

HOW?
- *Alert Quality Management*
- *Service Level Management*
- *Reliability Engineering*
- *Triage*

Using a proven framework greatly increases your odds of success and speed to market

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OBSERVABILITY
Health Check

HEALTH CHECK ASSESSMENT

Configuration Assessment & Instrumentation Gaps Analysis

Account Observability Maturity Assessment

APM Maturity Assessment

Observability Tools Consolidation

Kubernetes and Serverless

Health Check Report

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HEALTH CHECK ASSESSMENT

DISCOVERY

- Connect
- Business and technical criteria
- Analyze data for application dependencies
- Create
- Align

ANALYZE

- Review
- Validate

LIFT AND SHIFT

1. Install
2. Begin

REPLATFORM (NEW BUILD)

1. Build application

TRANSFORM

1. Build

RECOMMEND

- Assemble
- Begin
  - *Lift and Shift*
    - Application
- Begin cut over with technical teams
  - *New Build*
    - Replicate application
- Application sign off
- Begin Critical Care Period

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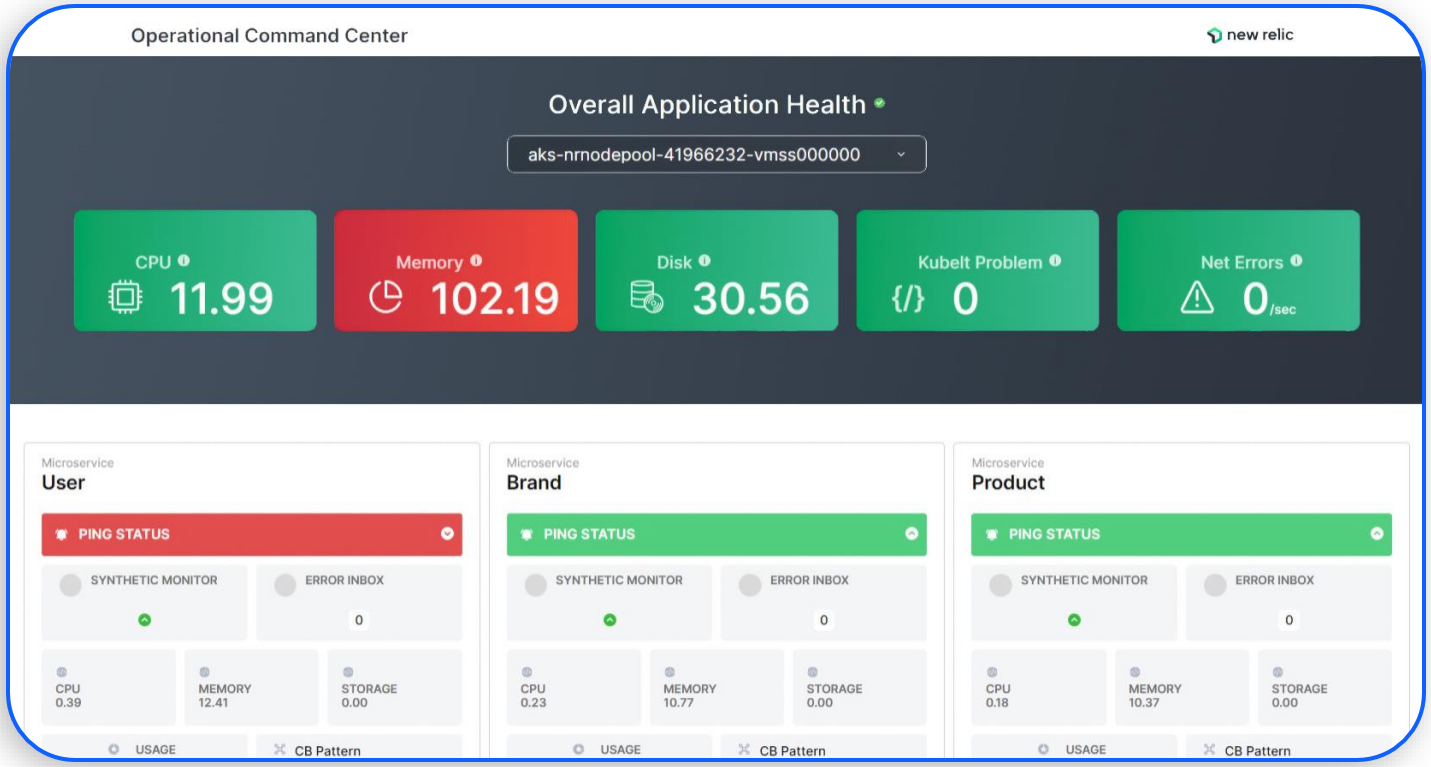
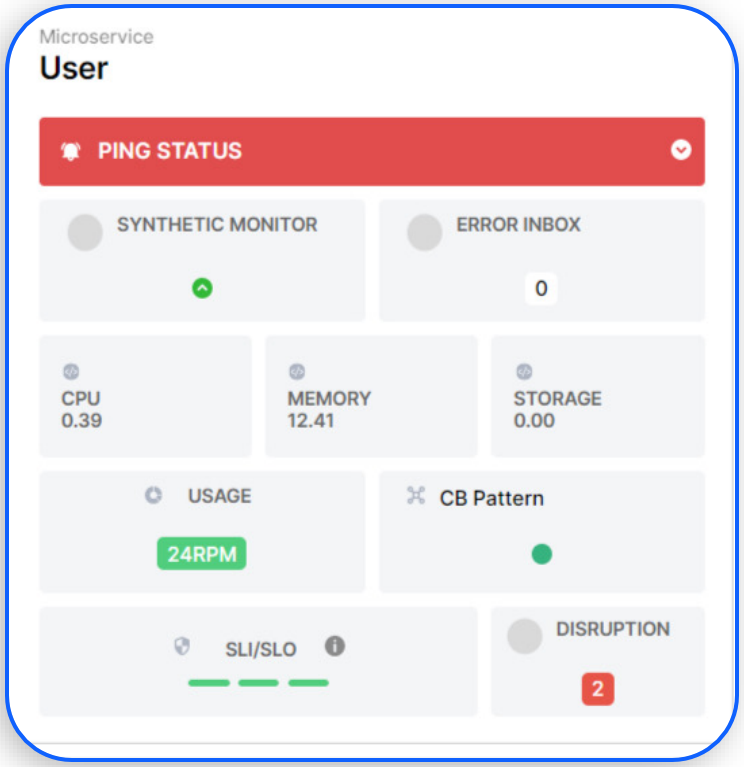
OBSERVABILITY
Command Center

OPERATIONAL COMMAND CENTER

Overview





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OCC COMPREHENSIVE SOLUTION

Highlights

- **Help the SRE team to proactively** monitor and manage the health and performance of complex enterprise applications.
- Connect the problem & errors to the code using **NR Code Stream**.
- **Data-Driven Navigation** allows one to drill down into specific areas of the application quickly
- Deep Insights into **Micro-services** with **CB Pattern**, goal to increase resiliency
- **Correlate data from different sources** in real-time
- **Aggregates multi-source data** to a single view
- Significantly reduce the MTTD, and MTTR and **identify the root cause.**

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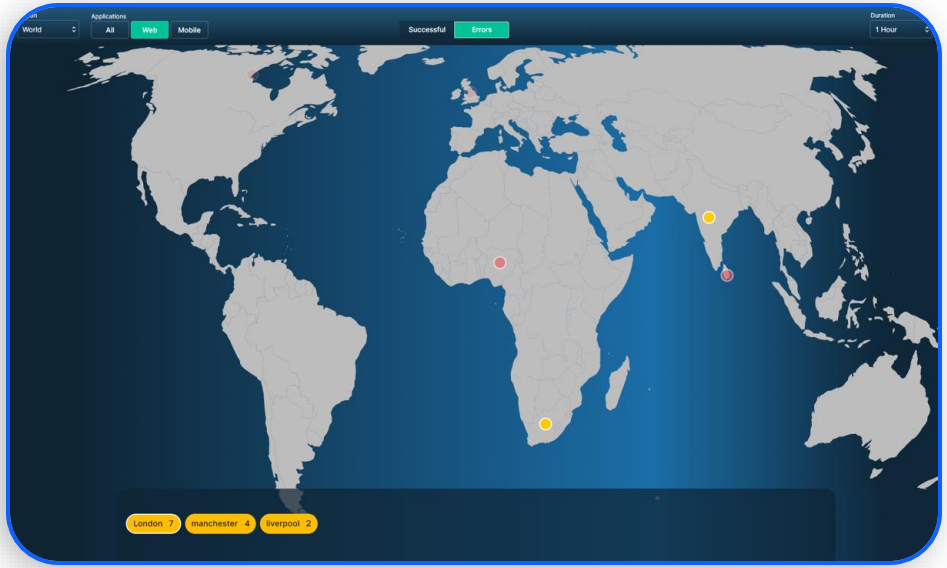
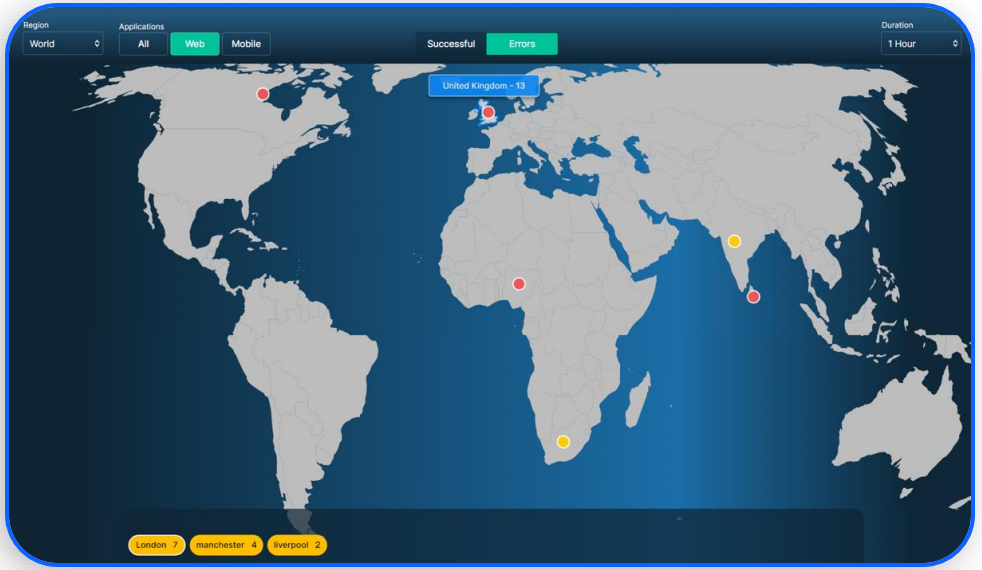
DIGITAL CUSTOMER EXPERIENCE DASHBOARD





Search by request Id

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Web	February 06, 2023 6:21:31	12b95cf8-9cc9-445c-98ef-85fce7ff3060	Add	demo.ceqapp.com:443/add	0 ms	CEQ-AWS-REACT-APP	ip-10-0-5-248
Web	February 06, 2023 6:21:19	12b95cf8-9cc9-445c-98ef-85fce7ff3060		demo.ceqapp.com:443/add	0 ms	CEQ-AWS-REACT-APP	ip-10-0-5-248

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THE DIGITAL CUSTOMER EXPERIENCE

Highlights

- **Single pane of glass** to understand end-to-end transaction **failure and near-failures.**
- Understanding the **Customer Journey** reflecting **business value drivers**
- Comparing **RUM vs Synthetic** for the customer Journeys
- Give a **holistic view** of application health and performance.

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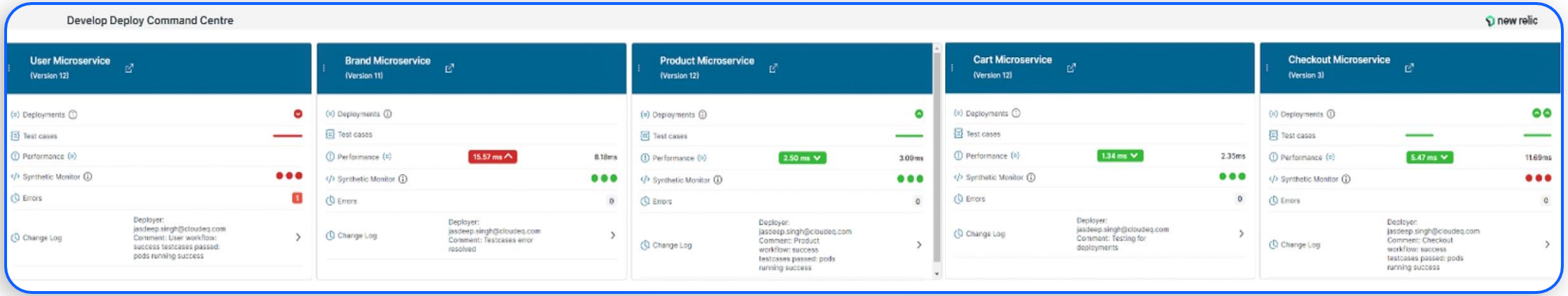
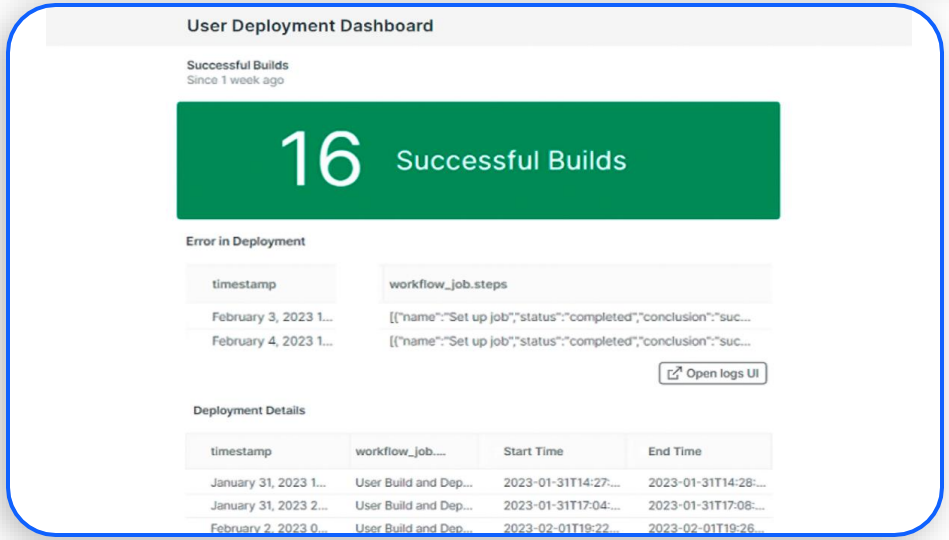
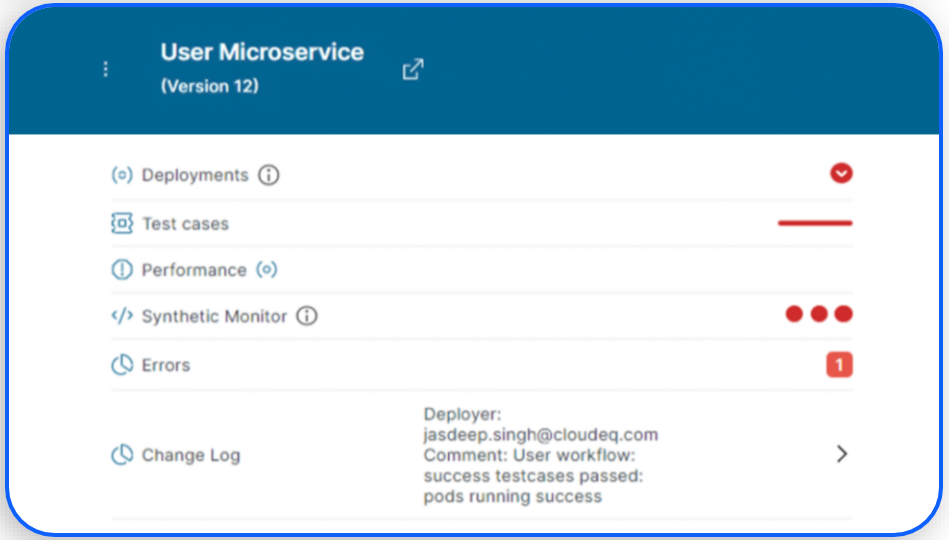
DEVOPS
Command Center

DEVOPS COMMAND CENTER







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DEVOPS COMMAND CENTER

Highlights

- DevOps Command Center is built on a **shift left approach**. Provide more visibility and Power to Developers.
- Enables the Application Team to understand the **deployment history** of a particular version.
- **Visibility to test cases** for the deployment if it is failing.
- Analysis of the performance between the **current version vs the previous** version of micro-services or API's running.
- Synthetic checks and errors in the version allow the developer to jump to the IDE and error directly using the **code stream.**
- **Change logs** can be tracked by collecting information about the version pushed, including details provided by the developer.

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KUBERNETES - SERVERLESS

OTel

- Visibility to infrastructure consumption where **multiple applications** are running in the **K8 clusters.**
- **OTel collector** implementation for serverless
- **Custom Transaction Journey Map**: A complex transaction involving multiple micro-services can be analyzed to understand the time spent in each micro-services to pinpoint the performance issue.
- **CB pattern integration to NR** to provide visibility
- In Lab micro-service driven application fully instrumented running with K8 and serverless platforms

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OBSERVABILITY
CoE

“CENTER OF EXCELLENCE”

A Definition

“A team of dedicated individuals, from multiple functional areas of an organization, that lead the way in exploring and adopting tools, techniques and practices.

The Center of Excellence promotes collaboration, standards, best practice and adoption. It is supported by a community with a rich collaborative knowledge-base reinforced with frequent enablement and learning. ”

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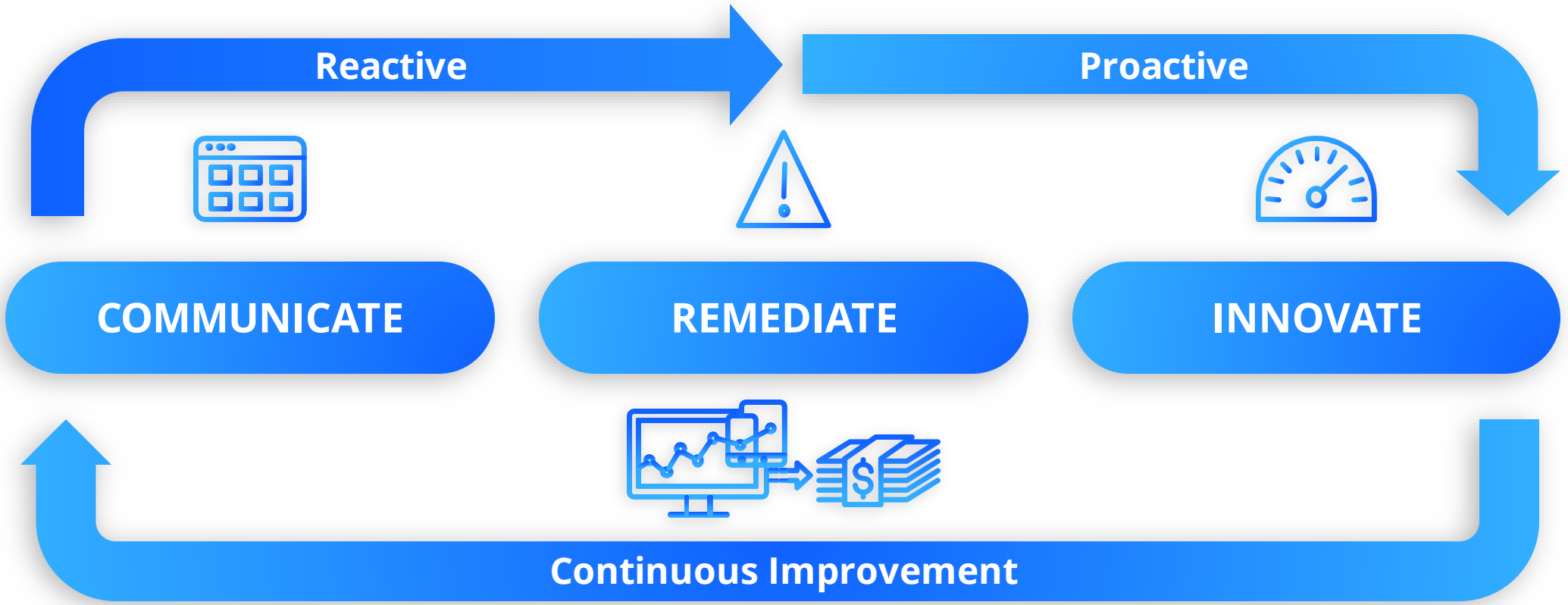
THE OBSERVABILITY MATURITY CYCLE



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THE CORE PRINCIPALS OF OBSERVABILITY

ALIGN ON COMMON GOALS & OBJECTIVES

Improve service availability, performance & reliability

Reduce operational cost, risk & improve efficiency

Improve customer satisfaction & retention

Grow the business through innovation

DEFINE KPIS FOR MEASURING SUCCESS

SLO's SLI's & SLA's
Incident Volume MTTD & MTTR

Cost to Serve, OPEX, CAPEX
Productive Hours & FTE

CSAT, NPS, Conversion Rate
Attrition, ARPU & LTCV

TTM, CI/CD, Velocity, Errors
Deployment Success & Quality

COMMUNICATE CURRENT & FUTURE STATE

Visualize & democratize current state

Calculate & articulate current negative impacts

Track & trend attainment of goals & objectives

Quantify & demonstrate the value created

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END-TO-END OBSERVABILITY

Across The Software Lifecycle

APM	Infrastructure Monitoring	Kubernetes w/ Pixie	Log Management	Mobile Monitoring	Browser Monitoring	Synthetics	Network Performance Monitoring	ML Model Performance Monitoring

Errors Tracking & Monitoring

Developer Tools & Collaboration w/ New Relic CodeStream

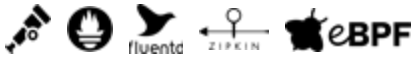
Unified Visibility: Explorer, Navigator, Automap

AIOps: Predictive Anomaly Detection - Lookout, Alert Noise Reduction, Root Cause Analysis

New Relic - All-in-one secure cloud

Open Ingest APIs | Infinite Cardinality | Custom Apps

Any Telemetry Source



400+ I/O Quickstarts

Two-way DevOps Integrations

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MANAGED SERVICES ENGAGEMENT MODEL

Our Managed Services is uniquely designed to provide a complete managed service using onshore Functional Leads with support for our global delivery centers to address all the required operative activities.

Practice Area - *Technology Specific Center of Excellence*

Lead Senior Consultant *(Named)*

Delivery Team *(Delivering 24x7)*

Team Leader
10+ Years & Experienced Team Leadership

Senior Consultants

Shift Leader	Shift Leader	Shift Leader
Operational Technologists	Operational Technologists	Operational Technologists
Shift 1	Shift 2	Shift 3

Senior Consultants:

- 10+ years experience
- Onshore/Offshore Technical skill parity
- Onshore Senior, Lead
  - Communication & Planning
  - Customer Interface
  - Engineering & Escalation
- Offshore Senior
  - Escalation
  - Engineering

Operational Areas:

- 70%, 4-7 years experience
- 30%, 1-4 years experience
- Mid-level operational task execution
- Follow & maintain runbook

Client Delivery Management

Your CDM:

- Your CDM
- Secondary POC
- Handles service escalations, weekly, monthly, quarterly, annual planning meetings
- Transparent & detailed service reporting
- Named Offshore CDM

Named Offshore CDM:

- Supports the Domestic
- Lead SDM
- Geographic proximity with offshore team

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THANK YOU