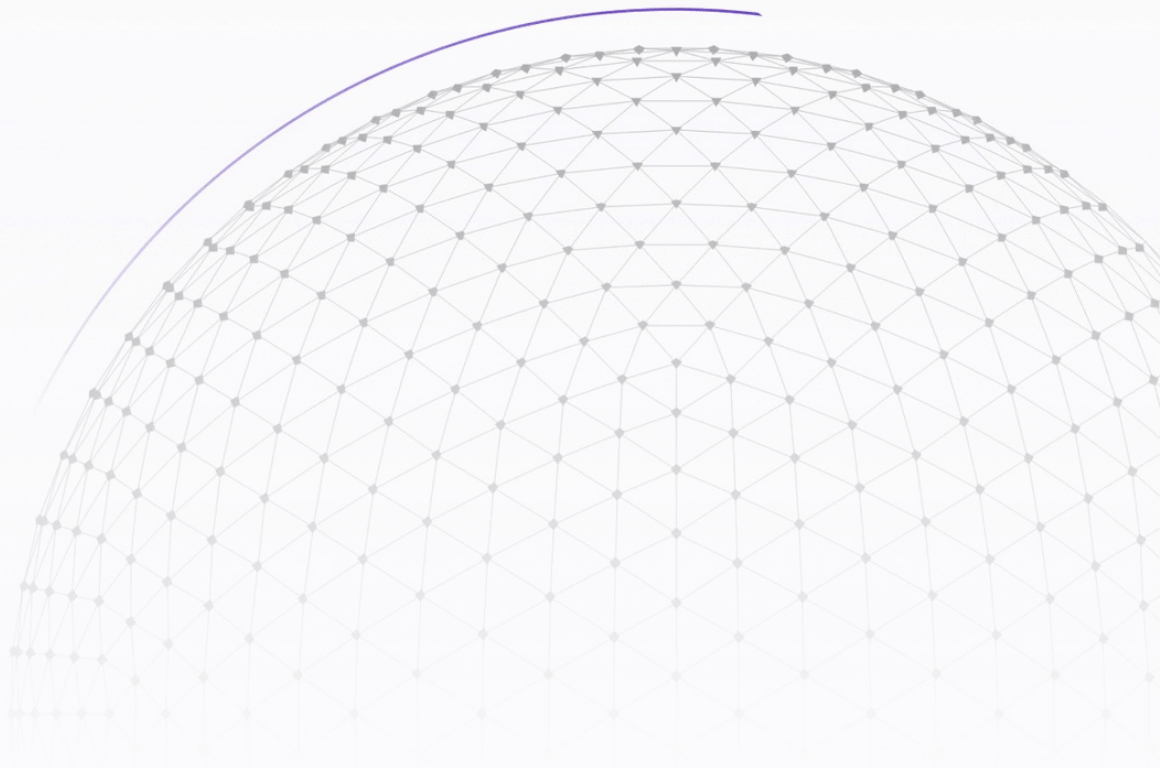


 Flip AI



# We Are a World-class Team of Enterprise Experts



Launched in 2022, Flip AI has formed a team of 20 enterprise experts—with leadership from AWS, Pentagon & White House, NFL, and Sun Microsystems.

Founders



**Corey**  
CEO

- 20+ years leading enterprise operations and technology
- Ex-NFL, KKR, White House
- Pentagon Medal Recipient



**Sunil**  
CTO

- 15+ years of AI, ML, & Technology
- Ex-AWS (Head of NLP Service, Bedrock), AWS DeepRacer, Zynga, Neon Labs
- 28 patents and counting



**Deap**  
CPO

- 20+ years of Product and Technology, including 2 Start-ups
- Ex-AWS (Director of Product), Pentagon, 2 Startup Exits

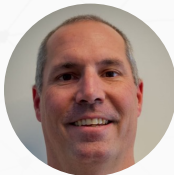


Sr. Leadership



**Harish**  
EVP

- ~30 years of product engineering experience
- ex-VP at NetApp, Dell and ex-CTO at Tanla (a CPaaS company)



**Nate**  
Founding Architect

- 25+ years of experience, including nearly a decade at AWS
- Recently led AWS Global ML Solutions Team



**Ravindra**  
Founding NLP Scientist

- 10+ years in ML & NLP
- Ex-Meta, AWS Comprehend



## Flip is an observability intelligence platform,

built on the first LLM for DevOps, that connects into any observability data source, modality, or platform, and generates incident root cause analyses in seconds.



01.

We drastically reduce mean time to resolution (MTTR).

02.

We are agnostic to any platform and integrate with all of them.

03.

We can query any data store to autonomously generate analyses.

# Enterprises Are Losing Millions per Minute Due to Growing Infrastructure and Operational Complexity



Large enterprises have complex infrastructures, and troubleshooting is **still largely a manual process.**

Healthy software



Uninterrupted revenue generation for enterprises



MTTRs are going up



Cost of downtime is going up



Cost of observability tools is going up



CX Expectations are going up



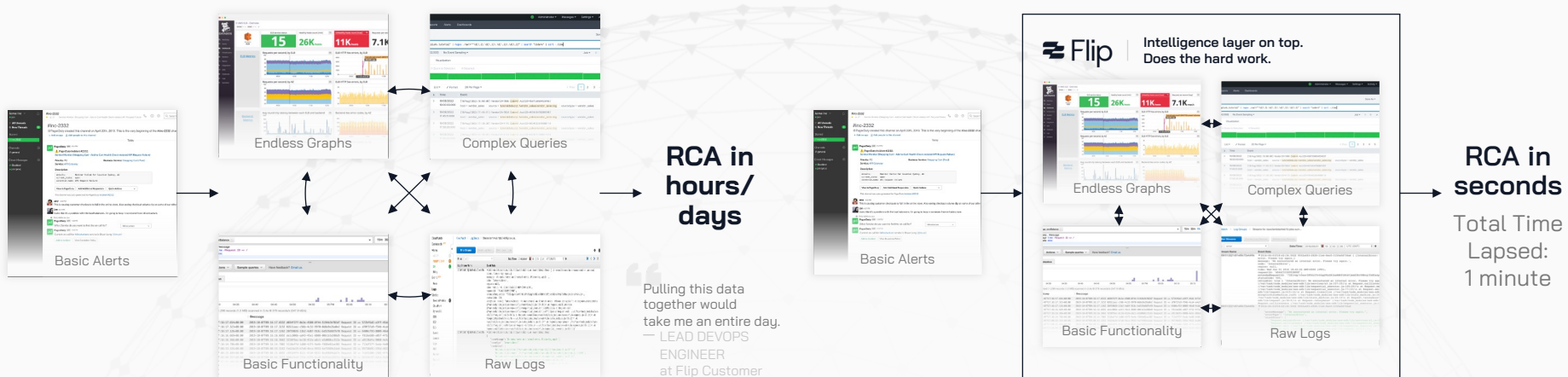
Enterprise tech budgets are being reduced

# The Bottom Line

For Complex Incidents, the Answer Isn't in ONE Tool, but Needs Combined View That Takes Developers Hours. With Flip, you'll have **RCAs in Seconds**.

/MANUAL PROCESS

/WITH FLIP



# “The ‘Holy Grail’ of Observability”

– CTO of Top 5 US Bank

Flip is a GenAI native observability technology built on domain-specific LLMs for DevOps.



Layers on top of existing tools



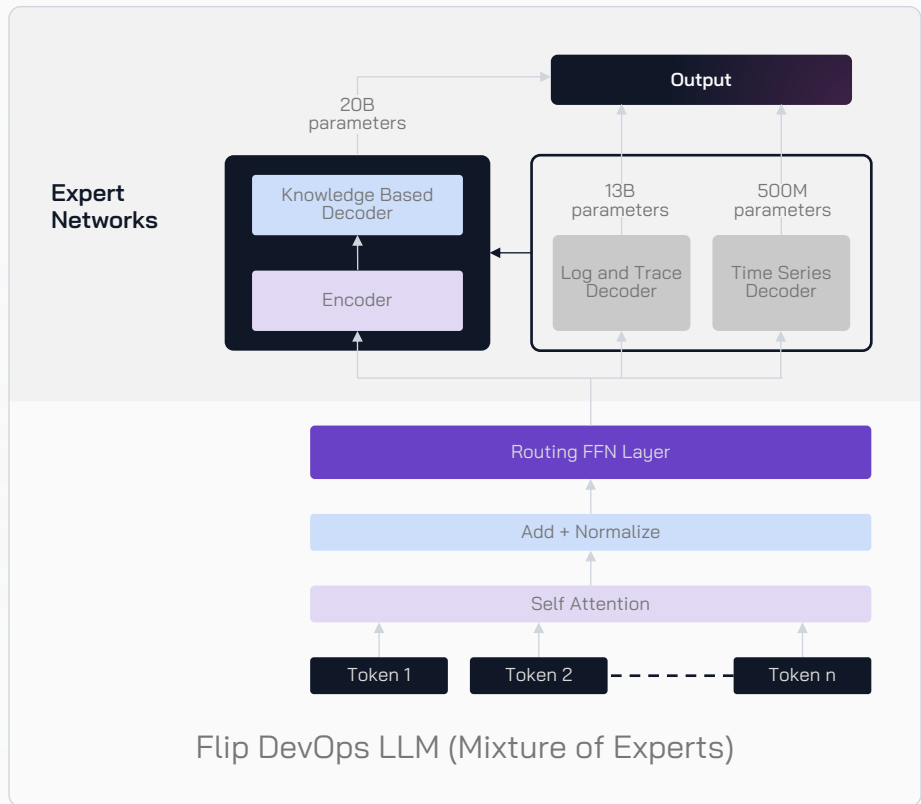
Rationalizes metrics, events, log, and trace data across multiple sources



Predicts and finds operational incident root causes in **seconds**



Has the right data governance controls—accepted by leading global banks



## 34B Parameter Mixture-of-Experts (MoE)

- ✓ Multimodal Mixture of Expert model that understands MELT data, Architecture and Code
- ✓ Trained on 100+ Billion curated tokens (Logs, Traces, Code, Configurations, StackOverflow, Database Manuals...)
- ✓ Trained on resolving automatic generated chaos scenarios using novel reinforced feedback-based training
- ✓ Can be customized on enterprise data (Internal documentation, tickets, playbooks, architecture diagrams, MELT data)

# ... Built with Regulated Enterprises & Industries in Mind

## Model Independence

- Our LLMs are deployed in single-tenant mode; your data only makes your model better
- 

## Data Governance

- Our platform is agentless and non-intrusive
  - We only require read-only mode access to relevant observability and infrastructure tools (and only Flip AI admins will have access to these read-only accounts)
  - Your data stays within the boundaries you set
  - Your data is not used to train models for other customers
- 

## Data Processing

- We do not store or copy your data. It is kept in short-term memory for processing and then deleted
  - Only the root cause analyses and supporting information are kept in your database
- 

## Authentication

- Enterprise SSO (SAML 2.0)
- 

## Auditability

- Flip AI enables auditing services that customers can access (e.g., Amazon CloudTrail in AWS)



# How Flip AI Works

Flip AI can work on-prem, hybrid, cloud

1

Flip AI integrates with all relevant operational data systems  
**in read only mode:**

Observability: COTS

Open Source

Cloud/CMDB

Ticketing/Alerting

2

Customer tells **Flip AI which signals it cares about most**  
(e.g., alerts, tickets, business KPIs, error types)

3

Flip AI is deployed and **monitors for signals determined by customer**

4

Flip AI de-duplicates and logically **consolidates repeat alerts and alarms** to reduce noise

5

Based on signals, Flip AI automatically interrogates logical components and **generates root cause analysis in seconds**



Product Demo

## ENTERPRISE SAAS



Flip AI deploys a **single-tenant architecture** for each and every customer in the Flip Cloud



Flip AI uses **secure and dedicated VPN tunnels** to connect with the customer's on-premise or self-hosted operational data system



Flip AI Cloud is **cloud agnostic** (AWS, GCP, Azure) and works in **multi-cloud deployments**



**No data replication** from customer's environment

## ON PREMISE



Entire Flip AI service runs in the **customer's environment**



Customer would provide necessary **GPU infrastructure** for Flip Inference Service

- If customer cannot provide GPU infrastructure, Flip Inference Service can run in Flip Cloud

# Target Demographic

## Personas

- Enterprise DevOps
- Infrastructure & SRE Teams

## Customer-facing, high traffic web applications and/or web APIs in:

- Financial Services & Insurance
- Media / Data Streaming
- eCommerce / Retail
- B2B SaaS

## Architecture & Frameworks:

- Distributed Microservices
- Kubernetes and Amazon ECS
- N-tiered Web Applications
- Model-View-Controller
- Asynchronous Event Queues
- Serverless

## Observability Tools

At least 3-5 tools in use, including, but not limited to:

### COTS



### OSS



### Cloud Native Tools



# Getting Started

## Our Standard POC Process



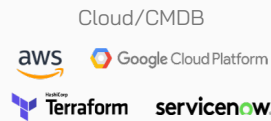
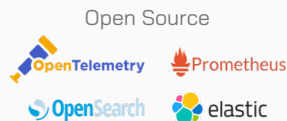
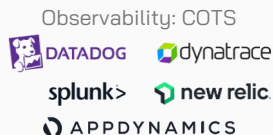
### 01 Discovery

- Understand challenges running customer facing, high-traffic web apps and APIs
- Identify prominent incident types, volume, and current troubleshooting flows

### 02 Defining Success Criteria

- Key metrics (MTTR) and goals
- Agree on ROI framework

Connect to existing observability tools and infrastructure, including, but not limited to:



### 03 Deployment

- Run Flip in shadow mode, alongside existing tools, for determined time period
- Flip AI team iterates based on customer feedback

### 04 Test in Shadow Mode

### 05 POC Handoff

- After testing in shadow mode, Flip AI team transitions full control to the customer for the remaining duration of the POC

### 06 ROI Analysis

- Measure ROI based on key metrics, POC results, and agreed assumptions

### 07 Post-POC Planning

- Discuss plan to transition POC to full-time production and/or annual license

# Thank You

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**Corey Harrison,**  
Flip AI CEO & Co-Founder

