



AI AND MONITORING: HELPING A FASHION BRAND SPOT TRENDS



You've found the perfect outfit. The right style, the right brand, the right color. And it will be just perfect for the interview next week. But as soon as you click on 'buy', something goes wrong. The server's down and will remain that way for over an hour. The result: you end up shopping somewhere else and wearing something else.

PROBLEM

A large, US-based fashion e-tailer had thousands of servers in different geographies, but its monitoring system was not able to efficiently cope with problems when they occurred. Monitoring staff were overwhelmed with alerts and information, and unable to quickly pinpoint the source of the problem. Typically, it would take an hour to solve the problem – which meant an hour spent losing revenue and customer trust.

SOLUTION

We built a predictive model using our in-house AI platform, which used analysis of historical data to accurately assess true anomalies and alert staff to exactly where they were occurring. By using regression and dynamic threshold techniques, we were able to suppress false alarms. We thus delivered only relevant, real-time information through a dashboard to the monitoring team via tools such as Splunk, Elasticsearch and Grafana.

**TIME TO FIX
SERVERS**

**1 HOUR TO
5 MINUTES**

**REDUCED
DOWNTIME
ESTIMATED
TO SAVE**

US\$1.5M/YEAR

DEVELOPED REAL-TIME

**ANOMALY DETECTION
DYNAMIC DASHBOARD**

**WE DID THIS FOR THEM.
WE CAN DO IT FOR YOU.**

They are now able to spot true anomalies and react much more quickly to resolve such events. Time to fix server problems has been reduced from an hour to just five minutes. Reducing this downtime is estimated to save the retailer US\$ 1.5 million each year, and has a considerable impact on customer experience and brand reputation.

Ensuring that things don't go wrong when you click 'buy' makes the client look good. And getting the perfect outfit makes you feel good as you walk in to that interview.

**Find out more about
how we can help
your e-commerce
operation to deliver
a better customer
experience. Reach
out to us at
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