

PagerDuty

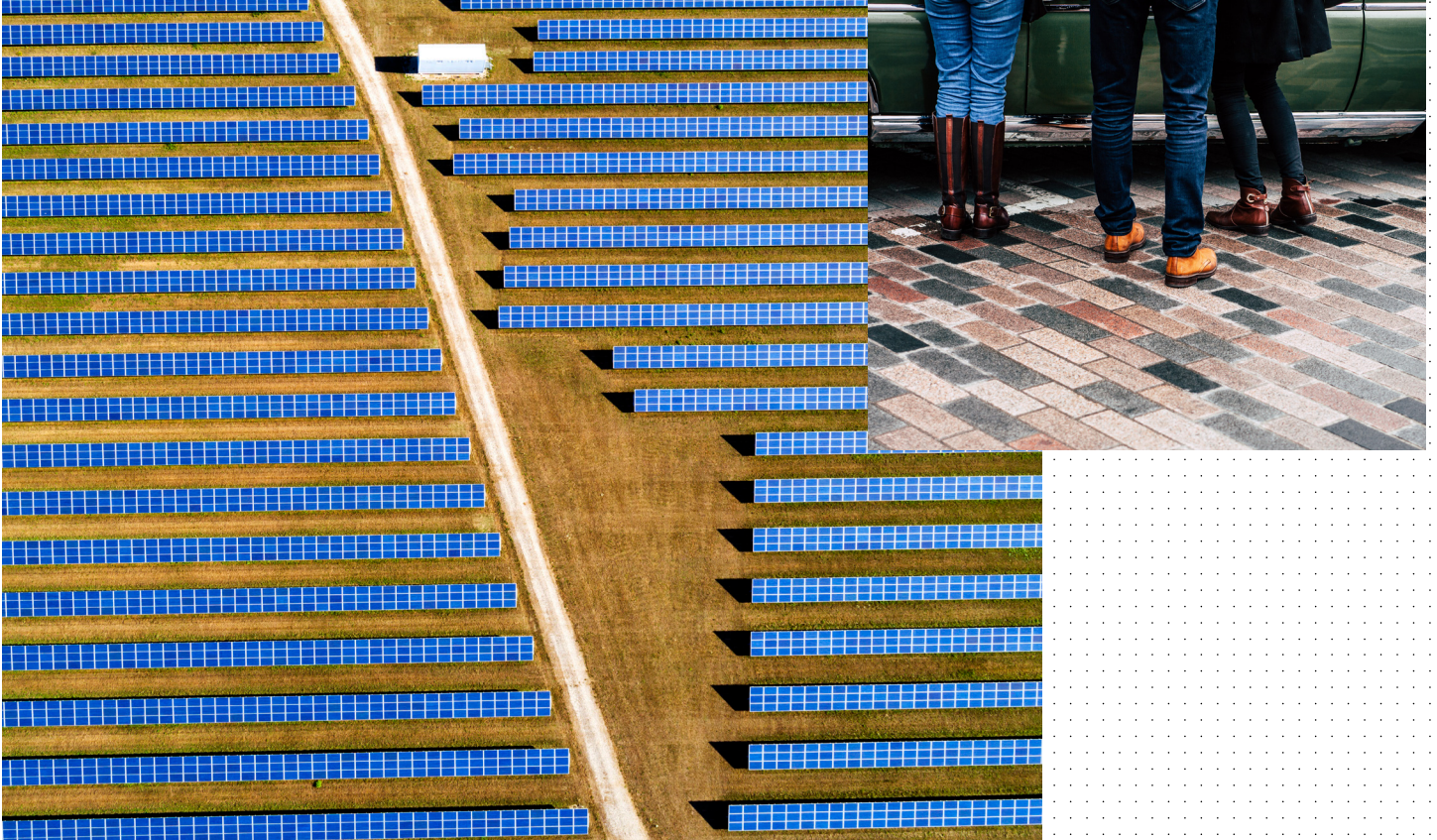
Accelerate your modernization journey in the cloud

Speed up innovation with service
ownership and automation



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Introduction

Around the world, organizations of all sizes are investing in cloud technology. These investments in cloud will modify and/or replace traditional IT and development methods with DevOps and Service Ownership methodologies, as well as introduce the integration of new, cloud-based services throughout the organization. The promise of the cloud brings with it increased agility, cost savings, and a faster pace of innovation that culminates when organizations are optimizing their cloud operations. Moving to the cloud with a diligent focus on aligning technology, operational processes, and people is essential to transforming to a digital-first organization. The added freedom of new, innovative technologies allows cloud teams to focus on innovation and deliver better customer experiences.

With many companies already having an established cloud presence and strategy, technology leaders have a lot to think about when planning their own cloud adoption. The cloud offers scale, agility, and cost savings, but the transformation and cloud adoption journeys have their challenges. In fact, a recent survey shows that 90% of CIOs report that they have experienced a failed or disrupted migration.

The cloud is dynamic in nature, and more moving parts mean observability becomes more challenging, with more incidents happening at the application level. As organizations transition to microservices architecture, this means more teams building more services, which can create more issues and impact customers' digital experiences and slow down resolution times.

To accelerate and simplify your cloud adoption journey and ensure this transformation is smooth for your customers and internal stakeholders, you need a digital operations platform that will help you modernize and scale your business and enable you to innovate faster while reducing customer impact and downtime.

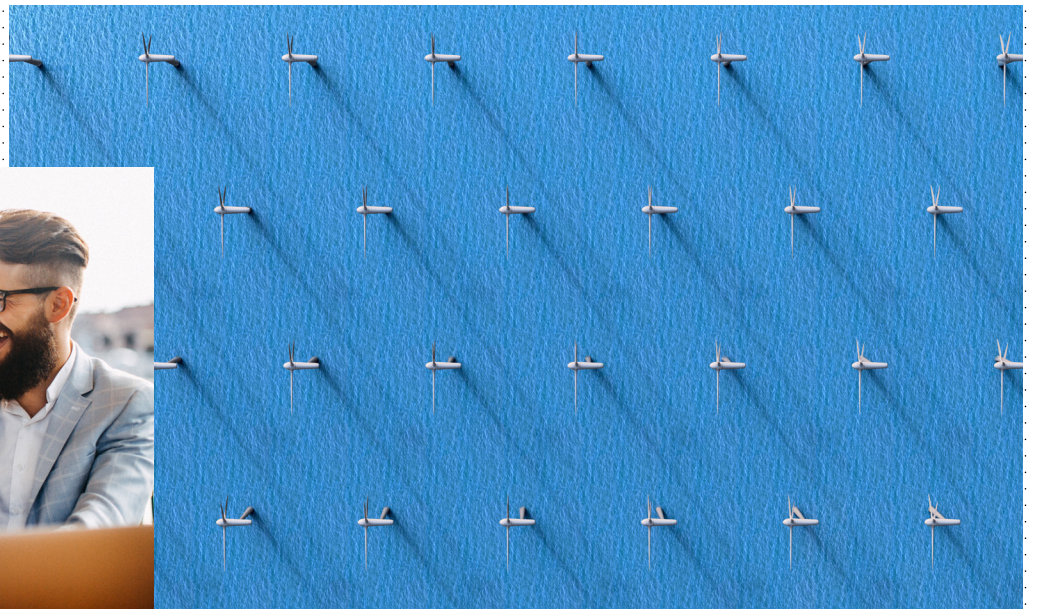
PagerDuty Operations Cloud™

The PagerDuty Operations Cloud a cloud platform that manages all aspects of urgent and mission critical work for a modern, digital business. It's a scalable, highly-available, managed and cloud agnostic platform that integrates into and across enterprises, people, and technology to identify, escalate, automate and resolve urgent and time sensitive work for these businesses before customers, employees, or the business's reputation are impacted.

It is also where businesses monitor, track, and optimize their business behavior, ensure service levels, and ensure resource efficiency and operations health. It allows customers to use analytics and rich historical data combined with real time signals to make recommendations and deliver insights that increase customer satisfaction, optimize and continuously improve business operations and efficiency, and automate business processes to new levels.

It gives organizations full visibility over their technical and business services and enables businesses of all sizes to monitor, track, and optimize their business behavior. As organizations continue their cloud adoption journey become more digitally mature, they adopt operating principles like agile, DevOps, and Service Ownership.

It enables them to scale, innovate faster, and significantly reduce downtime for their customers. PagerDuty's platform gives organizations full visibility over their technical and business services and enables businesses of all sizes to monitor, track, and optimize their business behavior. Its service-based architecture makes it easier for organizations to transition to and adopt service ownership. This becomes essential as organizations grow, change, and restructure, and their IT environments become more complex to manage and observe.

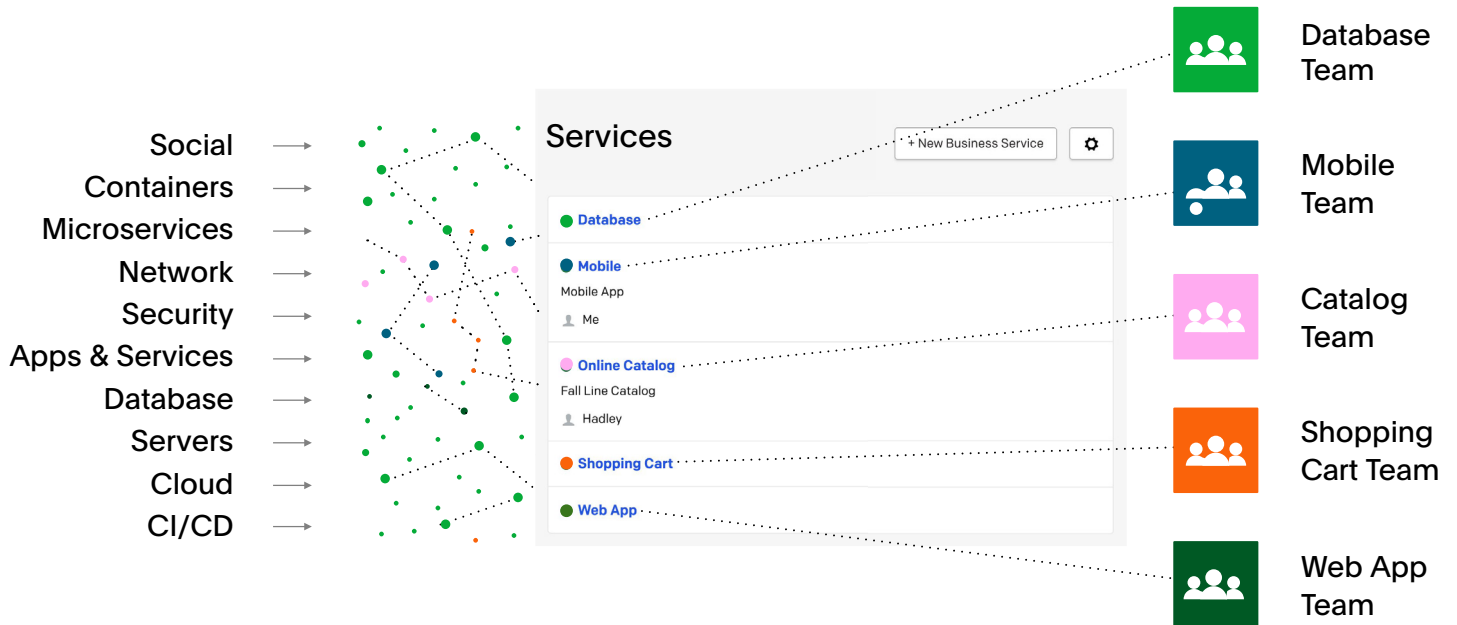


Transform your organization with service ownership

Service Ownership is an operating methodology model where the people who design and implement the technology and code are responsible for maintaining it throughout the entire product development life cycle. "You code it, you own it" is a popular way to describe it. Service Ownership, in its simplest form, empowers engineers to be responsible for their code in production, leading to higher-quality software. Realigning teams to this model gives engineers more control over their work, makes them accountable for the quality of their code, and results in faster, more orchestrated responses to incidents and downtime. It also creates higher job satisfaction and engagement.

The driving force behind this cultural change is that organizations cannot capitalize on increased operational capabilities and cloud scale without clear ownership and accountability. Ownership and accountability help streamline the path to addressing incidents efficiently, paving the way for more innovation, less unplanned work, and happier customers.

Define, structure and automate through service



With clear ownership defined teams and people operate in a more natural way where they feel more engaged to drive more value for the business because they are empowered to make changes, by being closer to the customers, and creating tighter, and faster feedback loops. Cloud teams are empowered to continuously improve applications, processes, and operations, minimizing customer impact and reducing downtime.

PagerDuty's service-based architecture makes the transition to service ownership smoother and faster by defining clear ownership across all the services and the teams that own them. With ownership and accountability defined, you always know who the SME is when things go wrong. PagerDuty's service-based architecture helps organizations to manage complex service architecture by clearly defining ownership and mobilizing the right response every time.

Innovate faster and reduce customer impact with service ownership



Minimize downtime and customer impact. Uptime is money. With clearly defined Service Ownership, your teams have a bias for action and an invested interest in continuous improvement—which can translate to a true competitive edge for your business.



Streamline incident response. Clearly defined service and ownership mapping to engage the right responder within minutes. Significantly reduce mean time to resolution (MTTR) and downtime for your customers, while keeping key stakeholders updated and proactively engaged.



Speed up innovation. Bring developers closer to your customers and tighten feedback loops. Give individuals more autonomy to implement customer feedback and continuously improve service quality.

Automate incident response

PagerDuty enables organizations to streamline and automate incident response by bringing incident best practices to your organization with end-to-end response automation. It helps you protect revenue and improve customer experiences by resolving critical incidents faster and preventing future occurrences.

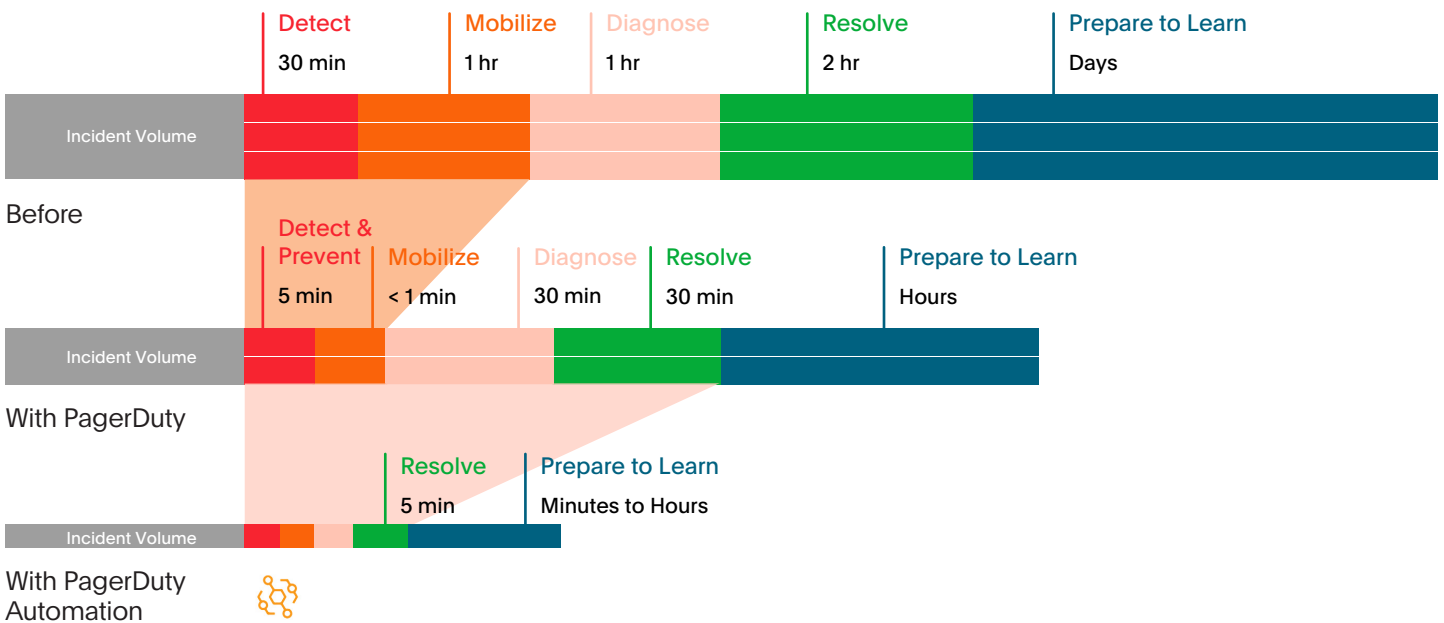
PagerDuty enables better response with end-to-end response automation, seamless incident response integration with ITSM tool chains and friction-free postmortems. This speeds up incident detection and triage and mobilizes a fast response from the right people before customers and users are impacted. Applying real-time response capabilities improves key metrics such as mean time to acknowledge (MTTA) and MTTR.

Technical teams always feel the pain of ineffective incident response. They are often accountable and responsible for the best customer experience and continuity of revenue while still advancing innovation. Yet, it pulls them away from planned work, creates frustration, burnout, and churn. But, there's a way to address these challenges and significantly improve how incidents are managed and help organizations reach operational maturity by automating incident response with runbook automation.

Runbook automation significantly reduces toil and inefficiencies of traditional incident response so DevOps and cloud teams have more time to innovate and deliver high-quality digital experiences. With runbook automation responders are empowered to run automated workflows for diagnostic and remediation activities. This reduces the number of incidents that get escalated while significantly speeding up resolution time.

Automating incident response is one of the pillars of digital operational maturity. It requires both cultural and platform changes. As you think of the road to operational excellence, think about the stages of digital maturity, where you are, and where you ultimately want to be.

Rewrite the timeline of your incident



The journey to operational maturity

Operational maturity plays a key role in how an organization handles incidents and unplanned work. This impacts your ability to innovate and delight your customers with always on digital experiences. All companies reside somewhere in this spectrum, ranging from mostly manual processes and operations to fully preventative. PagerDuty provides the critical link between cloud operations and digital maturity, helping you move along the spectrum and gain operational excellence.

Manual operations are where many legacy systems are today and represent significant labor costs to resolve issues. The process is slow, using queued workflows and ticket management. Accessing experts in a timely manner is difficult, often because they are no longer associated with your organization.



Reactive operations are a mentality of wait-until-it-breaks, then find a resolution. This process relies on users to tell you there is a problem that puts developers in firefighting mode which can be chaotic and can take days to resolve an incident. It lacks a defined resolution plan, and likely does not have experts with authority prepared to resolve an incident. The process is slow due to poor communications and a lack of recorded knowledge.



Responsive operations put you in the middle -like most organizations-where you are recognizing a need and initiating a basic response plan. It may incorporate automation and is an intentional effort to implement a strategy.



Proactive operations are an example of an advanced resolution plan at the ready. Technical teams are coordinated and ready to resolve most issues before they impact customers. Communication is clear and predefined to reach those teams that are prepared to fix an issue quickly. The technical teams have the authority, autonomy, and accountability to prioritize their efforts.



Preventive operations means you are ahead of most customer issues. At this operational level, machine learning (ML) is being used to provide insights and predict future impacts, automation is deployed to eliminate escalations. Your organization embraces a culture of continuous learning, improvement, and prevention.

No matter where your organization is on its cloud adoption journey, PagerDuty is essential for simpler and faster cloud adoption and helping you reach operational excellence. Our platform helps you move down the path of digital maturity without stressing your teams or impacting your customers. Our digital operations platform provides full visibility across your services and hybrid-cloud infrastructure, uses machine learning to improve operations, and streamlines and automates incident response. PagerDuty intelligently orchestrates actions across teams, technology, and processes to ensure business continuity and delight your customers. Your cloud teams deliver more business value, and can innovate faster while decreasing burnout and churn.

PagerDuty accelerates your cloud adoption and modernization

PagerDuty helps your cloud adoption journey run faster and smoother and offers organizations the ability to improve MTTA and the MTTR, protect revenue, unleash operations productivity, and reduce burnout.



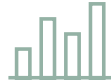
Ownership is defined



Help shift to DevOps/Cloud



Accountability is enforced



Quantifying progress and value



Visibility increases



Streamline and automate incident reports

Learn more about PagerDuty and Cloud Migration: pagerduty.com/use-cases/cloud-migration.

You can also visit: pagerduty.com/platform/automation/runbook.

Learn more about automated incident response or request a demo: pagerduty.com/contact-us/runbook-automation.

About PagerDuty

PagerDuty, Inc. (NYSE:PD) is transforming critical work for modern business. Our powerful and unique digital operations platform enables users to take the right action, when seconds matter. Organizations of all sizes trust PagerDuty to handle every type of work across the enterprise including intelligent incident response, AIOps and process automation. Notable customers include Cisco, Genentech, Electronic Arts, Cox Automotive, Shopify, Zoom, DoorDash and more. To learn and to try PagerDuty for free, visit www.pagerduty.com. Follow our [blog](#) and connect with us on [Twitter](#), [LinkedIn](#), [YouTube](#) and [Facebook](#). We're also hiring, visit [our careers page](#) to learn more.