# CorrelOps

Your SRE Copilot

**Automatically**

*Identify, Triage and Resolve*
*Software Incidents before they become*
*a Problem!*

Ideatives

# *Lost in the Data Jungle: Catching the Elusive Root Cause*

When software incidents occur, response teams are often overwhelmed by the volume of observability data at their disposal. This flood of information makes it challenging to quickly understand the impact, effect, and root cause of the incident. As a result, valuable time is lost in the troubleshooting process, leading to prolonged downtime and significant financial losses.

In fact, according to industry research, companies cost of downtime is in the range of US $427-16,000 per minute*, with US $9,000 average.

Ideatives

** Pingdom 2022. Cost varies by company size.*

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*Who's having this problem?*

# *All Engineering Teams*

**nonades** · 1y ago

> At this point, I've normalized waking up at 2 am when PagerDuty starts squawking.

This absolutely needs to be addressed. If regular pages like this aren't being addressed properly either your monitoring is broken or your organization is.

▲ dale_glass 7 months ago | prev | next [–]

Most logging is insanity in action. Behold:

```
1.2.3.4 - - [08/Aug/2023:12:48:11 +0200] "GET /wp-config.php.bak HTTP/1.1" 404 196 "-" "Mozilla/5.0 (Windows NT 6.1; Win64; x64) AppleWebKit/537.36
(KHTML, like Gecko) Chrome/47.0.2503.0 Safari/537.36"
```

**gmuslera** · 1y ago

You need to take alerting with some philosophy.

**Live-Box-5048** · 4mo ago

Go over your alerts periodically, decide which ones are relevant, and which are actionable.

**cannontd** · 4mo ago

I'm exhausted saying this to our team. We had a critical alert channel. People then put things in which did not have an action. That then meant we lost the ones that did. "Here is an alert, the alert links to a runbook" - no, just alerts on cpu being over some invented threshold.

**SarcasmoSupreme** · 2y ago

Yes. There definitely can be too much logging.

Every line of logging should be meaningful in what it is saying and serve a purpose for being logged. If it is neither, it is extraneous and too much logging. Storage is money.

**daedalus_structure** · 2y ago

Verbosity levels that can be changed at runtime are helpful. You absolutely can log too much but you won't know what is or isn't too much until you need it.

**durple** · 2y ago

Log what's useful. Don't get into the habit of doing println debugging in production via logs. Logs that don't contain unique data should be metrics.

If someone is complaining about the cost of logs, it's probably too much. It might mean logs are the hammer of production debugging for your team, like if there is not good observability in prod people just rely on lots of logging.

**Dan Harper** · 1st
CTO @ Homes.com.au // Co-Founder at Leadership of Awe...
1w ·

Monitoring and observability tools are broken. We use a fancy observability tool. We pay a decent amount for it. We've setup a bunch of things: logging, APM, infrastructure metrics and custom metrics. We've also setup alerts on a bunch of things.

**manapause** · 6y ago · Edited 6y ago

Its hard to troubleshoot problems with your firehose if all you can do is drink from it

**Cheap_Ranger_2665** · 1y ago

Yup.

DevOps can be that crazy at places.

▲ mianos on Nov 21, 2022 | prev | next [–]

Too much telemetry is more a problem that not enough in my recent experience. I am 100% sure the line I need to find out what happened is there in kibana but every extra filter term to make a trillion lines of log output down to a specific time and sequence, adds a risk of filtering out exactly what I want.

▲ **Monitoring your logs is mostly a tarpit** (utoronto.ca)

119 points by signa11 7 months ago | hide | past | favorite | 116 comments

Ideatives

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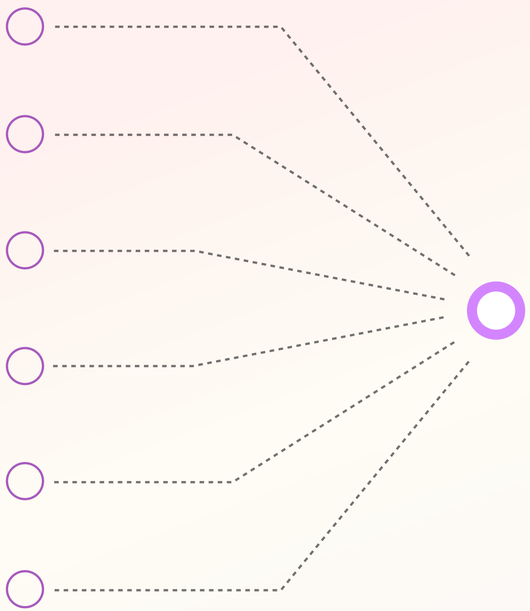
# *Our Solution: 3 step process*



CorrelOps

*Integrate* → *Correlate* → *Generate* →

- Automated Incident Triage
- Root Cause Analysis
- Dynamic Alerting
- Predictive Analytics
- Adaptive Remediation
- Continuous Learning

Ideatives

# *How does CorrelOps Works?*

*Observability Data is ingested from virtually any source and it gets into the Correlation Engine to get automatically categorized and escalated according to its multiple dimensions.*

*Once Correlated, all events contribute to the Learning Process, improving the accuracy and effectiveness of the AI Model as it gets used to produce artifacts or asked to help on any stage of the Incident Management and Resolution.*

*CorrelOps targets to **<1 minute** Detection and Triage for **95%** of the Incidents.*

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*The Founding Team*

# Darwin E. Monroy

## Co-Founder & CEO/CTO

*+18 Years in the field, Engineer, Team Lead, Tech Lead.*
*Last 4 Year Automating Observability.*

*darwin@ideatives.com*
*darwinmonroy*

# Yadira Sandoval

## Co-Founder & Chief Business Officer

*20+ Years in Business, Tax & Legal*

*yadira@ideatives.com*

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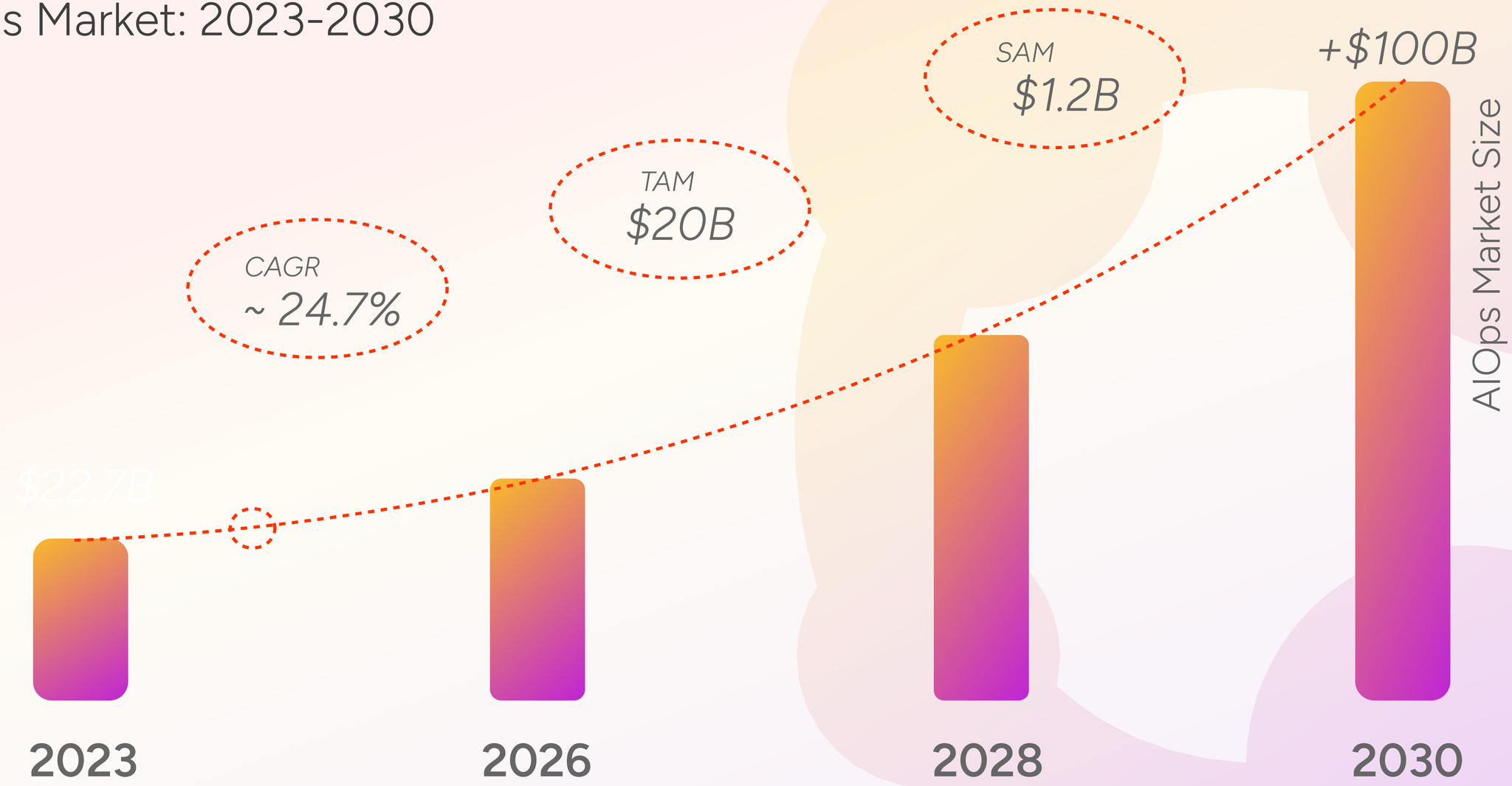
# AIOps Market: 2023-2030




SOM by 2030 **$100m**

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# Business Model

B2B with Monthly and Yearly subscription
+Usage + Consulting

## Starter

Pay as You Go

## Team

**$19**

per user, per month

## Enterprise

**Custom**

AI Credits

Additional Data Ingestion

Consulting

Data Retention

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# Competition Landscape

Known Competitors:  BigPanda, MoogSoft and WildMoose

## CorrelOps' Key Differentiators

Its powerful plugin system and fully automated and real-time Correlation Engine.

Copilot Correlation Engine that automates the process, providing real-time insights and proactive incident resolution.

Flexible approach to allows seamless integration with any tool and tailored solutions for each customer's needs.

Unique combination of Automation, AI and ML features that makes CorrelOps the top choice for organizations seeking adaptable and efficient observability solutions.

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*CorrelOps isn't here to compete,*
*but to* ***complement*** *with existing solutions.*

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# Ideatives Inc.

*The Company behind CorrelOps*

US Corporation with a clear mission:

To assist organizations in harnessing the potential of Observability Through Innovation.

2023
DEC

$10-13k
MRR
*(in Consulting and Contract Work)*

~$150k
Y1 Revenue
*(by active contracts)*

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# Join Ideatives Inc.

Claim your share now!

**~$40k**

Invested by funder

(to date)

Seeking

**$2m**

Investment

**~$2-3m**

Target 2026 Revenue

(Conservative Estimate)

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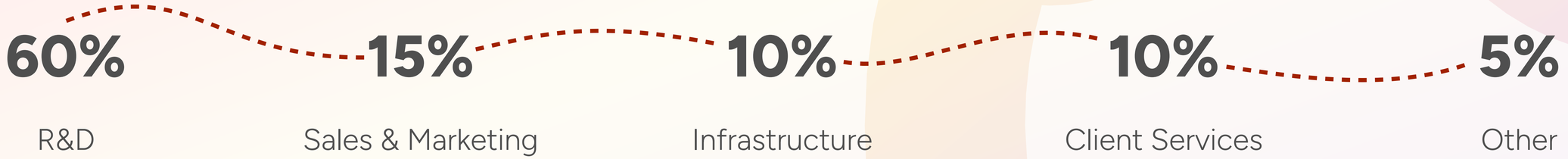
# How are funds going to be used?

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Team Members by 2026

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