

## Introduction

A leading health technology company aims to impact the lives of billions of people by 2025, They believe that their innovations must be viewed through the lens of the customer's needs. But looking through that lens requires visibility into what the customer is experiencing, which the company lacked. They invested in New Relic to address this issue and set out to establish a formal, in-house Site Reliability Engineering ("SRE") practice. However, they faced a common challenge in trying to figure out where to start, what the target future state looks like, and how to get there.

They turned to Kinect to understand the art of possible in observability, and to build high performing SRE teams to achieve their desired business outcomes.

## Challenge: Enabling Visibility while Adopting an SRE Culture

Exceptional SRE teams are expert technicians, but what truly makes them great is how they operate and the SRE culture that drives them. Culture has been described as "the way we do things around here." Adopting a new culture means changing how things are done, and people tend to be change averse. Solving this company's challenge was going to require overcoming that aversion to adopt an SRE culture.

## Solution: Implementing the Right Organization, Operations, and Culture

Kinect brought together a team of cross-functional business and technology stakeholders to form an Observability Center of Excellence ("OCOE"). Kinect guided them through defining the future state, mapping and designing all necessary technology implementations and processes, and creating the backlog of required work.

The goal was to achieve the gold standard of observability on a single digital experience, a major customer facing platform, as a reference for the broader enterprise. Kinect enabled their team with an improved approach to instrumentation, ensuring full visibility and eliminating blind spots. To make all alerts consistent and actionable, Kinect redesigned and enabled a modern alerting architecture which included standardized structure, naming conventions, incident preferences, inclusion of run books, and alert prioritization. Kinect established a unifying "Proactive Anomaly Detection Process" shared across tools (New Relic, Jira, and PagerDuty) and teams. Kinect also created a Voice of Customer dashboard for business stakeholders. This was done by Kinect facilitating data mapping and visualization exercises with the SRE, Marketing, Product, and Engineering teams.

To drive the new SRE culture, Kinect helped them form an internal SRE forum to build interest and foster excitement, which accelerated adoption of the new standards and best practices. SLO's, SLI's and SLA's were established and Kinect guided teams in understanding these operational standards and how they were measured in New Relic. A central repository of documentation and artifacts was also created to enable rapid onboarding of additional teams and services.

## Outcome: Excellence in Observability Across the Company with Immediate Gains in Performance

As an organization, this company now had a clearly defined target future state, the roadmap to get there, and an OCOE to quickly adjust strategy and make execution decision to meet the precise needs of the business. Operationally, they eliminated blind spots, realized significant improvement in mean time to detect, respond, and resolve, and had technology and business level dashboard that told the story of their customer experience. Culturally, they adopted SRE best practices and turned apprehension about doing things new ways into excitement and confidence about continual improvement as an SRE team.

- Successfully Transformed to an SRE, Data-Driven Culture
- Implemented Gold Standard of Observability Enterprise-wide
- Significant Reductions in Mean Time to Detect, Respond, and Resolve