

# Unified Monitoring and AIOps for Google Cloud

Selector AI helps operations teams to reduce noise, resolve issues faster, and reduce overall costs.

Google Cloud provides an integrated suite of cloud services, enabling the seamless development of novel cloud-based applications. Once deployed, customers shift their focus to understanding the health and behavior of the stack and underlying infrastructure.

Availability and performance expectations are ever-increasing, while traditional monitoring and observability tools add further complexity to an already challenging environment.

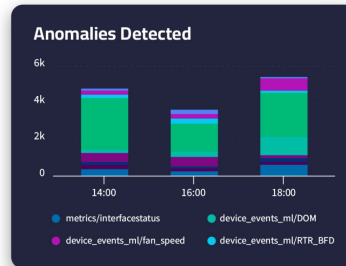
Operations teams need a new type of platform to complement their digital transformation initiatives: A platform that removes the guesswork from daily network operations challenges adapting to the needs of Google Cloud customers managing cloud and hybrid networks.

## Unprecedented visibility and AI-driven insights for your Google Cloud services

As the first and only unified monitoring and AIOps platform, Selector provides key functionality historically addressed by multiple tools. Selector enables Google Cloud customers to collect, analyze and visualize telemetry from the network up to their applications – all through a single pane of glass.

A comprehensive library of integrations enables operators to leverage telemetry from key Google Cloud network services such as Cloud Interconnect, Cloud VPN, and VPC Flow Logs – as well as other virtual infrastructure and services.

AI-driven event correlation utilizes temporal and contextual metadata to group together related events, assess probable root-cause, and guide the team’s incident response.



**Alert Notification**

▲ SNMP Flap Causation Alert

**Alert Details**

- lacp\_if\_down event for entity\_interface:12/2/1, [SZAP Portal]
- host:ABC-ABCD-10.ONET.HOST.NET, router\_name:TBC-ABCD-10 LIKELY CAUSED
- SNMP\_LINK\_FLAP event for entity\_interface:lag-18, host:ABC-ABCD-10.ONET.HOST.NET, router\_name:TBC-ABCD-10

[See more](#)

[Preview](#)

timestamp insight events observations causation

2023-09-12 12:33:05 Show Show Show Show lacp\_if\_down event for entity\_interface

causation: □

```

lacp_if_down event for entity_interface:12/2/1, host:ABC-ABCD-10.ONET.HOST.NET, router_name:TBC-ABCD-10 likely caused
SNMP_LINK_FLAP event for entity_interface:lag-18, host:ABC-ABCD-10.ONET.HOST.NET, router_name:TBC-ABCD-10
    
```

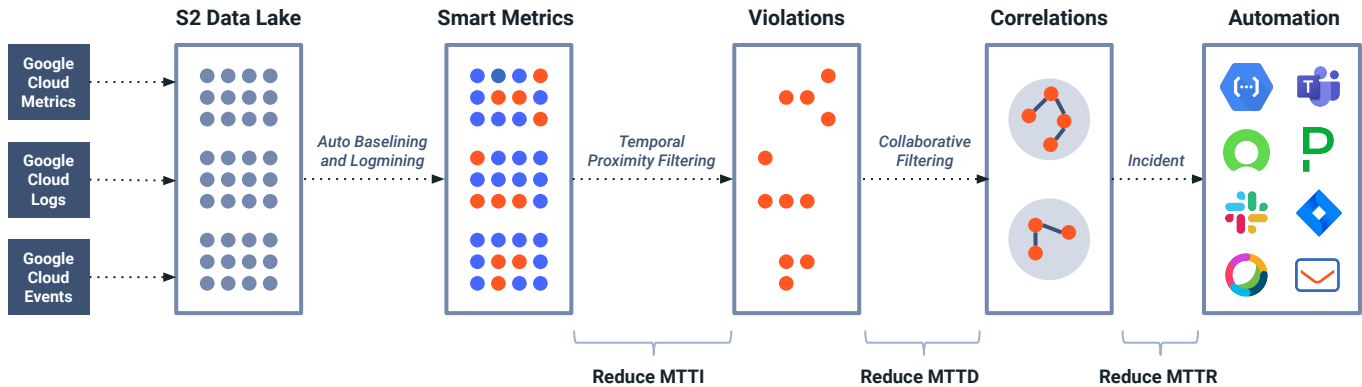


**85%**  
*Reduction in mean time to detect*

Insights stem from the ability to ingest, analyze, and correlate across the rich telemetry afforded by Google Cloud, which is then combined with telemetry from the customer’s application stack.

The resulting correlations enable operators to quickly connect the dots as to what happened, where, and when, a capability standalone point solutions cannot match.

Selector Analytics not only simplifies operations by consolidating many data silos into a single platform, but also generates insights as a result of that consolidation.



## Remediate issues faster with GenAI

Selector Copilot streamlines the investigation and remediation of incidents. Through the integration of LLMs and GenAI-driven natural language querying, Copilot provides summaries, recommendations, and automated remediations to help teams collaborate better and address incidents faster.

Retrieval-augmented generation (RAG) enriches and enhances responses with information and context from relevant sources such as Google Cloud Documentation, Community Support, and more.

Copilot helps to democratize access to your operational telemetry, empowering anyone on the team to address issues.

## Contextualize events to find root cause

Selector's event correlation leverages the telemetry, timestamps, and tags provided by Google Cloud to identify meaningful relationships about your network and infrastructure. Machine learning algorithms analyze this data, identifying and grouping anomalies.

The resulting event aggregation and root-cause identification empower operators to quickly and effectively respond to emerging incidents.

This proactive approach to incident management enables organizations to stay ahead of potential disruptions, fostering a culture of resilience and agility in the face of dynamic operational challenges.


## Cut through the noise with smart alerting

Together, Selector and Google Cloud combat alert fatigue, ensuring operations teams receive relevant, actionable alerts.

Alert fatigue occurs when excessive alerting overwhelms the team's ability to reasonably consume the notifications. As a result, critical alerts are overlooked and discarded, leading to an inability to quickly notice critical issues.

Selector's proprietary machine learning correlates across Google Cloud's logs, metrics, and events - helping suppress duplicative alerting. With fewer alerts, your team can jump right into troubleshooting.

Selector empowers Google Cloud customers' NetOps, CloudOps, and SRE teams with data-centric multi-domain analytics, driving the transition to AI- and ML-based operational intelligence.

 [Click here](#) for more information and get started today!