

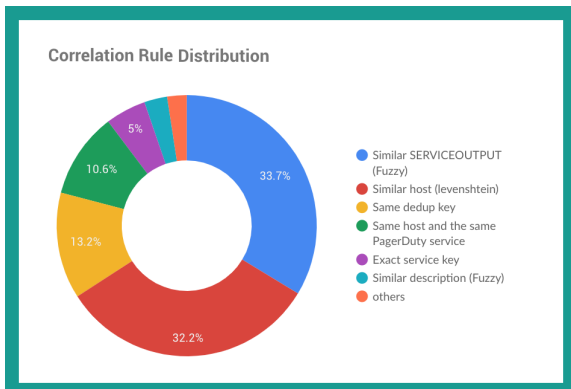
**Chewie by SignifAI™ helps Instart reduce alert noise by over 90% after a simple, 5-minute integration.**

**THE CHALLENGE**

Instart processes 60 billion transactions, optimizes 5 billion images, and serves 200 million consumers per day, as well as recovering 5 billion digital advertisements per month. In order to support the large scale operation, the Technical Operations team has adopted best practices for on-call and escalation processes for 24/7 on-call system maintenance, supported by a 360 degree monitoring infrastructure that includes a variety of open source and commercial monitoring solutions. The company operates on PagerDuty’s incident management platform. Given the large scale, complex and dynamic nature of its operations, it is often the case that the SREs on-call experience redundant, useless pages.

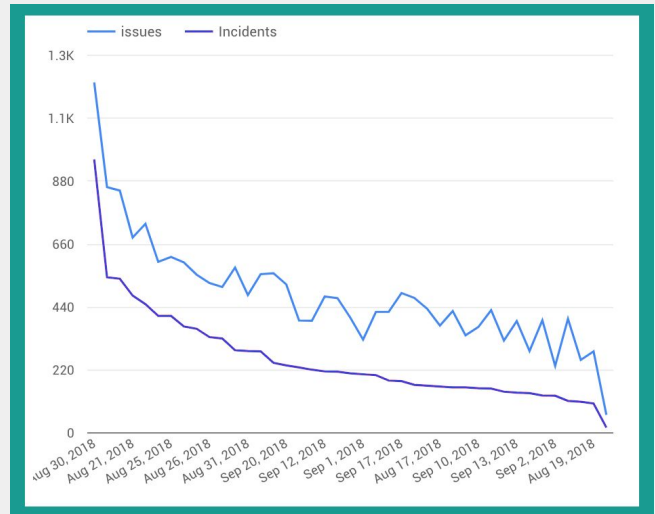
**THE SOLUTION**

SignifAI integrated with Instart’s PagerDuty deployment using its Chewie functionality, which took just a few minutes. Within 24 hours, the Chewie service was able to reduce the number of pages by over 80%, solely based on the embedded algorithms.



**KEY METRICS**

Alert noise in production environment



“I have often heard vendors say over the years that things take little effort to install and you get amazing benefits, but this is actually the first time that someone delivers. We spent 5 minutes integrating with SignifAI and got 90% noise reduction of our PagerDuty alerts in a very relevant way without us doing anything. My team is ecstatic!”

- Justin Fitzhugh, VP of Technical Operations

**ABOUT INSTART**

Palo Alto, CA - Saas B2B - [www.instartlogic.com](http://www.instartlogic.com)

Instart Logic specializes primarily in developing and marketing a Digital Experience Cloud that improves web and mobile application performance, consumer experience and security. The company also offers cloud services designed to increase digital advertising revenue for media and publishing companies. The company is headquartered in Palo Alto, California with offices in New York, London and Sydney.