

Customer Story

How a Global Data Center Provider Eliminated Alert Fatigue and Built Predictive Datacenter Operations

A leading data center and interconnection provider partnered with Selector to eliminate alert fatigue, unify monitoring across its operations teams, automate triage workflows, and establish a stronger foundation for proactive and predictive data center operations.

Industry: Data Centers

Deployment: SaaS / Cloud

Use Case: Alert Noise Reduction | Automated Triage | Incident Automation

At a Glance

Customer Profile: Global Data Center Provider

Industry: Data Centers / Colocation

Deployment: On-Prem

Primary Objectives:

- Eliminate alert fatigue and monitoring noise
- Reduce mean time to repair (MTTR)
- Automate triage and escalation workflows
- Build predictive, proactive datacenter operations

Key Capabilities:

- Intelligent noise suppression and alert correlation
- Context-rich automated alert enrichment
- Zero-touch workflow automation
- AI-assisted analysis and summarization
- Unified single pane of glass (replacing legacy tools)
- Automated customer impact mapping

Business Impact:

- Faster triage
- Better visibility across infrastructure and operations
- Reduced operator burnout from alert storms
- Stronger foundation for proactive operations

The Challenge

Before partnering with Selector, the customer's Network & Infrastructure Engineering (N&IE) and datacenter operations teams were overwhelmed by monitoring noise. Critical events were buried, and operators lacked the immediate context needed to resolve issues.

Operators spent up to 40 minutes manually correlating alerts — such as transport restart events or backbone connectivity disruptions — across disparate systems to find circuit IDs, vendor information, device logs, metrics, and optical signals, and to determine customer impact. Creating tickets required an additional 10 minutes of manual data entry, delaying mean time to repair (MTTR). A single compute pod reachability issue would trigger an avalanche of redundant alerts for trunk, data interface, and service unavailability, accelerating operator burnout.

The Solution

Selector deployed a highly targeted platform to unify the customer's monitoring data and automate the triage process. By integrating directly with monitoring, log, and CMDB sources, Selector delivered core capabilities in under three weeks.

With that foundation in place, Selector enabled intelligent noise suppression, context-rich alerting, zero-touch escalation workflows, and AI-assisted operations. The result was a faster, more automated, and scalable approach to datacenter operations.

What Selector Enabled

Intelligent Noise Suppression

Correlated interface and service-level failures under individual alerts, suppressing downstream noise and eliminating the alert storm effect.

Context-Rich Alerting

Automatically enriched alerts with real-time CMDB data and port information, giving operators the full picture instantly without manual cross-referencing.

AI-Assisted Insight

Support for summarization, anomaly detection, and faster interpretation of large-scale operational data.

Automated Triage Workflows

Automatically generated incidents with relevant device, circuit, CMDB, and customer-impact context attached, helping teams reduce manual effort and accelerate escalation and response.

The Impact

By automating alert triage and enrichment, the customer's operations teams recovered up to 40 minutes per alert event, eliminated alert storm cascades, and dramatically reduced operator burnout. Instead of manually hunting for context across disparate systems, teams had the auto-incident generated with full context, so they could act on what mattered instantly.

Just as importantly, the deployment established a path toward broader operational maturity. The same foundation could support predictive device health, utilization forecasting, proactive inter-metro redundancy alerting, and natural-language access to operational insight.

Results Snapshot

Up to 40 Minutes Saved Per Alert

Eliminated 40+ minutes of manual alert correlation and 10 minutes of manual ticket creation per event.

Alert Storm Suppression

Individual alerts replaced cascading floods of redundant notifications for trunk, interface, and service.

Live in Under 3 Weeks

Core noise suppression, context enrichment, and workflow automation delivered rapidly.

100% Blackhole Detection

Proactive detection with causation on core trunk links, and proactive alerting for inter-metro redundancy loss.

Zero-Touch Incident Management

Automated incident creation and escalation, with impacted CIs and customer data appended automatically.

Why This Mattered

One of the most important aspects of this engagement was speed and precision of impact — core capabilities deployed in under three weeks, immediately reducing the manual burden on operators. By automating the most time-consuming parts of triage, Selector transformed alert handling from a reactive, error-prone process into an intelligent, context-aware workflow.

For a provider operating one of the world's largest interconnection platforms, that shift matters. Operators could focus on critical decisions rather than data gathering, and the risk of missing high-priority events due to alert fatigue was dramatically reduced.

Looking Ahead

What began as an alert reduction initiative has evolved into the foundational operational platform for the customer, driving their strategic roadmap toward predictive, automated operations. With the right data and context in place, the customer is better positioned to extend into dynamic capacity awareness, threshold-based alerting, predictive device health, utilization forecasting, and natural-language access to operational intelligence.

This progression tells a strong story: eliminate noise first, then automate, then predict. The customer is on a clear path from reactive alert management to fully proactive, service-aware datacenter operations.

The Selector Impact

Selector helped this global data center provider move from alert chaos to operational clarity — and from reactive triage to predictive intelligence. The result was not just fewer alerts, but a smarter, faster, and more resilient operations model built to scale.

See How Selector Helps Enterprise Teams Turn Operations Complexity into Clarity

Learn how Selector helps organizations suppress alert noise, automate triage and escalation, enrich incidents with real-time context, and build a stronger foundation for proactive, predictive operations across complex environments.

[Book a Demo](#)

www.selector.ai | sales@selector.ai