



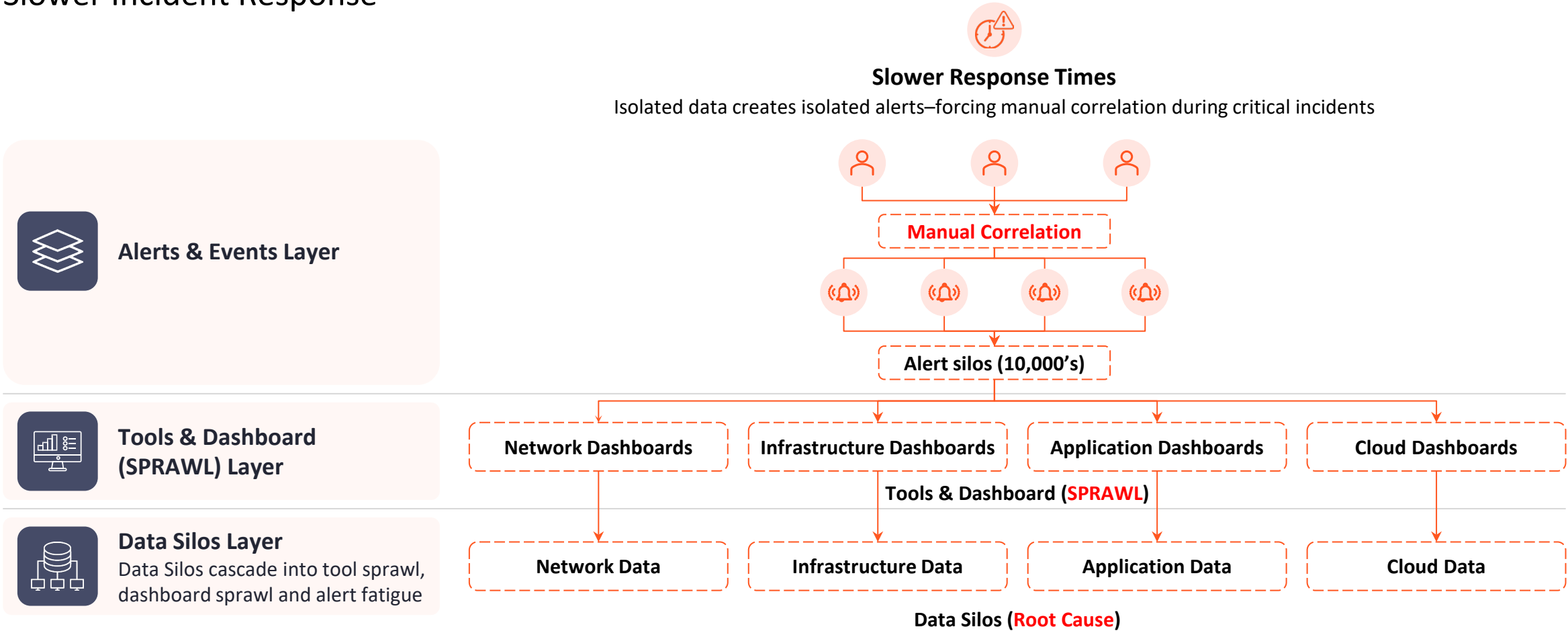
Selector Platform Demo & Key Capabilities

05/05/2026

Today's Challenge:
Network Data Fragmentation
The Hidden Cost of Slower Incident Response

Today's Challenge: Network Data Fragmentation

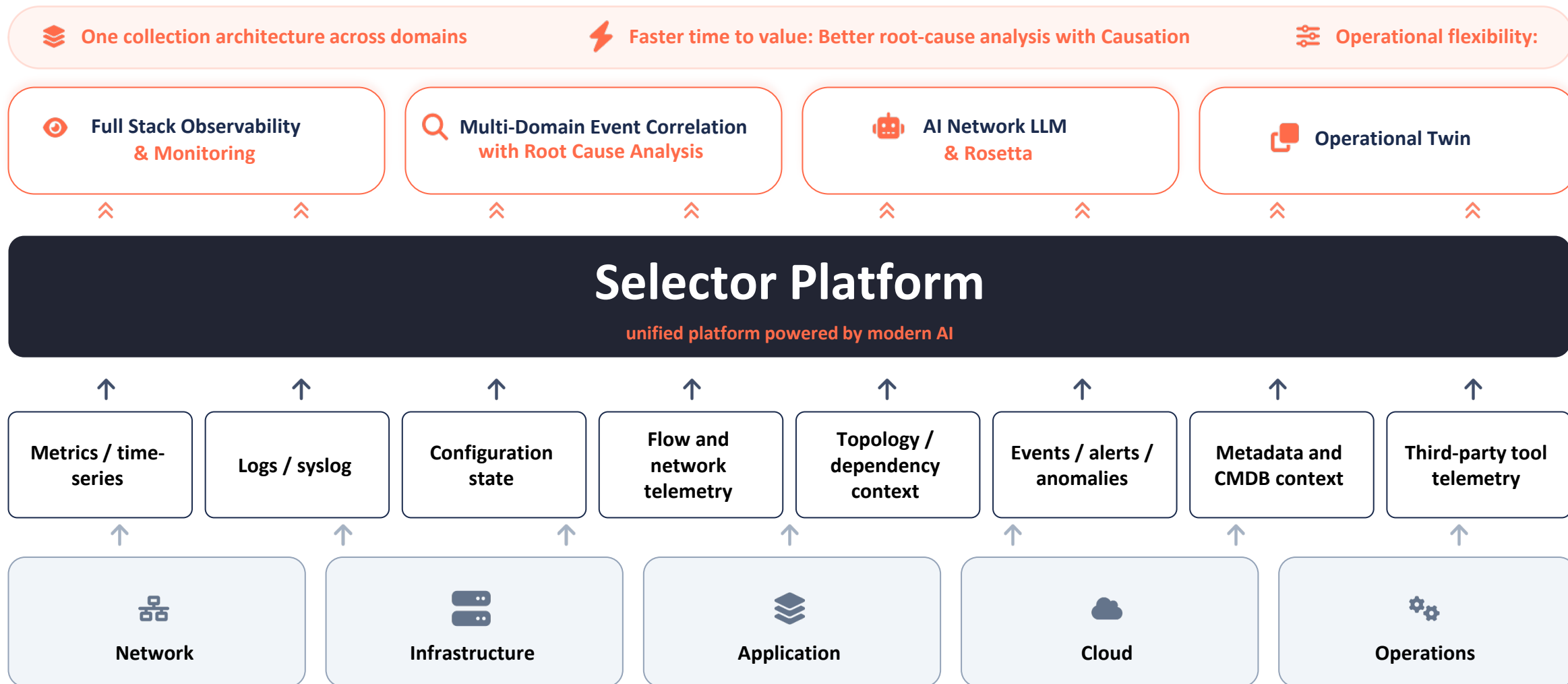
Slower Incident Response



 **Root cause:** Data silos cascade into tool sprawl, dashboard sprawl, and alert sprawl

Nex-Gen Observability Platform

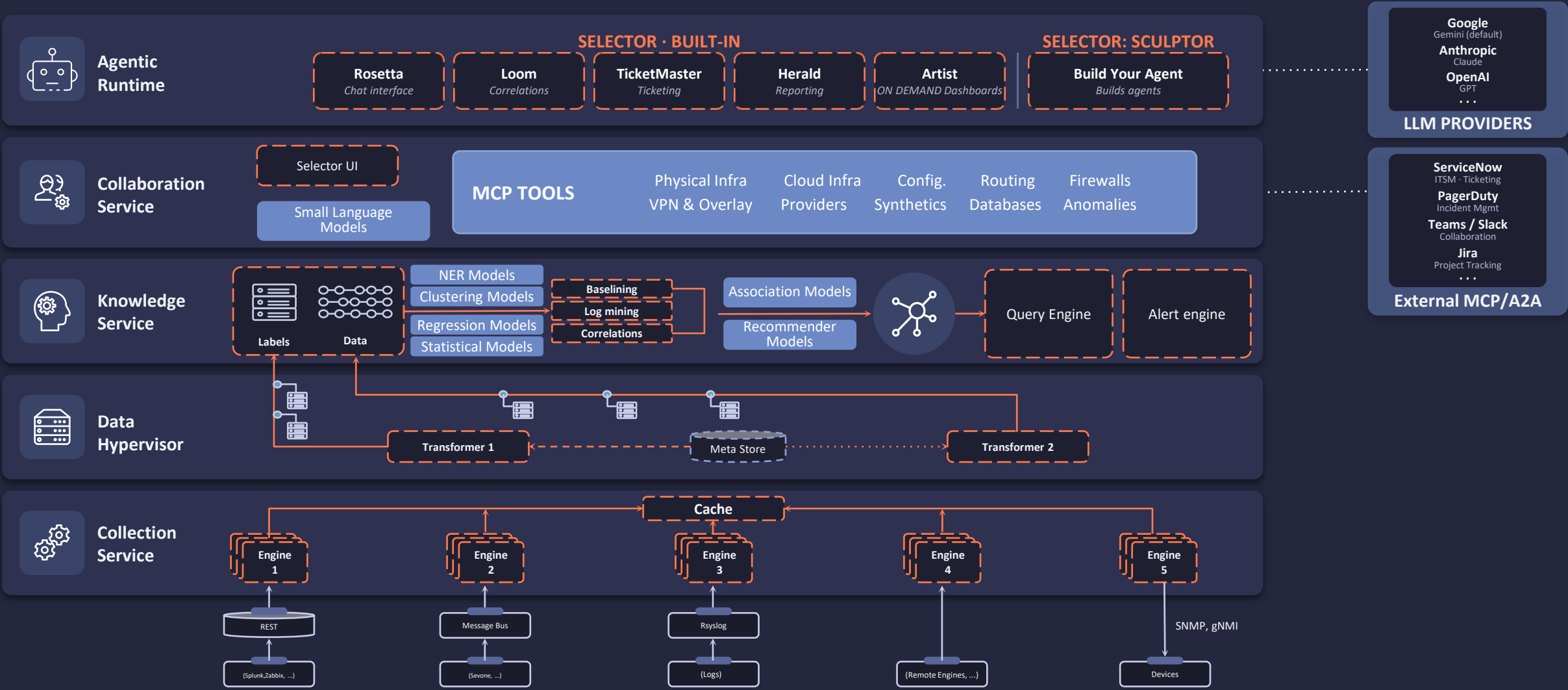
Solving problems horizontally: from fragmented legacy silos to a unified platform for modern AI access



Breaking Down the Data Silos

Selector Nex-Gen Observability Platform

Selector Agentic NetOps Architecture

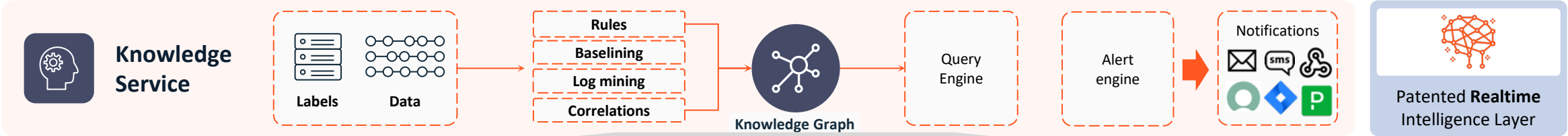


Existing Infrastructure for Operations Data

No existing infra for collection/monitoring

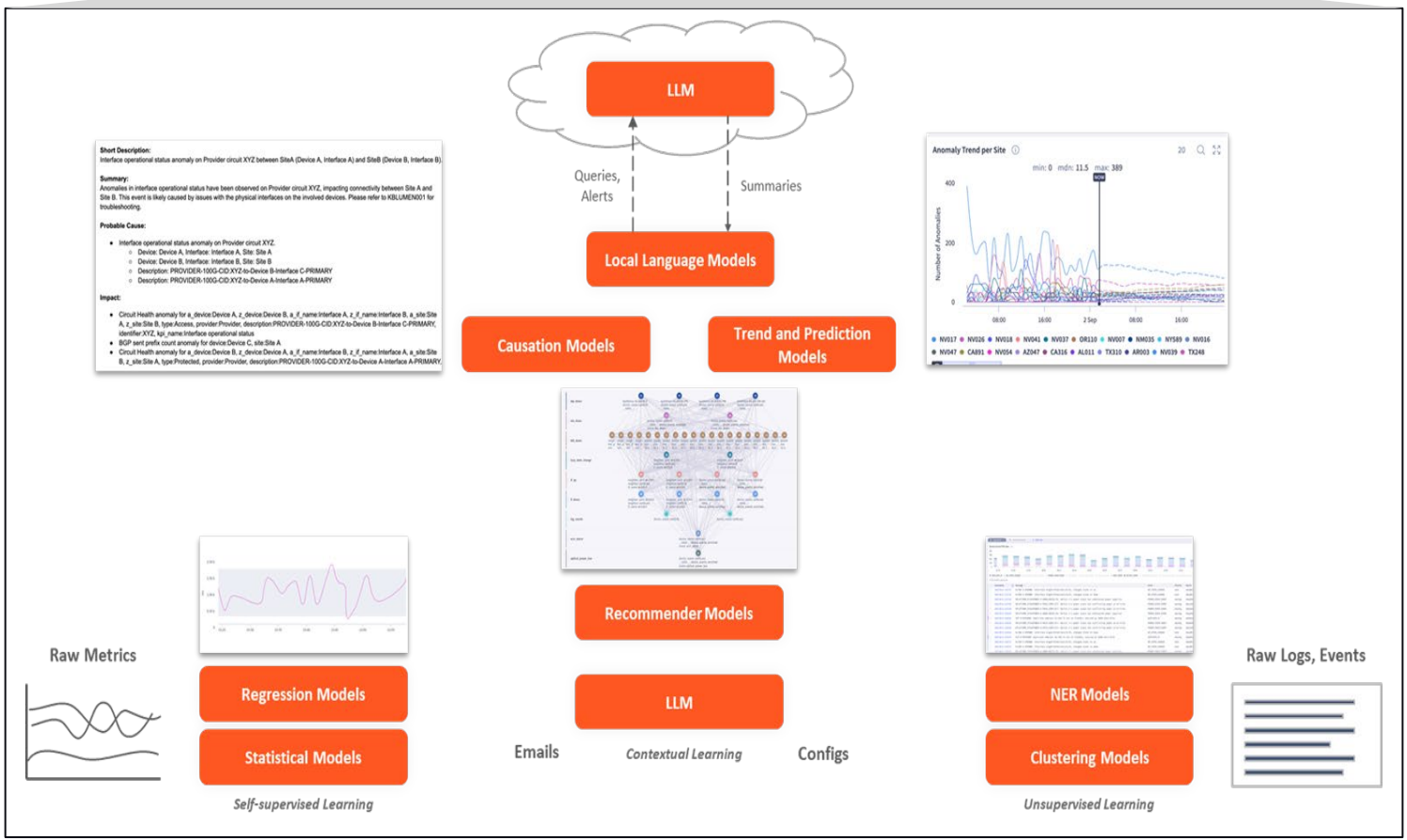
Selector AI/ML Stack

Realtime Data Intelligence



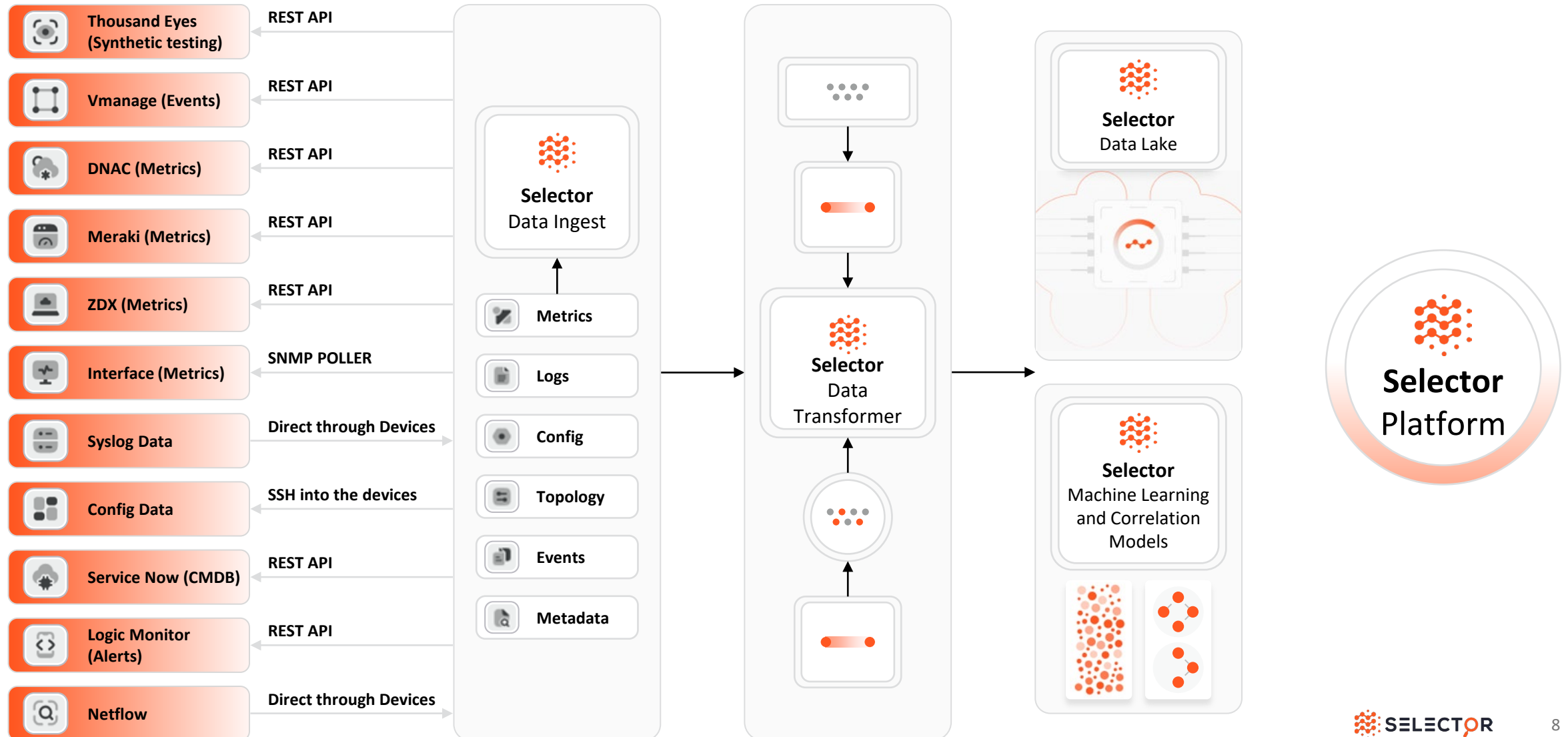
The Intelligence Behind the Data

Breaking Down the Data Silos



Blue-Chip Fortune 500

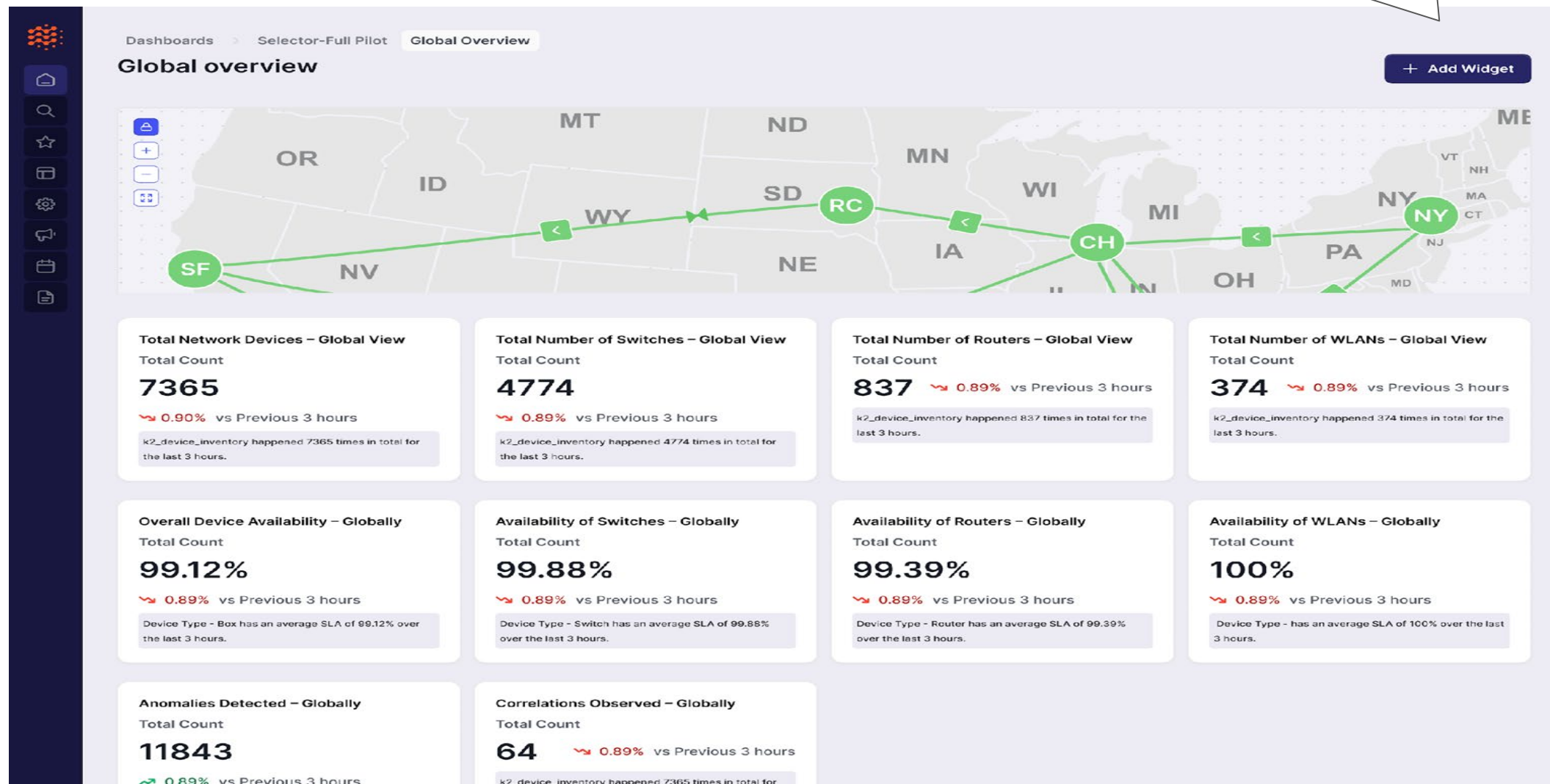
Data Sources/Integrations: Unifying 11+ Tool Data into Actionable Insight



Blue-Chip Fortune 500 “Morning News”

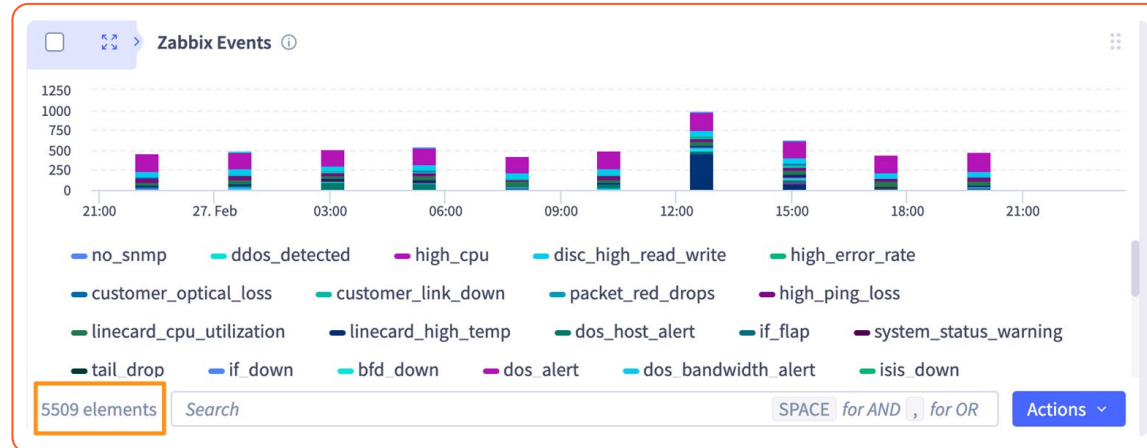
Single Pane of Glass: Unifying 11+ Tool Data into Actionable Insight

Geo-Map View Device Counts, Device Availability Anomalies, and Correlated Events – Snapshot View at Global Level



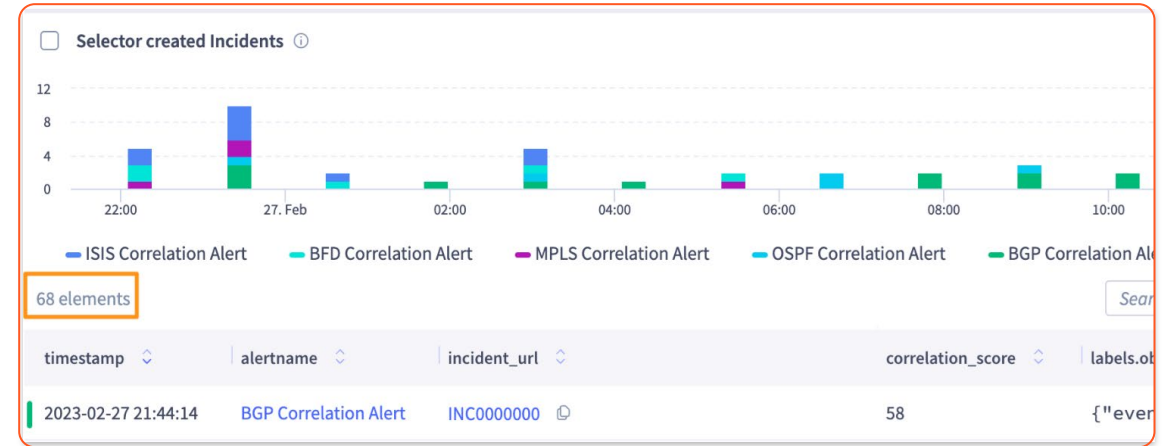
Impact: World's Largest Digital Infrastructure Company

Before



- Total Alerts = 5,500/day
- **Monthly Alerts = 150,000**
- Cost per Alert = \$2
- Annual Alert Cost = \$3,600,000

After



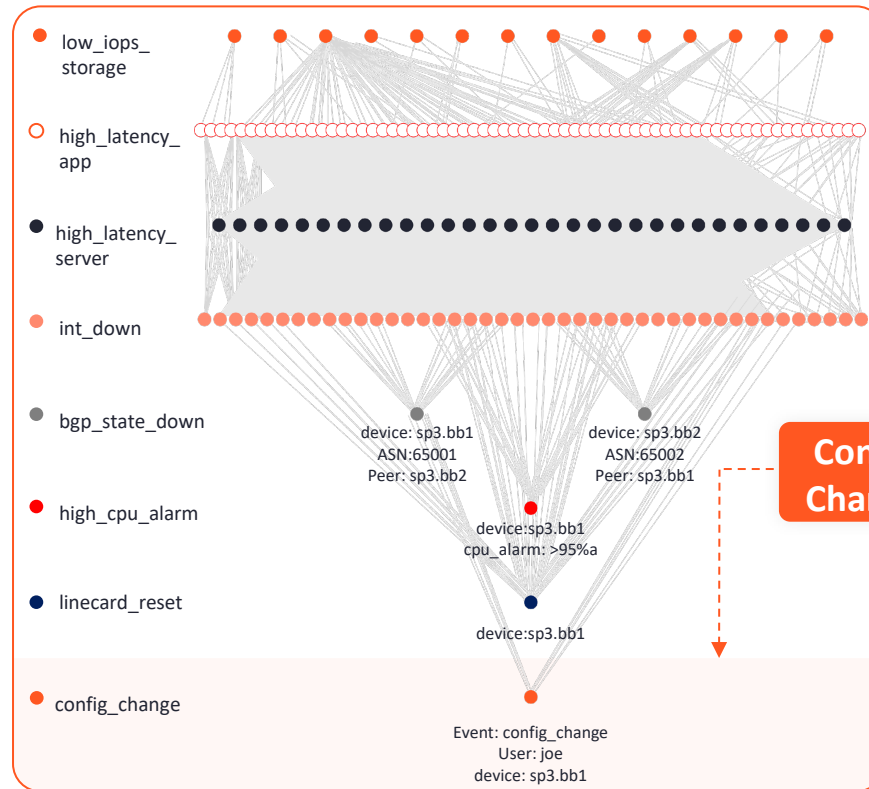
- Selector AI Alerts = 68/day
- **Monthly Alerts = 2,040**
- Cost per Alert = \$2
- Annual Alert Cost = \$48,960

Alert Reduction = 98%
Time, Effort, Resources (TER) Estimated Saving ~ \$3.5M

Event Intelligence + Root Cause Analysis

- ✓ Connect isolated alerts into a single correlated incident for rapid RCA
- ✓ Surface the real issue causing downstream noise and false positives
- ✓ Accelerate MTTR with Smart Alerts containing actionable context and guidance

Event Correlations



Smart Alert

s2m-prod-alerts
27 members 3 tabs

Tuesday, May 14th

SelectorAIOps APP 7:36 AM
Alert Notification

▲ Critical Alert
Summary: A configuration change on device sp3.bb1 caused high CPU alarms and a line card reset. This resulted in a bgp state change and multiple server and application alarms in the bb data center.

Alert Details

128 Correlated Events:

- 1 Config Change Event
- 1 Line Card Reset Event
- 1 High CPU Utilization Alarm
- 2 BGP State Change Events
- 43 Interface Down Events
- 66 High Latency Application Events
- 14 Low Storage Performance Events

Cause: Config Change on sp3.bb1 caused CPU to spike and line card reset

Impact: Billing and credit processing application had severe latency affecting 200 users for 25 minutes

Preview Mute Acknowledge Incident

Was this alert useful?

Message #s2m-prod-alerts

servicenow

Incident Ticket: INC-345678 7:36 AM

▲ Critical Alert
Root Cause: Access Control Config Change (sp3.bb1)
Impacted: Billing and Credit Processing App Latency (200 Users, 25 mins)
Status: Open | Priority: High

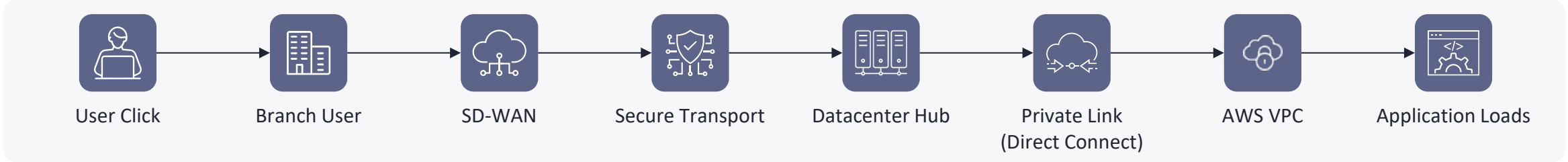
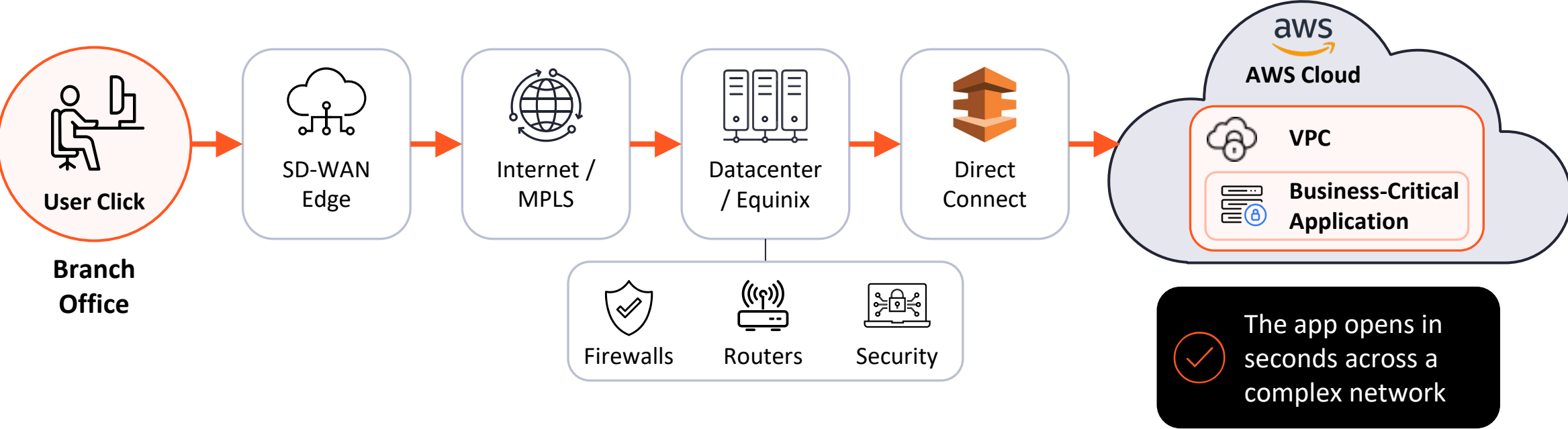
DEMO

Breaking Down the Data Silos

One Click Access to the Cloud Application



Traffic Flow from the User to the Cloud Application



SELECTOR

ONBOARDING

Guide & Strategy

Validate measurable business value in **90 days** using your actual data and operational scenarios. Move beyond features to proven outcomes.

 Reduce Alert Fatigue

 Accelerate Resolution

 Predictive Ops



ONBOARDING GUIDE

Duration 90 Days

Environment Production / Live Data

Format SaaS / On-Prem

Outcome Measurable ROI

Preparation & Success Criteria



Technical Preparation

- ✓ Inventory data sources and access methods
- ✓ Document network architecture & topology
- ✓ Identify integration requirements
- ✓ Review security & compliance policies
- ✓ Prepare infrastructure (VMs/Connectivity)



Operational Preparation

- ✓ Select 3-5 use cases for POV focus
- ✓ Identify painful operational scenarios
- ✓ Document current tool landscape
- ✓ Prepare historical incident data
- ✓ Schedule team availability



Business Preparation

- ✓ Define measurable success criteria
- ✓ Identify POV team members & time
- ✓ Secure budget (if infrastructure needed)
- ✓ Obtain executive sponsorship
- ✓ Document current operational metrics



Quantitative Success Examples

45m → <10m

Reduce MTTD

4h → <1h

Reduce MTTR

≥ 80%

Decrease Alert Volume

90%

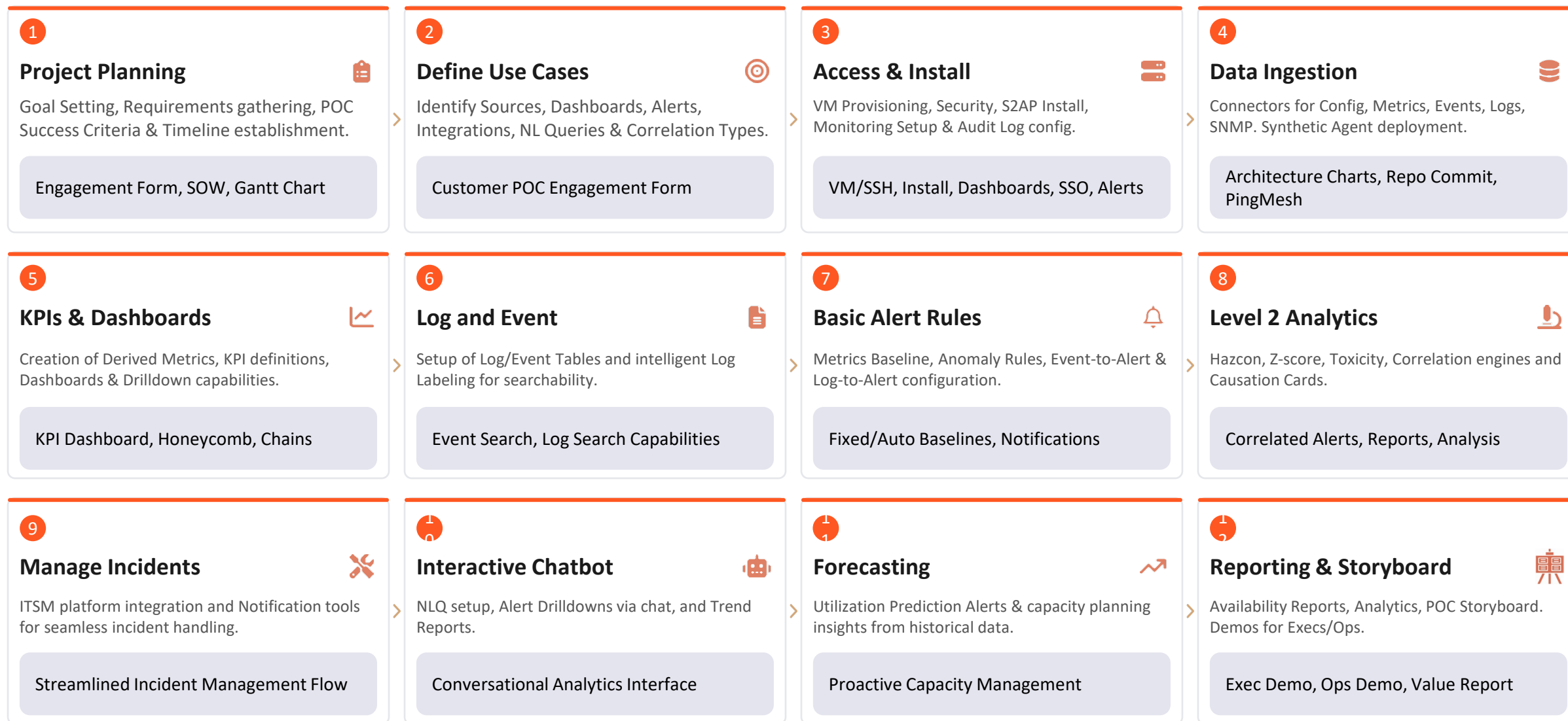
RCA Accuracy



Qualitative Success Goals

- ★ Eliminate manual correlation across multiple tools
- ★ Provide natural language query capabilities
- ★ Gain predictive insights to prevent outages
- ★ Reduce context switching between monitoring tools

Selector “Observability as a Service” Workflow

 Deliverables


Requirements & Integrations

**SNMP**

UDP 161/162

**Syslog**

UDP 514

**NetFlow**

UDP 2055

**APIs**

HTTPS 443

**Kafka**

TCP 9092



POV Data Prerequisites

Requirement	Description	Format options
Inventory	List of POV devices including: • Device Name • IP Address • Location • Role	CSV Format or CMDB Platform (ServiceNow, Netbox)
Topology	Network topology mapping for visualization of relationships and dependencies.	Auto-Discovery via SNMP (LLDP/CDP) Manual Import via CSV / CMDB
Control Plane	Routing information for path analysis and impact assessment.	BMP (BGP Monitoring Protocol) RIB Exports Periodic dumps



Common Integrations



Network Devices

Cisco, Juniper, Arista (Multi-vendor)



Monitoring Platforms

SolarWinds, SevOne, Splunk, ThousandEyes



ITSM

ServiceNow, Jira Service Management



Collaboration Tools

Slack, Microsoft Teams, Webex



Automation Platforms

Ansible, Terraform

Selector Use cases (Sample List)



Tool Replacement



Single Pane of Glass & Dashboards



Device Discovery & Inventory



Deep Routing Analytics (BGP, MPLS, IGP)



Correlations, Root Cause



Synthetics: i. Network, ii. Application



Topology Discovery & Mapping



Configuration Workflows



Natural Language Integration



Alerting & Ticketing



Collaboration Tools



Circuit Monitoring and Reporting



Branch/Office Health (Wireless, SDWAN, User Experience, Network, etc.)

Timing – “Go Live” in 90 Days

Preliminary Questions



When does a customer anticipate starting a POV



What security/business requirements are needed for approval to start a POV



Where does the customer desire to host the Selector platform

POV Phases (approx. timing)

Phase 1

Weeks 1 - 2



Planning and Infra Requirements

Phase 2

Weeks 3 - 6



Data Onboarding and Integration

Phase 3

Weeks 7 - 10



Selector Solution Building

Phase 4

Weeks 11 - 13



Validation, Review, Transition to production

DEMO

Selector Pricing Components

Selector Pricing is a comprehensive SaaS Annual Subscription model comprising four core components designed to deliver scalable value and operational excellence



Platform

Selector Analytics Platform (S2AP)

Core analytics engine providing data-driven insights. It is the foundation for processing, correlating, and analyzing operational data enterprise-wide.

CORE



Devices

Scale & Edge Support

Seamless support for multi-device deployment and edge computing, ensuring comprehensive coverage across your entire infrastructure footprint.

SCALE



Modules

Targeted Use Cases

Module-specific use cases on the S2AP Platform enabling targeted, scalable solutions for unique operational needs and distinct workflows.

ADD-ON



Observability as a Service

Managed Expertise

Real-time monitoring and performance tracking with forward-deployed engineers for seamless implementation and continuous ecosystem optimization.

SERVICE

Selector Analytics Platform (S2AP) Includes

Selector Analytics Platform (S2AP)

Selector Analytics, an AIOps platform for operational intelligence, provides instant, actionable insights for managing multi-domain network and application infrastructures. Selector Analytics is built with microservices architecture that can be deployed on any Linux based VM in public or private cloud.

- **Data Collection:** Selector ingests data from existing monitoring systems such as Solarwinds, Datadog, or Zabbix, as well as log collection systems like Splunk. It can also collect data from monitored entities (e.g., network devices using SNMP collection, gNMI, syslog, Netconf/CLI, etc.)
- **Data Knowledge:** This layer takes the collected data and applies learning and data science algorithms. It provides insights required to detect and correlate potential problems within the infrastructure, but also provides the interface to query any data on the system, regardless of data type (configuration, alerts, metrics, events, logs.)

Implementation & Rollout

Installation of S2AP:

- Implementation of S2AP in customer VPC.
- Configuration of redundancy within S2AP cluster.
- Integration with selected ChatOPS solutions (Slack, MS Teams)
- Verification of CI/CD pipeline for customer configuration and testing.

Data Source Integration for Devices and Connectivity and Analytics:

- Direct from device data via logs, MIBs, SNMP, etc.
- API access to data lake
- API from other monitoring solutions
- Filtering unnecessary data
- Identifying bad or incorrect data
- Aging and tuning poorly or unstructured data

Data Wrangling and Correlation for Devices, Connectivity and Analytics :

- Applying AI and Machine Learning algorithms to all the data collection and integration
- CMDB implementation and mapping (identification and location)

Orientation & Operationalization

Customer Success (CS) Lead will review license duration, entity count and review onboarding plan. CS lead will send welcome email to primary contact confirming portal, login information and license duration. CS lead will send out invite for kickoff meeting.

During the annual Subscription Customer Success Lead will manage the following **Orientation & Operationalization**.

- **Selector Project Manager** – Selector Project Managers keeps track of weekly, daily tasks with actionable outcomes.
- **Selector Data Scientist** – Selector Data Scientists ensure ingestion of the data, correlate data, and deliver customized outcomes.
- **Network Engineering** – Selector will provide domain expertise in all areas of networking expertise from L1 to L7.
- **Customer Success Lead** – SEs with use case expertise and field experience will be available and assigned to assist each customer.
- **Executive Sponsor (CEO, CTO, CRO)** – Each account will have a dedicated executive sponsor

Ongoing Outcomes

- **Visualizations** – Fine Tuning and Creating Summon-able Charts and Graphs.
- **Collaboration** – Primarily Slack and MS Teams; Building natural language queries for core and ancillary teams.
- **Alerting** – Noise reduction and integration into alerting and ticketing platforms such as Pager Duty, ServiceNOW and others.
- **Automation** – Workbook integration with platforms such as Ansible

Ongoing Engagement

- Set up and schedule weekly and monthly data review calls.
- Integration support for any outcomes including automation, visualization, ticketing, alerting and collaboration.
- Identify future data sources.
- RFE Submission, Prioritization, Reporting and Review.
- Monthly Webinars for Feature Update and New feature training as features become available.
- Quarterly Executive Lead Business Review / Feedback.

Selector “Forward Deployed” Resources

Selector Customers will receive specialized resources for deployment and ongoing delivery, ensuring high-value outcomes through expertise and strategic oversight.

Customer Success Lead

Primary Point of Contact

Role

Oversees Production Ready lifecycle, onboarding, and license management for 20K devices. Coordinates weekly reviews and quarterly feedback.

Value to Customer

Seamless experience via blocked resolution, expectation alignment, and KPI adherence.

Project Manager (PM)

Operations & Timeline

Role

Manages ops, task tracking, and resource coordination. Facilitates weekly meetings for actionable outcomes and goal alignment.

Value to Customer

Keeps deployment on track, mitigates risks, and ensures timely milestone delivery.

Data Scientist (DS)

AI/ML & Analytics

Role

Focuses on data ingestion, correlation, and CDO use cases. Fine-tunes AI/ML models for anomaly detection and noise reduction.

Value to Customer

Delivers intelligent insights to proactively prevent outages and optimize operations.

Network Engineering

L1-L7 Technical Team

Role

Deep expertise across L1-L7 networking layers. Troubleshoots connectivity, optimizes flows, and ensures S2AP operation.

Value to Customer

Ensures robust ingestion from 20k devices, enabling real-time correlation.

Executive Sponsor

CEO, CTO, or CRO

Role

Strategic sponsor providing quarterly oversight. Ensures alignment with enterprise goals and handles critical escalations.

Value to Customer

"Direct access to leadership for strategic alignment and rapid resolution of high-priority concerns."