SELECTOR

SELECTOR OVERVIEW

AI-Powered Observability and Event Intelligence for Complex IT Environments

WWW.SELECTOR.AI

Executive Summary

Modern IT environments are drowning in complexity. Teams spend countless hours sifting through thousands of alerts, struggling with blind spots across their infrastructure, and manually troubleshooting issues that should be automated. The average enterprise monitors their environment through 100+ disconnected dashboards, with no unified view of what's actually happening.

The cost of this chaos is staggering. According to Gartner (2024), the average cost of downtime is $5,600 per minute. Yet organizations continue to rely on fragmented tools that can't correlate issues across the full technology stack.

Selector transforms this reactive chaos into proactive clarity. By leveraging AI-powered correlation and machine learning, Selector reduces millions of raw signals into a handful of incidents that actually matter. Selector customers see up to 98% reduction in alert noise, with mean time to resolution (MTTR) dropping from hours to minutes.

Unlike traditional monitoring tools that only see their own layer, **Selector provides true full-stack observability — from network infrastructure (Layer 1) through applications (Layer 7). One platform. One view. Total clarity.**

THE SELECTOR VALUE

Industry Impact

Selector delivers measurable business impact across industries where performance, reliability, and customer experience are critical. By unifying visibility and correlation, Selector helps organizations transform operations into a source of competitive advantage:

Financial Services — Safeguard transactions and customer trust by preventing costly outages in trading platforms and payment systems.

Healthcare — Ensure uninterrupted access to clinical applications, medical devices, and patient data where seconds directly impact outcomes.

Retail — Keep digital storefronts and in-store systems consistently available, protecting revenue and customer loyalty.

Telecommunications — Maintain reliable connectivity at massive scale, reducing resolution times from hours to minutes for millions of subscribers.

Across all industries, Selector delivers:

- Resilient operations that prevent downtime before it impacts the business
- Faster incident resolution that frees IT teams from reactive firefighting
- Optimized resources and efficiency that translate directly into cost savings
- Better customer and user experiences that strengthen loyalty and trust

THE CHALLENGE

Data Correlation at Scale

The 100 Dashboard Problem

Today's IT operations teams are paralyzed by tool sprawl:

- Network teams watch one set of dashboards
- The Infrastructure team looks at others
- Applications live on their own tools.

When an incident occurs, these teams operate in silos. Each sees only their piece of the puzzle, leading to:

- Extended war rooms where teams argue about root cause
- Alert Storms with thousands of notifications for a single issue
- Finger-pointing between network, infrastructure, and application teams
- Lost revenue from extended downtime

The Correlation Challenge

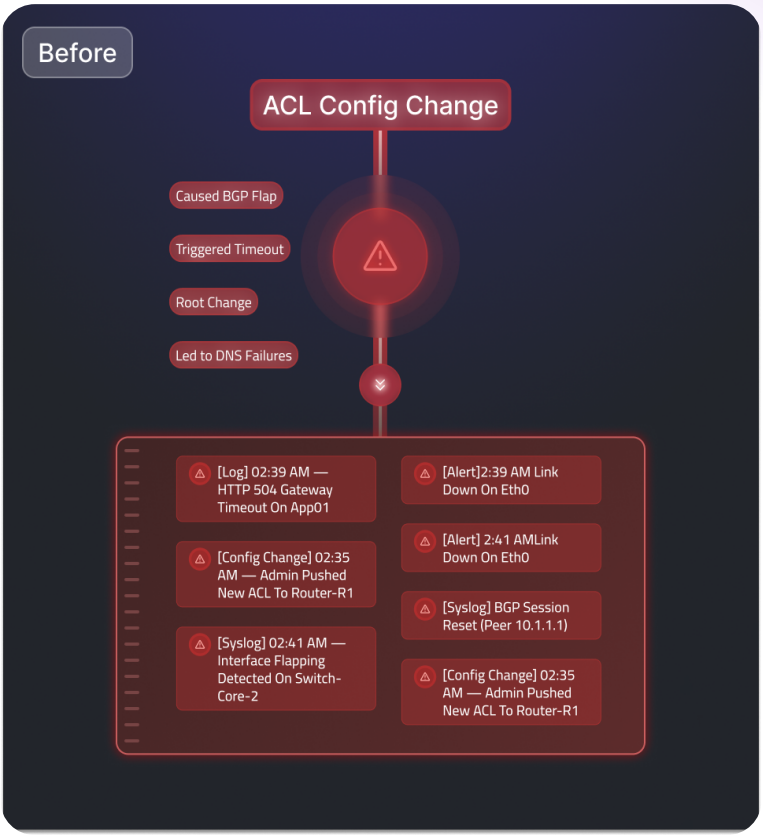
The fundamental problem isn't a lack of data. It's a lack of correlation and data continuity. Signals are often fragmented across tools and timeframes, making it impossible to see how events connect. Modern enterprises generate millions of telemetry signals daily, but traditional tools can't connect:

- Application performance issues to underlying network problems
- Infrastructure failures to their upstream and downstream impacts
- Configuration changes to subsequent service degradations
- Real user experience to specific technical root causes

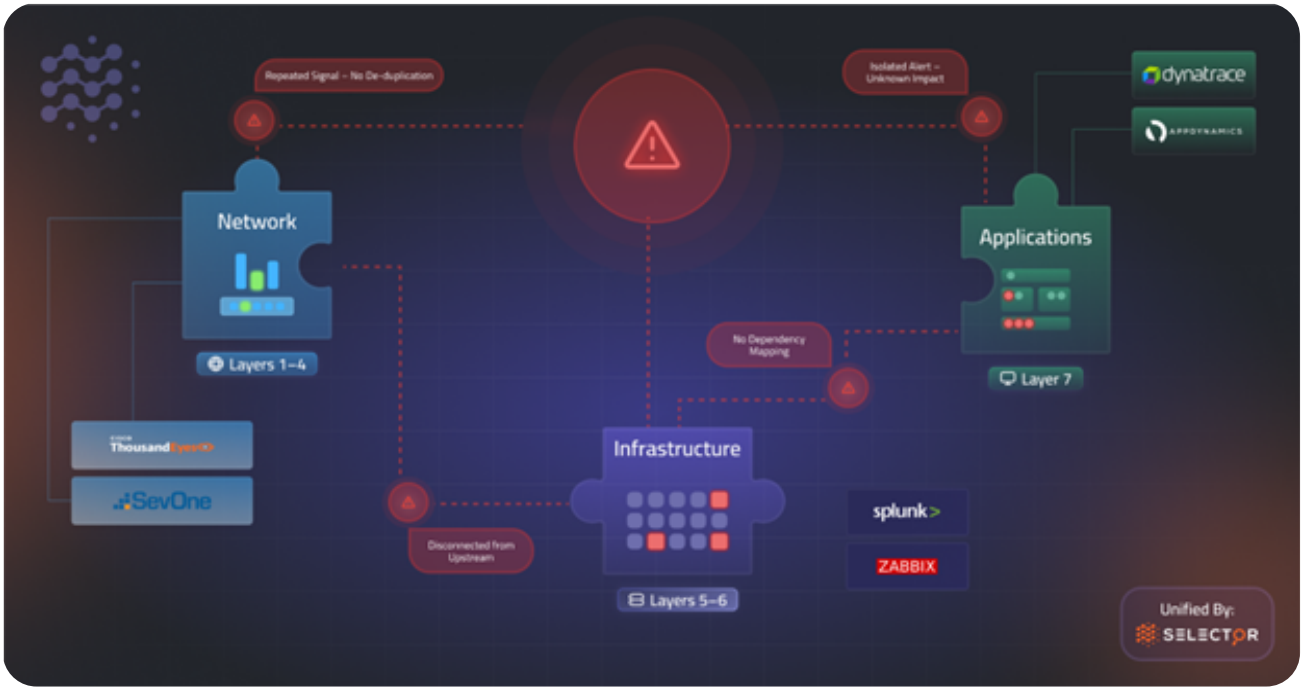
What Happens Without Correlation

Consider a real scenario: A network administrator applies a configuration change at 2:36 AM. Without correlation:

- 43 individual alerts fire across six different teams
- Each team receives different symptoms (LDAP down, interface flaps, high ping loss)
- Hours are wasted as teams investigate separately
- The actual root cause — one configuration change — is buried in noise



This is the reality for most enterprises today. But it doesn't have to be.



The Selector Solution

How Selector Transforms IT Operations

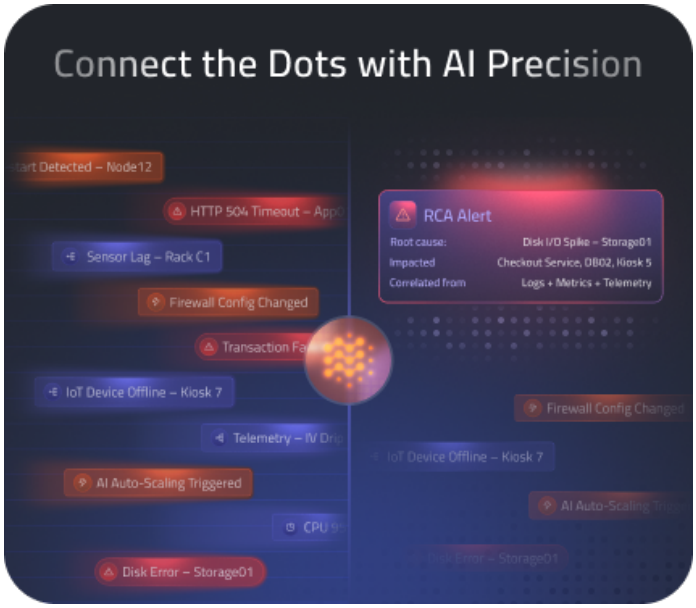
Selector reimagines observability by turning massive volumes of telemetry into actionable intelligence. Instead of endless dashboards and overwhelming amounts of alerts, teams see only what matters most — enabling faster resolution, less downtime, and more confident operations.

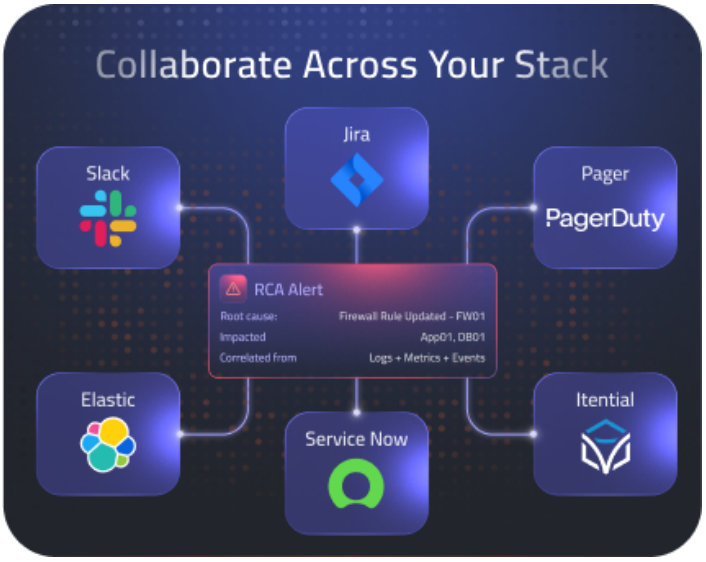
Collect

Modern IT environments generate signals from everywhere: including metrics, logs, events, flows, and telemetry, across networks, infrastructure, and applications. Selector ingests and normalizes data from all layers of the stack, ensuring no blind spots, silos, or gaps in visibility.

Correlate

The real challenge isn't gathering data, it's making sense of it. Selector applies AI-powered correlation and machine learning to cut through the noise, linking symptoms to causes and surfacing only the incidents that matter. Instead of thousands of redundant alerts, teams get clear, prioritized insights tied directly to business impact.





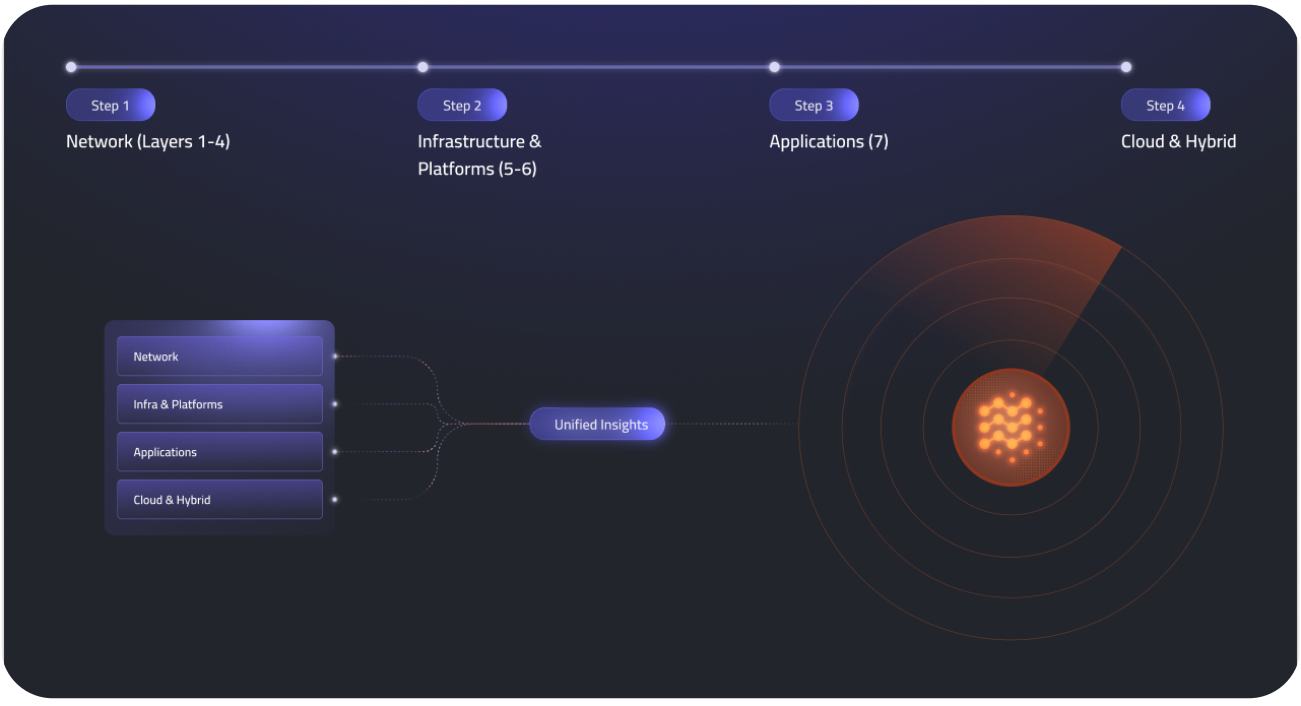
Collaborate

Resolving incidents takes both insight and action. Selector integrates seamlessly with the tools you already use, from ServiceNow and Jira to PagerDuty, Slack, and Elastic. This enables real-time collaboration, automated ticketing, and faster remediation, allowing teams to spend less time firefighting and more time innovating.

Illuminate

The result of this approach is complete, end-to-end visibility. By collecting, correlating, and collaborating across your IT ecosystem, Selector delivers clarity across every layer of the OSI model:

- **Layer 1-2:** Optical, physical interfaces, VLANs
- **Layer 3-4**: Routing, switching, load balancing
- **Layer 5-6:** Sessions, SSL/TLS, middleware
- **Layer 7:** App health via infrastructure and dependencies



Core Capabilities

AI-Powered Incident Management

Selector's patented machine learning engine automatically:

- Correlates events across network, infrastructure, and applications
- Identifies root cause without manual investigation
- Prioritizes incidents based on business impact
- Automates remediation through integrated workflows

Universal Data Ingestion

Selector ingests virtually any type of data, from any source, providing a single foundation for observability across the entire stack.

Comprehensive coverage

Collects metrics, logs, events, topology, and telemetry from all layers

Automated enrichment

Normalizes and enriches data for consistency and context

Flexible integrations

Supports APIs, streaming telemetry, SNMP, syslog, Kafka, and file ingestion

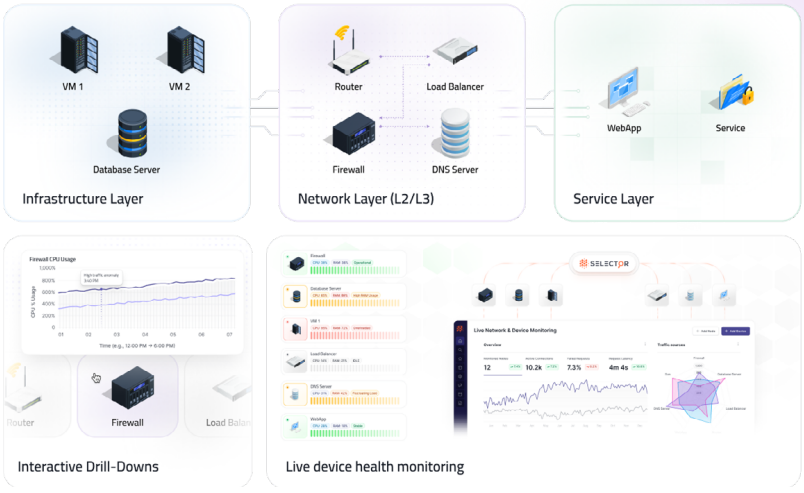
Agentless Deployment

Eliminates blind spots and simplifies rollout

Digital Twin Modeling

Selector creates a living, breathing model of your entire environment:

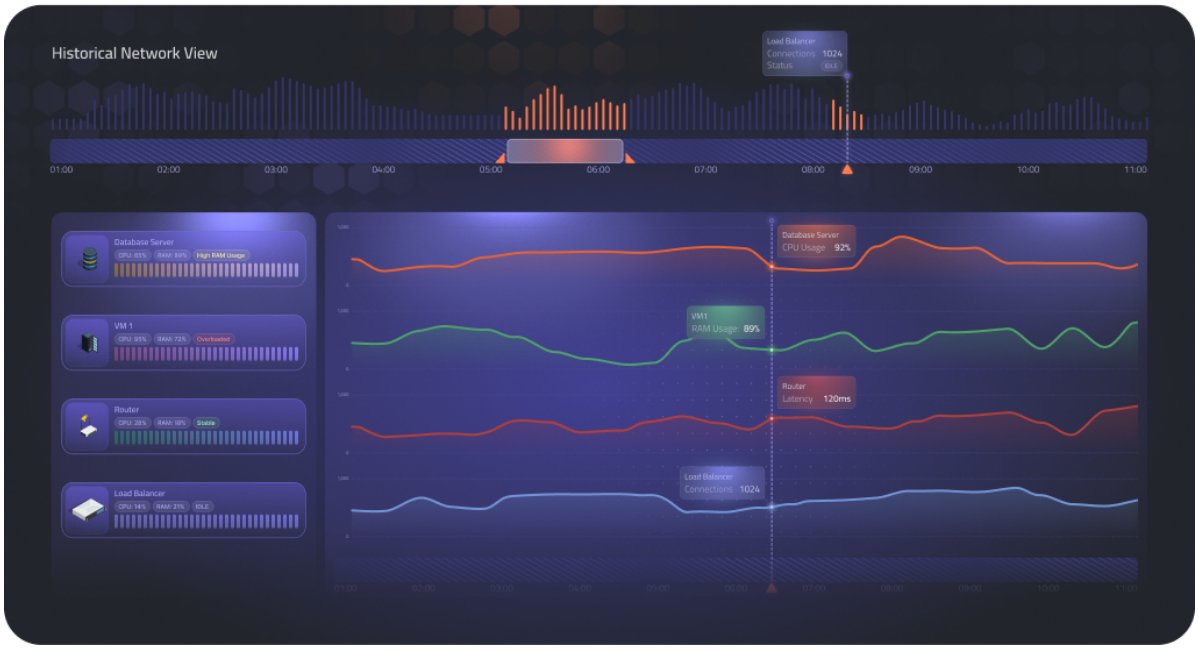
- Continuous network modeling with real-time updates
- Cross-layer topology mapping from physical to application
- Historical context integration for trend analysis
- What-if scenario modeling to prevent future issues



Network DVR — Time Travel for Troubleshooting

Unlike traditional tools that only show the current state, Selector's Network DVR enables:

- Historical replay of any point in time
- Timeline-based root cause analysis
- Pattern recognition across recurring issues
- Forensic investigation of past incidents



GenAI Copilot — Natural Language Insights

Ask questions in plain English. Get answers instantly:

- "Why is WiFi slow in building 3?"
- "What changed in our network yesterday?"
- "Show me all BGP flaps in the last week."
- "What's causing high latency to our payment system?"

Selector's proprietary Network Language Model (NLM) understands your specific environment and provides expert-level analysis without requiring query languages or complex dashboards.

Key Use Cases

Incident Management & Noise Reduction

The Problem:

Your teams receive thousands of alerts daily, most of which are symptoms rather than causes.

Real Customer Result:

"Total alerts dropped from 5,000/day to 68/day. Annual cost savings: $3.5M" - World's Largest Digital Infrastructure Company

The Selector Solution:

- Reduces alert volume by 98% through intelligent correlation
- Automatically creates and updates ServiceNow tickets
- Groups related events into single, actionable incidents
- Provides clear remediation guidance

Proactive Operations with Digital Twin

The Problem:

You only find out about problems when users complain.

The Selector Solution:

- Predictive analytics identify issues before impact
- What-if scenarios model change impacts
- Capacity planning prevents resource exhaustion
- Baseline anomaly detection catches subtle degradations

AI-Driven Troubleshooting

The Problem:

Troubleshooting requires deep expertise and takes hours of manual investigation.

The Selector Solution:

- Natural language queries eliminate learning curve
- AI provides expert-level analysis instantly
- Guided remediation accelerates resolution
- Knowledge capture improves over time

Full-Stack Application to Network Correlation

The Problem:

Application team reports slow performance.

Network team says everything looks fine.

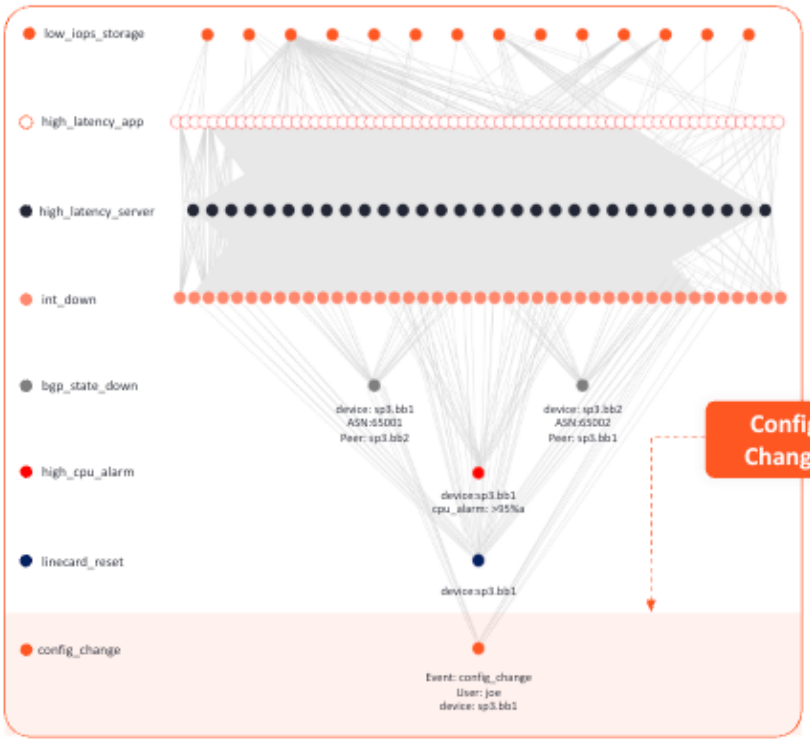
Who's right?

The Selector Solution:

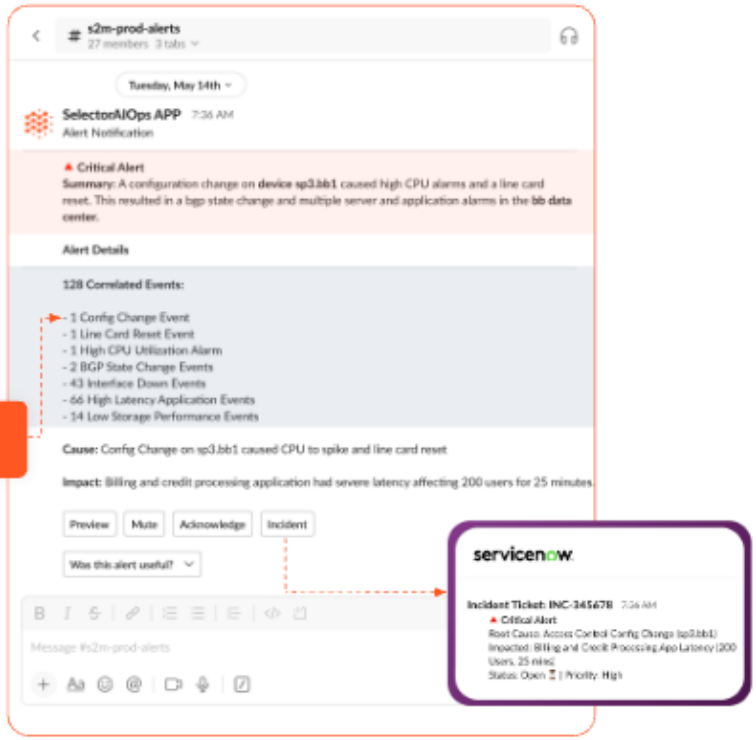
- Correlates application metrics with network telemetry
- Maps service dependencies automatically

  Identifies the exact network path affecting each application
- Provides evidence-based root cause, ending finger-pointing

Event Correlations



Smart Alert



Control Plane, Routing, & Topology Analytics

The Problem:

Control plane issues and routing instabilities are difficult to detect and often misattributed.

The Selector Solution:

- Analyzes routing behaviors and topology changes in real time
- Detects misconfigurations, loops, and convergence delays
- Correlates routing events with application and user impact
- Provides visibility across hybrid and multi-cloud architectures

Device Health Analytics

The Problem:

Hardware failures or misbehaving devices cause cascading issues across the network.

The Selector Solution:

- Monitors CPU, memory, and interface utilization across devices
- Detects early warning signs of failure or degradation
- Correlates device health metrics with service availability
- Provides actionable recommendations for maintenance and replacement

Performance Synthetics & Analytics

The Problem:

User experience issues are often invisible until customers complain.

The Selector Solution:

- Simulates transactions and traffic flows to validate performance
- Proactively tests availability across services and regions
- Detects degradations before they impact end users
- Correlates synthetic test failures with real infrastructure events

ITSM Integrations, Ticketing, & Analytics

The Problem:

Manual ticket creation and siloed workflows slow down resolution

The Selector Solution:

- Automatically generates and updates tickets into ServiceNow, Jira, and others
- Enriches tickets with correlated context and root cause details
- Provides analytics on incident trends, ownership, and resolution times
- Accelerates collaboration across IT and business stakeholders

Integration Ecosystem

Works With Everything You Already Have

Selector seamlessly integrates with your existing tools. No rip and replace required.

Network Equipment & Infrastructure

Routers & Switches: e.g., Cisco, Juniper, Arista, Ciena

Wireless: e.g., Cisco Prime, Meraki

SD-WAN: e.g., Cisco Meraki, Palo Alto CloudGenix

Load Balancers: e.g., F5, Citrix

Virtualization: e.g., VMware, Kubernetes

Observability & Monitoring

APM: e.g., Dynatrace, AppDynamics

NPM: e.g., ThousandEyes, SevOne

Logs: e.g., Splunk, Elastic

Metrics: e.g., Prometheus, Zabbix

ITSM & Automation

Ticketing: e.g., ServiceNow, Jira

Incident Management: e.g., PagerDuty, Opsgenie

Automation: e.g., Ansible, Rundeck

Collaboration: e.g., Slack, Microsoft Teams

Cloud Platforms

AWS: e.g., CloudWatch, SQS, EC2

Azure: e.g., Monitor, Log Analytics

Google Cloud: e.g., Operations Suite

Integration Methods

Selector supports every data format and transport method:

- REST APIs for modern platforms
- SNMP/gNMI for network devices
- Syslog for traditional logging
- Kafka for streaming data
- File Ingestion for legacy systems
- Webhooks for event-driven updates

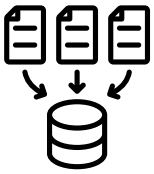
Architecture Overview

Built for Scale and Reliability

Selector's cloud-native architecture ensures enterprise-grade performance:

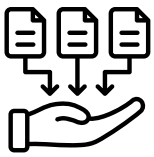
Collection Service

- **Agentless deployment -** no software to install on monitored systems
- **Multi-protocol support -** SNMP, streaming telemetry, APIs
- **Automatic discovery -** finds and maps new devices automatically



Data Hypervisor

- **Normalization engine -** handles any data format
- **Enrichment pipeline -** adds context from CMDB, topology
- **Time-series optimization -** efficient storage and retrieval

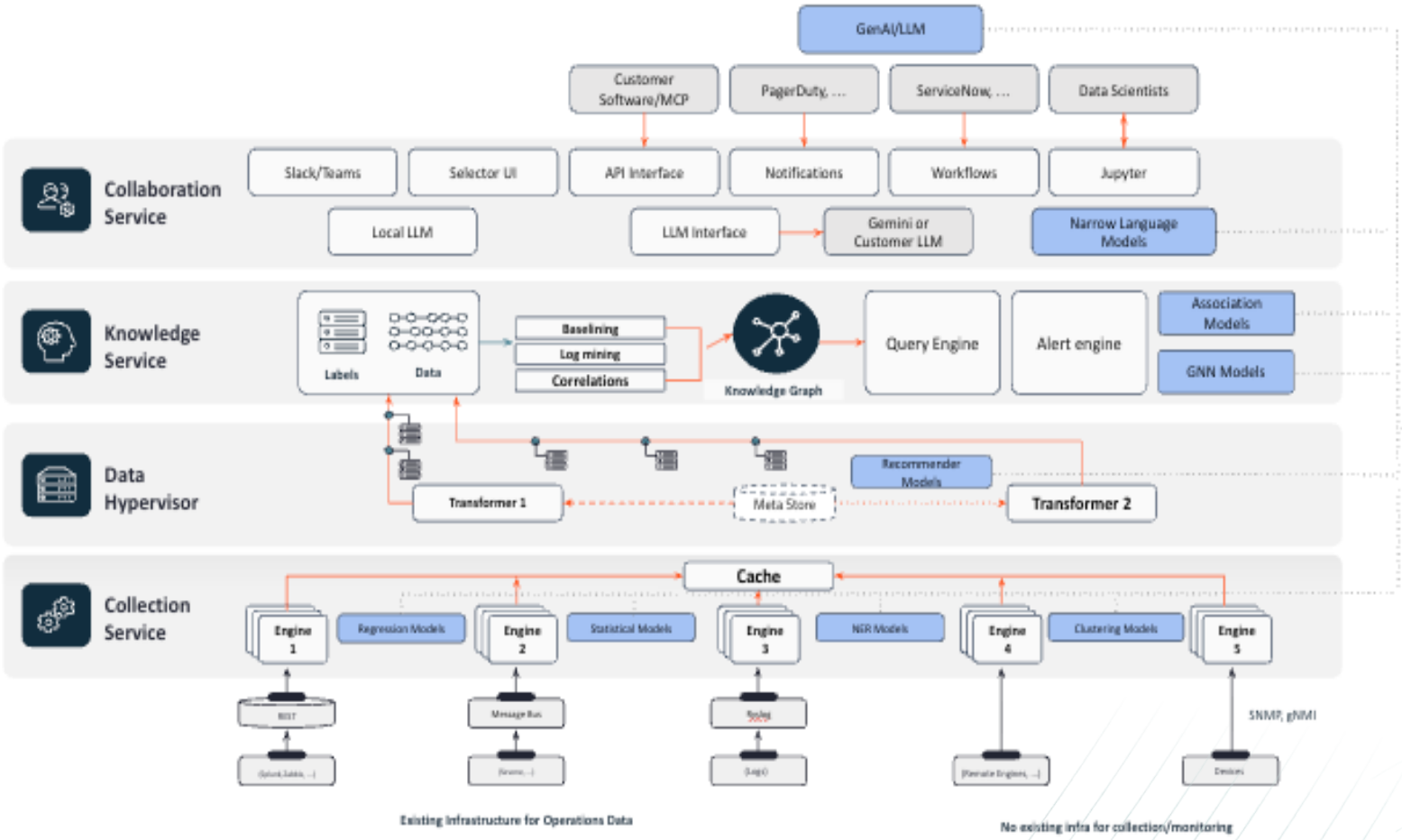


Knowledge Service

- **Patented ML models -** correlation, causation, prediction
- **Knowledge graph -** continuously learning relationships
- **Network LLM -** Domain-specific language understanding

Collaboration Service

- **Native integrations -** e.g., ServiceNow, Slack, PagerDuty
- **Workflow Automation -** trigger remediation actions
- **API gateway -** extend and customize capabilities



How Selector Applies AI/ML in Practice

01 Ingest & Normalize
- Collect metrics, logs, and events from across the full stack
- Normalize heterogenous data into a unified schema

02 Detect & Prioritize
- Apply self-supervised models to baseline behavior and flag anomalies
- Cluster and correlate events to reduce noise by up to 90%

03 Analyze & Explain
- Use causation and trend models to pinpoint likely root cause
- Generate contextual explanations and impact analysis

04 Summarize & Communicate
- GenAI language models deliver plain-English alerts and summaries
- Provide natural language Q&A and guided troubleshooting

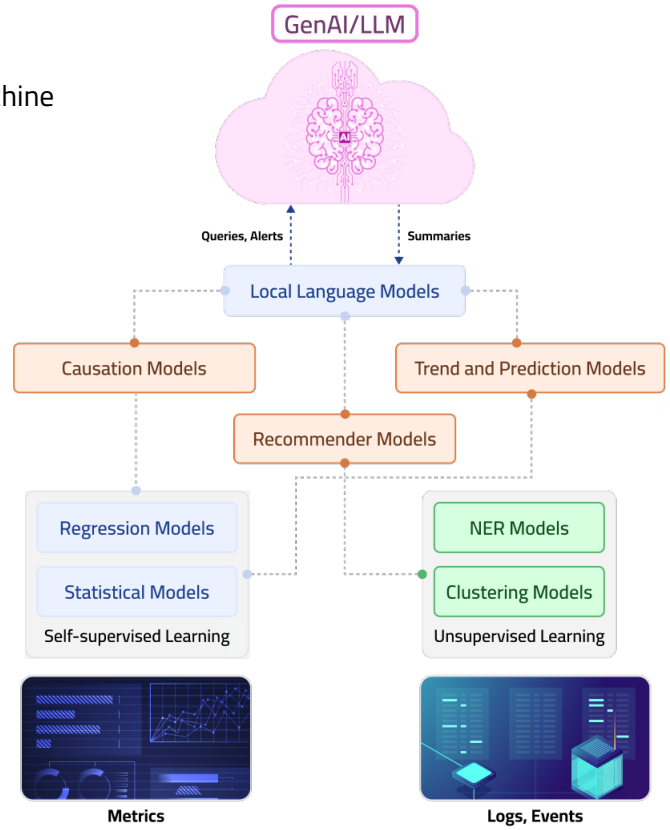
05 Automate & Evolve
- Trigger closed-loop remediation via ITSM / collaboration integrations
- Continuously refine the knowledge graph with new patterns and outcomes

Patented ML Engine: Layered Intelligence

Selector's patented ML engine powers real-time insights by combining structured and unstructured data with layered machine learning. It leverages:

- **Self-supervised learning** to predict trends and detect anomalies in metrics
- **Unsupervised learning** to extract entities and cluster events from logs
- **Causation, trend, and recommender** models to accelerate root cause analysis
- **Local and GenAI-powered language** models to deliver contextual alerts, summaries, and natural language responses

Together, these models contribute to a continuously evolving knowledge graph, enabling 97% accurate anomaly detection and facilitating intelligent automation across the entire IT stack.



Customer Success and ROI

World's Largest Digital Infrastructure Company

The Challenge:

- 5,000 alerts per day overwhelm operations teams
- Multiple war rooms weekly to identify root causes
- $3,600,000 annual cost for alert handling

The Selector Solution:

- Deployed in under 6 months
- Integrated with existing Zabbix, Splunk, and ServiceNow
- No infrastructure changes required

The Result:

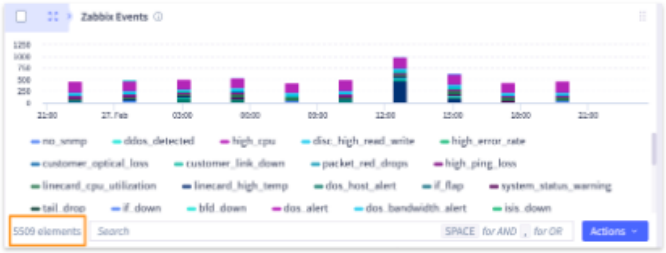
98% alert reduction from 5,000 to 68 per day

$3.5M annual savings in operational cost

MTTR reduced from hours to minutes

Zero war rooms - root cause identified immediately

Before



Total Alerts = 5,000/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

Industry-Wide Impact

Key Metrics Across Selector Customers

75:1 Reduction In Ticket Volume

85% reduction in mean time to detect (MTTD)

5.25x return on investment

30% reduction in overall downtime

Customer Testimonials

"Absolutely fantastic company. Their approach to intelligent network monitoring and analytics is unique and refreshing. I can't recommend them highly enough. I honestly get excited by weekly catch-up calls because of the possibilities." – **John Neiberger, Principal Engineer, Comcast**

"Before Selector, we lacked the end-to-end visibility needed to see what was happening across our applications, infrastructure, and network. Now we have a consolidated view of all critical data sources, allowing us to proactively detect and resolve issues faster to keep our services running and our customers happy." – **David Iannone, VP of IT Operations, TracFone**

"Our goal is to keep service up — always. With Selector, we are constantly monitoring availability and performance. If an abnormal condition arises, we take immediate action." – **Ammar Musheer, Senior Manager of Infrastructure & Software Cloud Delivery, Bell**

Why Selector

Key Differentiators

Capability	Traditional Tools	Selector
Issue Detection	Reactive, manual alert triage	AI-powered automated correlation
Troubleshooting Speed	Hours of investigation	Instant root cause analysis
Alert Noise	Thousands of redundant alerts	98% noise reduction
Visibility	Siloed by domain	Full-stack correlation
Topology	Static or non-existent	Real-Time Digital Twin
AI Capabilities	Rule-based only	ML-driven intelligence
Time to Value	Months of configuration	Days to first insight

Gartner Recognition

Selector is featured as a leader in 13 Gartner resources for 2025:

- Market Guide for Event Intelligence Solutions
- Top Startup Investment Trends
- Market Trend: Autonomous Networks
- Hype Cycle for AI in IT Operations
- Hype Cycle for Infrastructure Platforms
- Hype Cycle for Monitoring and Observability
- Hype Cycle for IT Operations
- Hype Cycle for Agile and DevOps
- Hype Cycle for AI in ITSM
- Hype Cycle for ITSM
- Hype Cycle for Infrastructure and Operations
- Hype Cycle for Site Reliability Engineering
- Hype Cycle for I&O Automation

The Selector Advantage

Unlike traditional observability vendors, who simply collect and display data, Selector:

Correlates Everything - Not just metrics or logs, but configuration changes, topology updates, flow data, and events.

Understands Context - Selector's Network LLM is trained on networking and infrastructure, not generic text.

Learns Continuously - Every incident makes the system smarter

Integrates Deeply - Not just data ingestion, but bi-directional workflow automation

Deploys Instantly - Agentless architecture means no infrastructure changes

Conclusion

The complexity of modern IT environments has outpaced the capabilities of traditional monitoring tools. While your teams struggle with tool sprawl, alert fatigue, and manual troubleshooting, your business suffers from extended downtime and degraded user experiences.

Selector offers a fundamentally different approach. By combining AI-powered correlation, full-stack visibility, and seamless integrations, Selector transforms reactive firefighting into proactive operations. Selector's customers don't just reduce alerts; they eliminate the chaos that prevents them from innovating.

The results speak for themselves. 98% alert reduction, millions in cost savings, and IT teams that finally have time to focus on strategic initiatives rather than daily firefighting.

Ready to bring clarity to your IT operations?

Contact Selector Today:

Web: www.selector.ai

Email: sales@selector.ai

Book a Demo: www.selector.ai/request-a-demo/

Schedule a demo and see how Selector can transform your operations in weeks, not months.