

Riverbed Smart OTel

The Visibility Trap: Why Traditional OpenTelemetry Falls Short

In today's dynamic IT landscape, visibility isn't just a necessity, it's the foundation of operational resilience. But not all visibility is created equal. OpenTelemetry (OTel) promises a standardized, vendor-neutral framework for observability, yet IT teams continue to struggle with fragmented tools, siloed dashboards, and an overwhelming flood of raw telemetry data. Instead of delivering clarity, traditional OTel solutions drown teams in unfiltered noise, forcing them to sift through mountains of irrelevant data just to extract the insights that matter.

This lack of precision creates a cascade of inefficiencies. IT teams are crippled by alert fatigue, spending countless hours triaging irrelevant notifications instead of resolving critical issues. The fragmented nature of legacy observability tools further compounds complexity, slowing down troubleshooting and turning IT operations into a reactive, resource-draining process. The result? Delayed issue resolution, escalating operational costs, and an IT strategy stuck in perpetual firefighting mode—hindering digital transformation when agility matters most. Organizations need a smarter approach—one that cuts through the noise and delivers the right data at the right time to drive faster, more intelligent decision-making.

Riverbed Smart OTel: Precision-Driven Observability

In today's complex IT landscape, organizations need actionable intelligence, not data overload. Riverbed Smart OTel™ transforms OpenTelemetry, cutting through noise to deliver only the most relevant insights at the right time. By intelligently filtering telemetry, Riverbed shifts IT from reactive firefighting to proactive optimization, accelerating troubleshooting, reducing workloads, and ensuring seamless digital performance.

As part of the Riverbed Platform, Smart OTel enhances OpenTelemetry with platform-level intelligence, AI-driven automation, and precision filtering. It captures only critical data, simplifying observability while supporting Riverbed Employee Experience and Network Observability solutions, plus third-party applications. This ensures deep, contextual insights without excessive data, empowering IT teams to resolve issues faster, optimize performance, and drive digital transformation with confidence.

Key features of Riverbed Smart OTEL include:

- **Platform-Level Data Collection:** Unlike competitors who stream raw telemetry from each data source, Riverbed Smart OTEL integrates at the platform level, leveraging the Riverbed Data Store and AI-driven automation to capture only the most pertinent insights.
- **Precision Filtering:** Smart OTEL ensures that IT teams receive only the data they need, avoiding unnecessary data streams and optimizing troubleshooting.

- **Event-Driven Automation:** Smart OTEL is triggered by events, alerts, or automations, which collect and deliver targeted, relevant data where and when it's needed most.
- **Support for Third-Party Data:** Smart OTEL allows IT to ingest, process, and export any third-party data via Riverbed's Smart OTEL, unlocking new levels of flexibility and control in IT operations.
- **Seamless Integration:** Built-in runbook nodes translate diagnostic data into fully OTEL-formatted data that can be exported to any standard OTEL collector, including Grafana Agent, ensuring easy visualization and streamlined analysis.

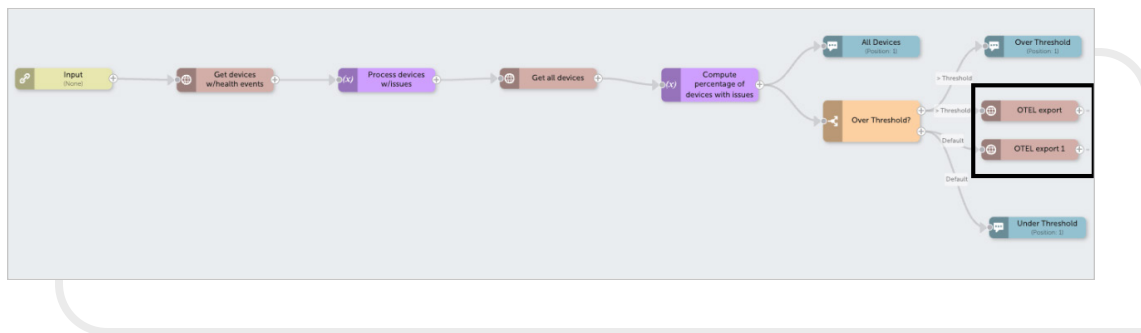


Figure 1: IT can add a Smart OTEL node to any runbooks.

Business Benefits of Riverbed Smart OTEL

In today's fast-paced IT environments, organizations need the right data delivered at the right time. Riverbed Smart OTEL enhances IT operations by providing a smarter, more efficient approach to observability. By intelligently filtering and surfacing only the most relevant telemetry data, Smart OTEL enables IT teams to troubleshoot faster, reduce alert fatigue, and streamline workflows. This precision-driven approach not only accelerates issue resolution but also minimizes unnecessary workloads and optimizes overall IT efficiency, leading to cost savings and improved digital experiences across the enterprise.

- **Accelerated Issue Resolution:** By automatically identifying and surfacing contextual telemetry data, IT teams can quickly diagnose and resolve issues.
- **Reduced IT Workload:** Smart OTEL significantly cuts down IT ticket volume and false alerts, allowing IT teams to focus on strategic initiatives.
- **Optimized IT Operations:** The Riverbed Platform ensures efficient observability, reducing costs and improving IT efficiency.

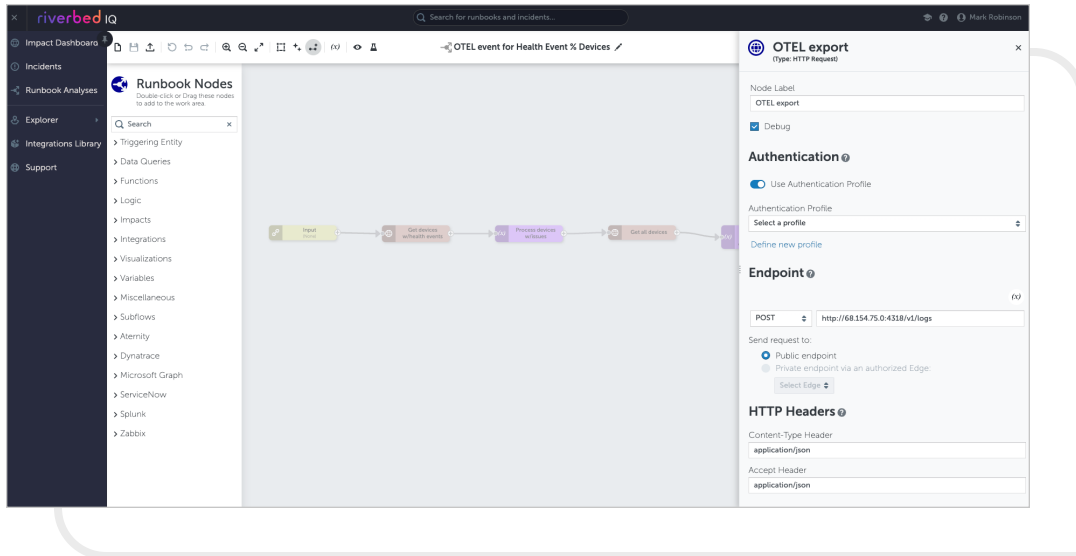


Figure 2: Riverbed Smart OTEL lets IT export the specific data they need to any OTEL-compliant collector.

Smart OTEL, a game-changer in Open Telemetry

Riverbed Smart OTEL transforms OpenTelemetry by integrating AI, automation, and precision filtering to deliver actionable insights at the right moment. By surfacing just the right data, Smart OTEL empowers IT teams to proactively resolve issues, optimize operations, and enhance digital experiences. As part of the Riverbed Platform, Smart OTEL represents the future of intelligent observability and AIOps-driven IT efficiency, offering a smarter, simpler, and open approach to observability.



About Riverbed

Riverbed, the leader in AI observability, helps organizations optimize their users' experiences by leveraging AI automation for the prevention, identification, and resolution of IT issues. With over 20 years of experience in data collection and AI and machine learning, Riverbed's open and AI-powered observability platform and solutions optimize digital experiences and greatly improve IT efficiency. Riverbed also offers industry-leading Acceleration solutions that provide fast, agile, secure acceleration of any app, over any network, to users anywhere. Together with our thousands of market-leading customers globally – including 95% of the *FORTUNE* 100 – we are empowering next-generation digital experiences. Learn more at riverbed.com.