

— CUSTOMER SUCCESS STORY

Peak traded through, with nobody paged.

A global marketplace ran its highest-revenue weekend of the year with a change freeze, a war room, and forty engineers on standby. **The SRE Orchestrator** replaced most of that with an always-on role that triaged every alert before a human saw it.

Peak = the whole year

In e-commerce, reliability is revenue with a timestamp. A checkout degradation during peak trading is not an availability statistic — it is abandoned baskets, per minute, at the only moment of the year when traffic and margin coincide.

— THE SITUATION

A war room that scaled by adding people

The platform team's peak playbook was competent and entirely manual:

- **Alert volume made triage the bottleneck.** One checkout degradation produced dozens of alerts across payment, cart, search and CDN.
- **Investigation crossed four teams.** A checkout latency symptom often originated in storage or a partner API, and tracing it meant pulling people in sequence.
- **The freeze was the safety mechanism.** Because change was the most likely cause and correlation was manual, the answer was to stop shipping for six weeks.
- **Knowledge lived in the veterans.** The engineers who knew which dashboard mattered were the same handful every year.

— THE DECISION

Put an always-on role in front of the alerts

The team deployed the orchestrator estate-wide ahead of peak, with auto-remediation permitted for scaling and routing actions and human approval required for anything touching deploys.

We used to measure peak readiness in how many engineers we could get in a room. Now the first question is what the orchestrator has already closed before anyone woke up.

— DIRECTOR OF PLATFORM ENGINEERING

DEPLOYMENT SNAPSHOT

SECTOR

Global online marketplace

ESTATE

Checkout · Cart · Search ·
Payments · CDN

SETUP

Deep integration, Kubernetes-
native

AUTONOMY

Auto: scale, rebalance, route,
silence

APPROVAL

Required for deploys and flag
changes

INTEGRATIONS

Datadog · PagerDuty · GitHub ·
Slack

HANDOFF

Routine fixes to coding agents

PEAK

Traded through with the freeze
shortened

— HOW IT WAS SET UP

Detect

Alerts from payment, cart, search and CDN monitors **deduped and grouped** into a single investigation rather than arriving as separate pages.

Diagnose

Parallel investigation across net, compute, storage and database producing an **evidence-linked root cause with a confidence score**, not a dashboard to interpret.

Remediate

Scaling, rebalancing and routing run **automatically within guardrails**; anything touching a deploy or flag gates on approval from the on-call lead.

Learn

Each peak incident folds into the **service map and runbooks**, so recurring failure modes arrive pre-explained the following week.

— WHAT CHANGED

BEFORE THE SRE ORCHESTRATOR

- Dozens of alerts per underlying fault, **triaged by hand**
- Investigation crossing four teams in sequence
- A six-week change freeze as the safety mechanism
- Peak readiness measured in engineers on standby
- Recurring failure modes re-diagnosed each year

WITH THE SRE ORCHESTRATOR

- Related alerts **grouped into one investigation**
- Cross-domain root cause with evidence and confidence
- Scaling and routing fixes applied **under guardrails**
- The war room reserved for genuinely novel incidents
- Failure modes captured in the service map

— WHERE THE CHANGE CAME FROM

Triage stopped being human work

Grouping alerts into single investigations removed the step that had made headcount the scaling mechanism for peak readiness.

Cross-domain tracing collapsed

A checkout symptom that originates in storage is exactly the case that costs a human an hour of coordination and an orchestrator a parallel query.

The freeze got shorter

Change intelligence correlating deploys to risk made shipping during the shoulder of peak defensible rather than forbidden.

— WHY THIS MATTERS IN E-COMMERCE

Capabilities doing the work in this deployment:

Alert grouping at peak volume

Cross-domain RCA

Guardrailed auto-scaling

Approval-gated deploys

Change intelligence

Pre-alert investigation

Service map learning

Coding-agent handoff

BOTTOM LINE

The SRE Orchestrator turned peak readiness from a staffing exercise into an always-on function that triages before anyone is paged.

Turn up your SRE Orchestrator.

Value-proving POC in about two weeks — deep integration or light discovery.

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POC

~2 weeks to value



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