

— CUSTOMER SUCCESS STORY

Live events without the standing army.

A streaming platform staffed every live event with a full incident bridge because concurrency spikes were unpredictable and expensive to get wrong. **The SRE Orchestrator** made the bridge an exception rather than the default.

Concurrency spikes

Streaming failure is public and simultaneous. A buffering incident during a live event is experienced by every viewer at once, discussed publicly within seconds, and cannot be rolled back afterwards — which is why teams over-staff events rather than risk them.

— THE SITUATION

Every event staffed for the worst case

The platform's reliability record was strong, achieved at considerable operational cost:

- **Concurrency spikes arrived faster than diagnosis.** By the time a CDN or origin issue was understood, the event was often over.
- **Every event ran a full bridge.** Engineers across CDN, origin, transcode and playback sat on a call for the duration, mostly waiting.
- **Regional issues looked like global ones** until someone manually compared, delaying the decision to reroute.
- **Post-event learning was thin** because everyone involved was recovering rather than writing it up.

— THE DECISION

Let the orchestrator hold the bridge

The platform set the orchestrator to run pre-alert investigation through every event window, with rerouting and scaling automatic and anything affecting playback configuration gated.

We staffed bridges because the cost of being slow was public. Once the orchestrator was investigating before the alert fired, the bridge became something we convene, not something we schedule.

— HEAD OF STREAMING RELIABILITY

DEPLOYMENT SNAPSHOT

SECTOR

Global streaming platform

ESTATE

CDN · Origin · Transcode ·
Playback · Auth

SETUP

Deep integration across delivery
path

MODE

Pre-alert investigation during
event windows

AUTONOMY

Auto: reroute, scale, rebalance

APPROVAL

Required for playback
configuration

INTEGRATIONS

Datadog · CloudWatch ·
PagerDuty · Slack

COVERAGE

Multi-region delivery estate

— HOW IT WAS SET UP

Pre-alert

Watches telemetry and opens an investigation before the alert fires — which in a live event is the difference between mitigating and explaining.

Regional isolation

Establishes whether a symptom is regional or global as part of the investigation, so the **reroute decision** arrives with evidence rather than after manual comparison.

Remediate

Rerouting, scaling and rebalancing execute **automatically within guardrails**; playback configuration changes gate on the event lead.

Learn

Each event folds into the model, so recurring delivery-path failure modes are recognised rather than rediscovered.

— WHAT CHANGED

BEFORE THE SRE ORCHESTRATOR

- Diagnosis arriving **after the event ended**
- A full incident bridge staffed for every event
- Regional issues indistinguishable from global ones
- Reroute decisions delayed by manual comparison
- Post-event learning lost to recovery time

WITH THE SRE ORCHESTRATOR

- **Investigation opened before the alert fires**
- The bridge convened, not scheduled by default
- Regional isolation established within the investigation
- Rerouting and scaling applied under guardrails
- Every event folded into the service model

— WHERE THE CHANGE CAME FROM

Pre-alert bought the margin

In a live event the useful window is short; opening an investigation on telemetry rather than on an alert is what fits mitigation inside it.

Regional isolation is the decision

Most delivery incidents hinge on whether to reroute, and that hinges on scope — which an orchestrator establishes faster than a bridge can.

The bridge became an exception

Staffing events by default was insurance against slow diagnosis; faster diagnosis made the insurance unnecessary.

— WHY THIS MATTERS IN STREAMING

Capabilities doing the work in this deployment:

Pre-alert investigation

Regional isolation

Automatic rerouting

Guardrailed scaling

Event-window monitoring

Delivery-path RCA

Approval-gated config

Continuous learning

BOTTOM LINE

The SRE Orchestrator moved a streaming platform from staffing every event to investigating before the alert — and convening a bridge only when one is needed.

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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