



# CLEAR SKIES AND SMOOTH SAILING WITH ANODOT REAL-TIME BUSINESS INCIDENT DETECTION



*“ We generally prefer to build all our tools internally, but after working with Anodot, our Chief Data Scientist estimated that it would have taken at least six of our data scientists and engineers more than a year to build something of this caliber. So it was a no-brainer for us to jump on board and take it. Our head of tech ops told us that he’s been searching for years for an automated data analysis solution like this. ”*

Rich Galan, Director of Analytics  
Rubicon Project, one of the world’s largest ad exchanges

## ANODOT REAL-TIME INSIGHTS INCREASE YOUR ROI

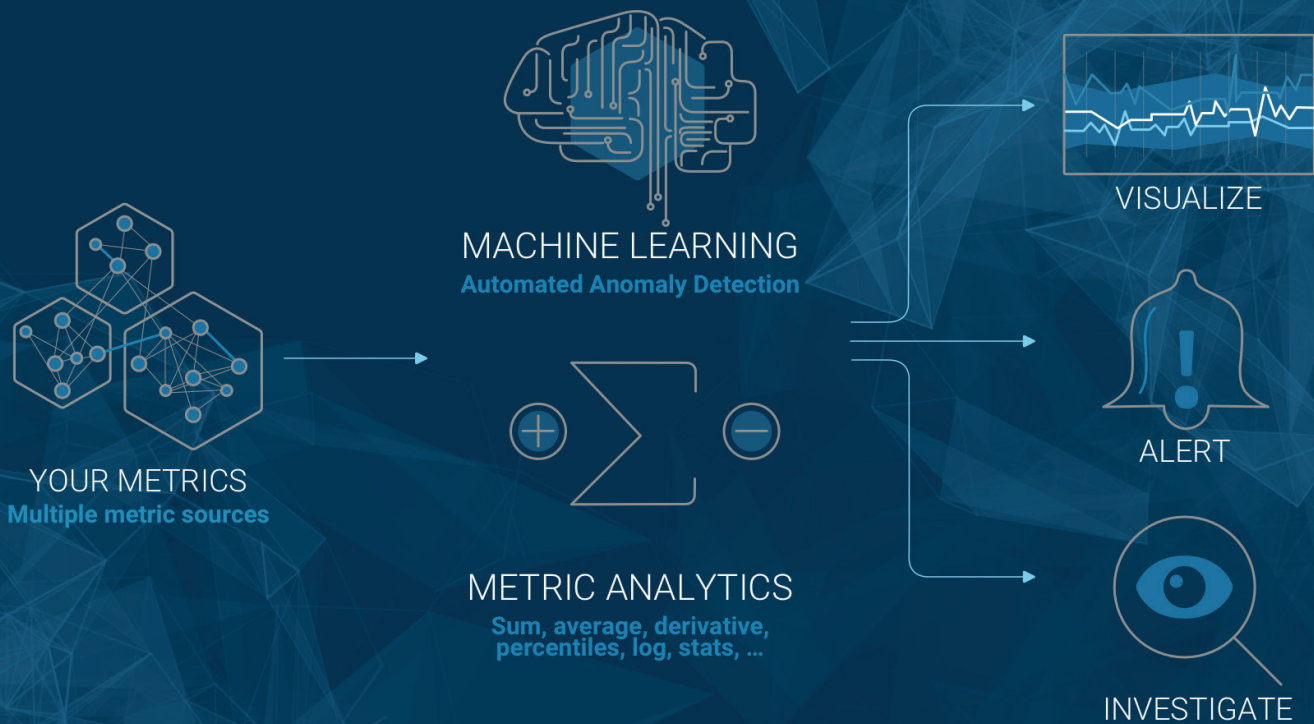
In the travel industry, every minute translates into tens of thousands of dollars, and Anodot gives airlines and travel companies crucial insights in real time. Learn immediately if any of your key indicators are under- or over-performing, including numbers of passengers to and from specific cities/regions, brand or display advertising click-through rates, flight delays due to technical issues, customer service communication counts, average resolution time of support calls, number of bookings or cancellations, weather per geographic region and holidays per country.

## ANODOT REAL TIME ANOMALY DETECTION & ANALYTICS FOR TRAVEL COMPANIES

Anodot’s business incident detection solution automatically learns your business data’s normal behavior, even seasonal or other complex patterns, and then alerts on any metric or combination of metrics that behave abnormally. This gives you the tools you need to detect and diagnose issues early, resolve them quickly, and take preemptive actions, before they turn into crises.

CONTACT ANODOT FOR A DEMO TODAY

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“The other solutions on the market require manual setting of thresholds for business incident detection, which is not scalable for a company like us, with the large number and complexity of metrics we need to track. Anodot sets itself apart with automatic anomaly detection, rather than manually setting thresholds. We also found the Anodot user interface to be more intuitive and easier to use than the other solutions we tried.”

**Pedro Silva, Senior Product Manager**  
CreditKarma, a multinational personal finance company

## MACHINE-LEARNING ENGINE AND PREDICTIVE ANALYTICS

Anodot’s patented big data machine-learning algorithms are specifically designed to detect outliers in time series data and correlate among related anomalies, preemptively identifying trends and issues before they become problems. Easy-to-use business connectors let you seamlessly integrate backend systems to Anodot, deriving immediate value and new efficiencies.

Anodot offers many benefits for companies in the travel industry:

- **SaaS solution:** Anodot is a scalable SaaS solution. The platform automatically learns the normal behavior of your data and identifies abnormalities, alerting on them without any manual configuration, data selection or threshold settings necessary.
- **Analyzes any and all data:** Anodot algorithms can handle complex data such as ticket pricing, competitor sales, gas prices, overbooking and more.
- **Auto correlation and detection:** Advanced, robust algorithms can handle any number of data variables, intelligently correlating related alerts to avoid alert storms and enable faster root cause analysis.

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