

# Gisual

## About Gisual

Gisual is the global leader in providing complete and immediate visibility into power outage intelligence. Gisual diagnoses power outages with 99% accuracy. Every month, Gisual automates over 120K tickets for its customers. Currently, 80% of Fortune 500 telecommunications companies use Gisual.

## Problem

Power outages impact networks and enterprises daily. The initial step after receiving an alarm in the triage process is to check for power. Many challenges arise when confirming the power status with on-site personnel and for remote locations. This includes VOIP lines being down. When they go to contact the utility, the utility often remains unaware of the outage. On average, utilities take approximately 40 minutes to report power outages. This leads to customers needing to dispatch to sites to validate the power status.

## Solution

Gisual has created one API for all power outages. Its AI-based solution remotely diagnoses the power status of sites through automation and provides one comprehensive API for power outage intelligence.

## How It Works

Gisual enriches alarms with the power status (on/off). When power is off, Gisual provides the estimated time of restoration and sends notifications when power is restored. 22% of network issues are related to power outages, resulting in significant workload automation.

## Product Specification

- **Diagnostics Response Time:** Gisual diagnoses power outages in under 3 minutes on average.
- **Accuracy:** Diagnoses power outages with 99% accuracy.
- **Coverage Area:** Provides 100% coverage in all English-speaking countries, including the United States, Canada, the United Kingdom, Ireland, the Nordics, Australia, and New Zealand. Additionally, Gisual offers coverage in select other countries, such as Mexico.

## Target Ideal Customer Profile (ICP)

The ideal customer includes enterprises, managed service providers (MSPs), telcos, governments, or other organizations monitoring over 1,000 physical locations (sites, stores, buildings, etc.) at different addresses. The more locations across a wider area, the bigger the problem Gisual solves.

## Target Use Cases

### Managed Service Providers (MSPs)

- Use Case: When MSPs receive an alarm, their first step is often to call their customer to check the power status. If power is out, no further action is taken. Tickets frequently remain open for hours, awaiting customer confirmation of power status.
- Benefit: Gisual would automate the power check and any power related ticket. This reduces costs and improves operational efficiency by automating ticketing, avoiding non-productive dispatches when power is out, and improving mean-time-to-repair when power is on.

### Telecommunications Companies (Telcos)

- Use Case: When sites or remote terminals go offline, the first step is to check the power status. Due to delays in utility outage reporting, the power status often remains unknown, forcing telcos to dispatch to the site unnecessarily.
- Benefit: Gisual reduces costs and enhances operational efficiency by automating ticketing, eliminating non-productive dispatches during outages, and accelerating mean-time-to-repair when power is on.

### Government and Enterprises

- Use Case: Enterprises often need to confirm power status before MSPs can address tickets. This process can be time-consuming, requiring centralized help desks to contact on-site teams. Every hour of downtime costs enterprises approximately \$1,000.
- Benefit: By diagnosing power status remotely, enterprises can quickly determine if MSPs need to address the issue or if they must wait, saving time and minimizing downtime.