

# Be in Control



 **squadcast**

Reliability Workflow Platform -  
*Easiest On-Call with SRE*

# The Problem

In today's always-on world, not having the right incident and response management process comes with significant consequences.

## Alert Fatigue

The #1 reason for losing productivity, and missing critical alerts.

## Cost of Downtime

An unplanned data center outage costs companies more than \$7,900 per minute\*, and the cost continues to rise.

## Resolution Times

The time lost in detection and identification of a critical incident are the biggest reason for delay in resolution times.

## Current Challenges



Lack of tools to resolve incidents quickly



Too many tools  
Too many alerts



Too many false positives

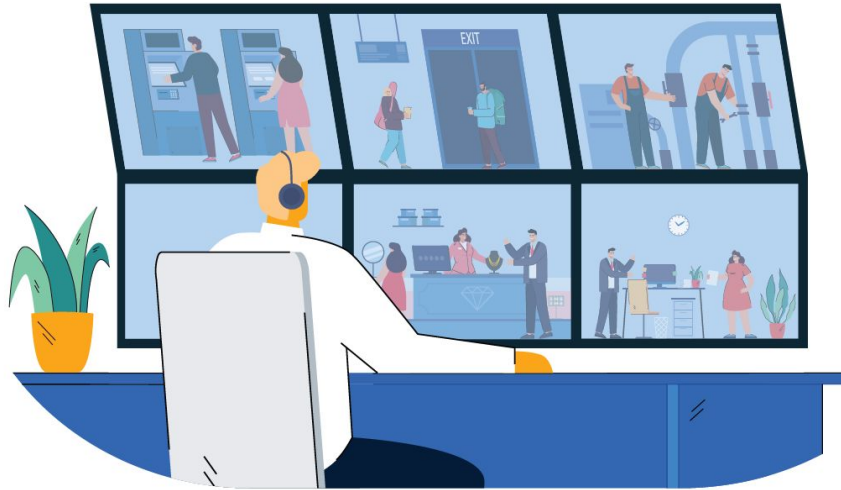


Lack of Centralized information



Reaching the right responder/s on time

**Thus being alert, and able to respond when incidents occur becomes supercritical.**



# Great Incident Management is the foundation of Reliability practice.



Bring all alerts to a single command center



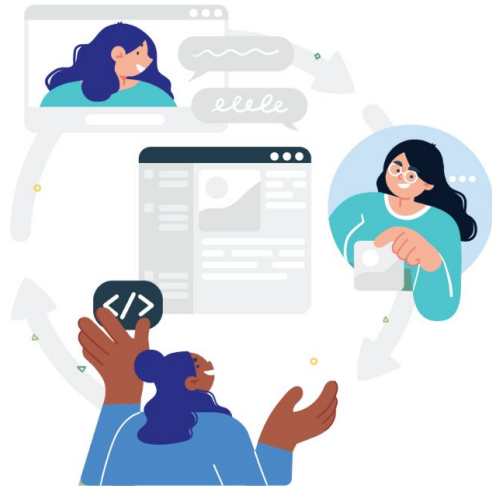
Alert Noise reduction and Correlation



On-call scheduling and intelligent routing

**But today,  
Incident Management  
workflows are siloed and reactive.**

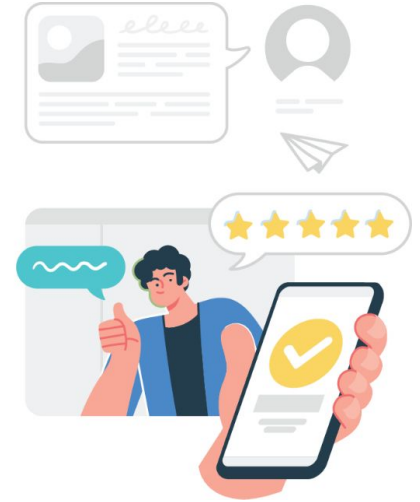
# Today users are expecting nothing but the very best.



**Fast and Proactive  
Issue Resolution**

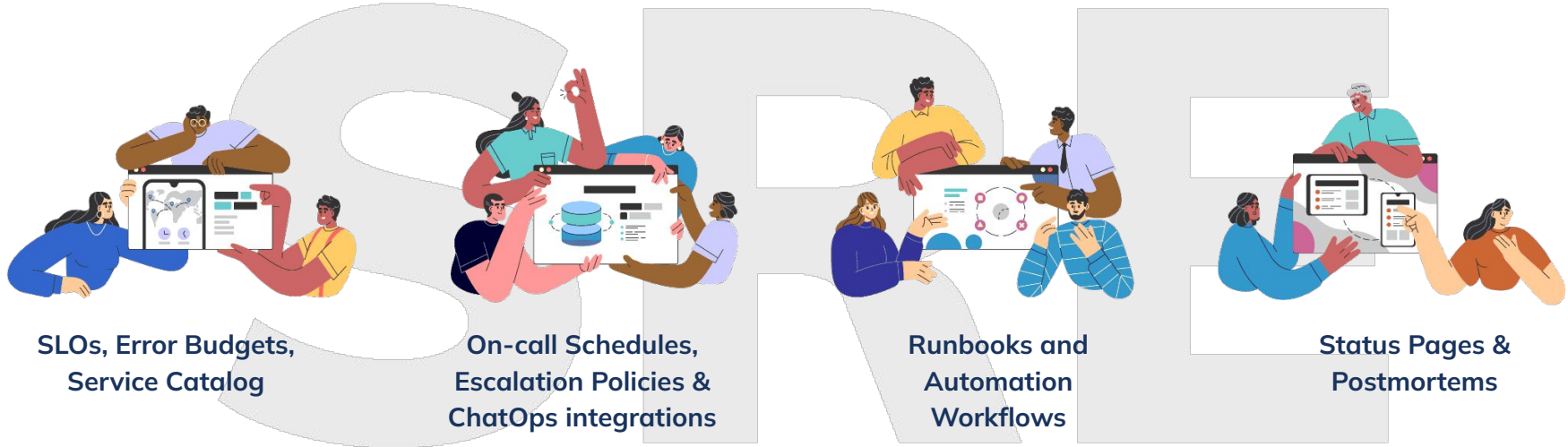


**Feature  
Velocity**



**Delightful  
Experience**

# Reliability has evolved. You have to be proactive and preventive.



Fix things faster and keep getting better at it.

# Introducing Squadcast - Incident Response the SRE Way

Squadcast is designed for a zero-friction setup, ease of use and clean UI. Engineers become productive with the platform quickly and more efficient in day-to-day incident management.

Unlike other incident management tools, Squadcast has been designed around modern SRE principles. Our platform allows tech teams to continuously optimize incident resolution, place more focus on innovation, and deliver quality digital experiences



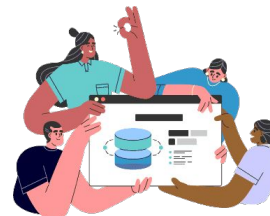
## Key On-Call Features

- On-call Scheduling and Rotations
- Alert Forwarding
- Escalation Policies
- Notification Preferences



## Noise Reduction Features

- Alert deduplication
- Autocorrelation
- Alert Suppression
- Maintenance mode



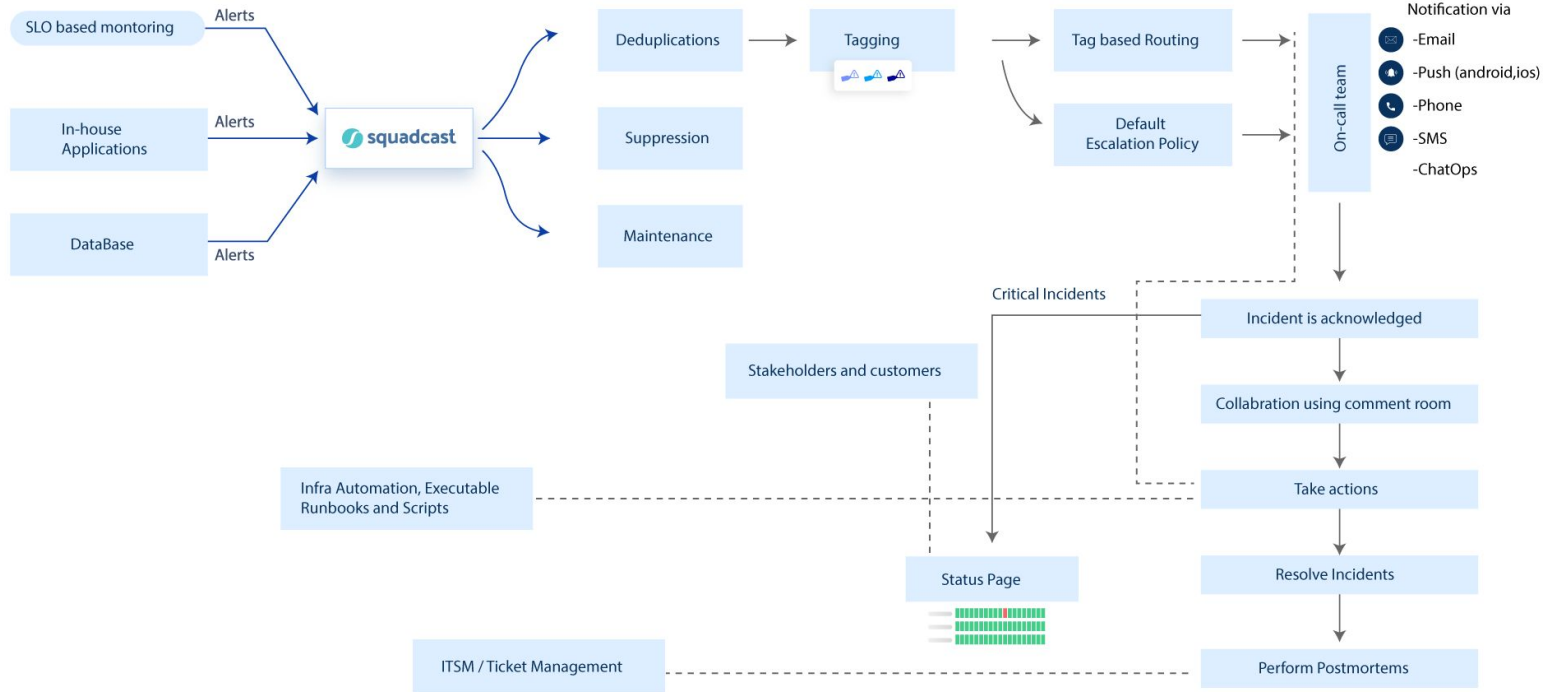
## Key SRE Features

- Actions for Automated Resolution
- ChatOps Functionalities
- Postmortem Reports
- SLOs and Error Budget Tracking
- Status Page

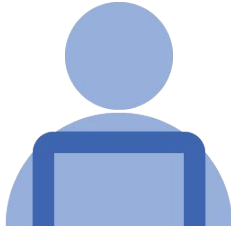


# Squadcast Value Chain

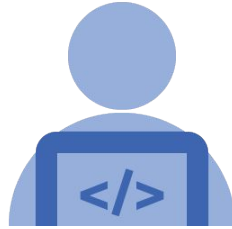
By teams with granular access control



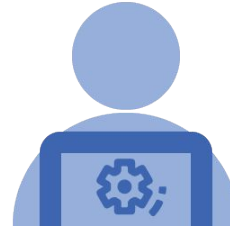
# Who is it for?



SRE/DevOps



Software Engineering



IT Operations/NOC



Engineering Leadership

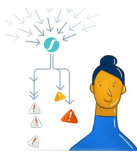


Support



Managed Service Providers

# TRUE Reliability



## TRIAGE

Identify, Isolate and Route Incidents to the right folks



## RESOLVE

Seamless Collaboration aiding Rapid Response

## PROACTIVE INCIDENT MANAGEMENT



## UNDERSTAND

Fix vulnerabilities & build Resilient Systems



## ENHANCE

Balance Innovation and Reliability

## RELIABILITY WORKFLOW PLATFORM

### INCIDENT RESPONSE

- ✓ Service Catalog
- ✓ Integrations
- ✓ Collaboration
- ✓ Alert Routing
- ✓ Mobile App
- ✓ Runbooks
- ✓ Response Actions
- ✓ Automation Workflows
- ✓ ChatOps
- ✓ Incident Notes

### ON-CALL

- ✓ Squads
- ✓ Call Routing
- ✓ Escalation Policies
- ✓ On-Call Schedules
- ✓ Incident Analytics

# Squadcast's USP

📞 On - Call Management	🚨 Incident Response	📄 SRE Features
PagerDuty		✗
👤 Opsgenie	🚀 zenduty	✗
✗	BLAMELESS	
✗	🔥 FireHydrant	
✓	🌊 squadcast ✓	

The only comprehensive Integrated Reliability Management platform out there.

\*for detailed comparison [click here](#)



**Franco Gilio**  
Co-Founder and CTO



"We were looking for a replacement to PagerDuty because of its high costs and complex setup. When we found Squadcast, we literally switched on the spot"



Executive Sponsor in Higher Education  
Mid-Market (51-100 emp.)



"Promising alternative to PagerDuty, VictorOps, OpsGenie"



**Dave L**  
CTO



"Incredible value, very reactive team and well maintained platform"



**Stuart Rowe**  
CTO, Travlr



"Squadcast is TRAVLR's preferred alternative to PagerDuty and OpsGenie"

# Benefits



## Reduce toil with effective on call alerting

Squadcast alerts the right people at the right time. Effectively group duplicate alerts and suppress unwanted alerts.



## Stay on top of SLO budgets

Balance reliability and innovation with Squadcast's SLO tracker. Separate the right signals from the noise and track the right metrics that impact your business.



## Incident retrospectives

Squadcast enables you to embrace blameless retrospectives & practice continuous improvement by learning from every incident. Leverage reusable checklists and postmortem templates in an automated way to optimize your reliability.



## Data driven insights

Use incident analytics and insights to spot areas of improvement. Surface key incident metrics, team's performance in acknowledging and resolving, and your On-call effectiveness.



## Incident management on the go

Incidents don't wait for you to be at your desk. Squadcast adds a layer of flexibility with its mobile app where users can both manage & take actions on incidents.



## Transparency with Status pages

Enable transparency by displaying service downtime and outages. Leverage Status Pages as the ultimate source of truth for your system's current status, past incidents, RCAs and more.

## Squadcast USP



Fix issues faster,  
Be in Control



One platform for all  
your Reliability needs



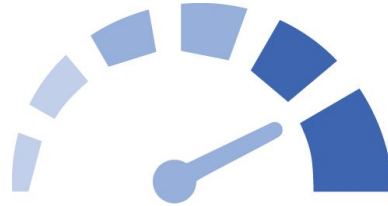
Optimize Savings

# Why companies choose Squadcast as their Incident Response Platform?



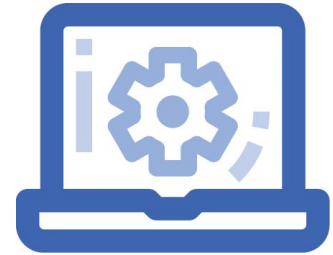
**4x**

4x faster  
Time to Recovery



**40%**

Fewer  
SLO Breaches



**33%**

Improved Pace of  
Engineering Delivery

# Reduce Alert Fatigue with

**Deduplication Rules**  
1 Deduplication Rules for this service

Search  
eg: incident.message

Rule #1 Change Execution Priority: Move Up Move Down

Rule Description  
This rule helps in de-duplicating events arising from the same incident.

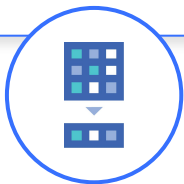
Deduplication Rule  
past.check\_params.hostname == current.check\_params.hostname

Time  
2 hour(s)

If this service and a service it depends on both have an incident, alert only once

+ Add new rule

Save



## Deduplication Rules

Automatically group similar alerts arising from different alert sources and services to curb alert noise

**Suppression Rules**  
1 Suppression Rules for this service

Search  
eg: incident.message

Rule #1

Rule Description  
This rule automatically Suppress alerts for non-critical incidents & avoids unnecessary

Suppression Expression  
re(incident.message, \"Suppression and Resolved are final states in Squac

Alert Source

- Datadog
- Dead Man's Snitch
- Domotz
- Dynatrace
- ElastAlert

Add new rule

Save



## Suppression Rules

Automatically suppress alerts for non-critical incidents to avoid unnecessary notifications and reduce alert noise

**Maintenance Mode**

Enable maintenance for Slack-Datadog Service service

New Maintenance Schedule

Start Date \* Jun 7, 2022 Start Time \* 14:00 (IST)

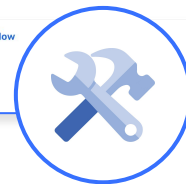
End Date \* Jun 7, 2022 End Time \* 17:00 (IST)

Repeats every \* Never

Repeat till Jun 7, 2022

Add New Maintenance Window

Save



## Maintenance Rules

Automatically suppress alerts notifications for incidents that get triggered during service maintenance period

# Intelligent Routing

The screenshot shows the 'Schedules' interface for the 'Cloud/Engineering Team'. It features a calendar for June 2022 with various shifts assigned to team members. A modal window titled 'Create new on-call shift' is open, allowing users to define a new shift with the following fields:

- Shift Name:** Shift - Week 21
- Schedule:** Business Hours
- Start date:** 01/06/2022
- Start time:** 12:00 AM
- End date:** 02/06/2022
- End time:** 15:00 AM
- Assignee Groups:** #1 Group (Charlie Stark, Mike T, Danny Sheham)



## On-call Scheduling

Set-up flexible on-call schedules for your teams

The screenshot shows the 'Escalation Policies' interface. A modal window titled 'Add Escalation Policy' is open, showing the configuration for a policy named 'Escalation Policy for Mobile App Degradation'. The configuration includes:

- Policy Name:** Escalation Policy for Mobile App Degradation
- Policy Description:** Escalation Policy for Mobile App Degradation
- Rules:** A list of rules with escalation times (e.g., 5 minutes, 10 minutes, 20 minutes).
- Advanced:** Checkboxes for 'Enable Round Robin assignment for this layer' and 'Enable rotation within the assignment list'.

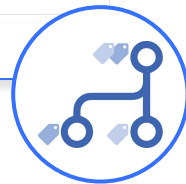


## Escalation Policies

Define rules to escalate alerts to specific users/ teams via Email, SMS, Push, Phone and ChatOps based on incident severity/ priority

The screenshot shows the 'Incident Routing Rules' interface. A modal window titled 'Incident Routing Rules' is open, showing the configuration for a rule named 'Rule #1'. The configuration includes:

- Rule #1:** Change Escalation Priority to High
- Routing Expression:** A complex expression involving tags like 'Priority', 'Severity', and 'Alert Type'.
- IF:** Priority is High
- Route to:** High Priority Escalation

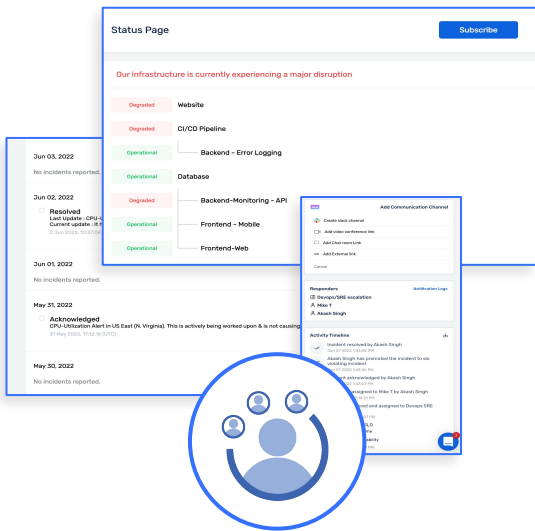


## Routing based on Tags

Automatically add tags like Priority, Severity or Alert type to get more context when an incident is first reported

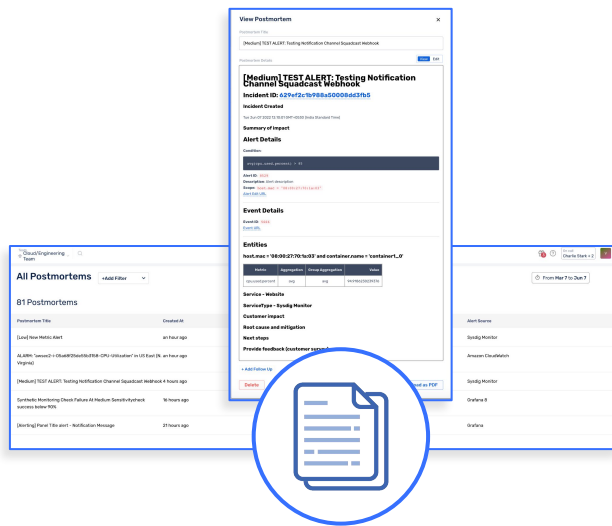


# SRE with Squadcast



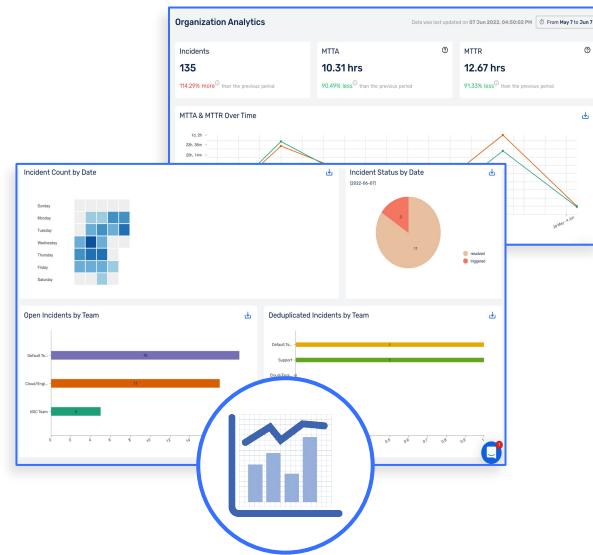
## Reducing Organization Silos

Interact with your team in incident specific chatroom and keep you stakeholders informed via Statuspage during critical outages



## Blameless Postmortems

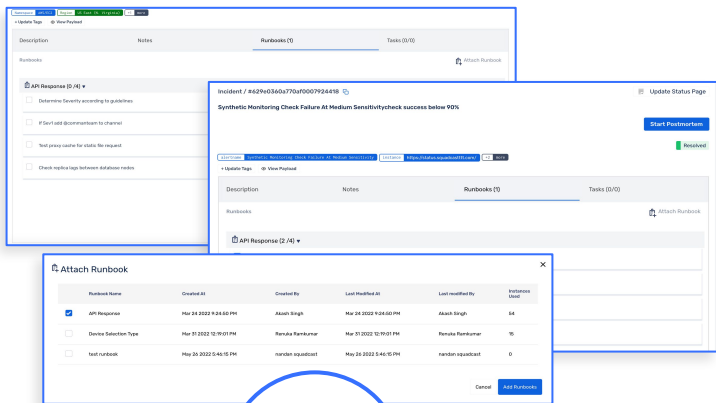
Create postmortem reports to ensure all incidents are used as learning opportunities



## Dashboards and Analytics

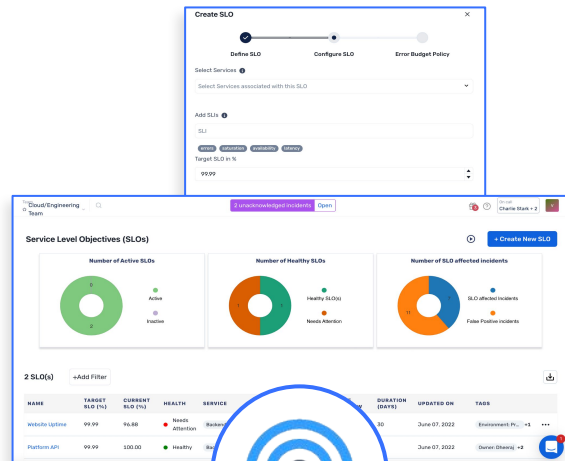
Combine metrics with feedback loops to measure ops and identify opportunities for improvements

# SRE with Squadcast



## Runbooks

Checklist of required steps and actions required to successfully respond to specific incident types

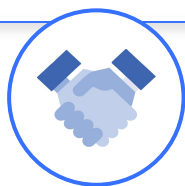


## SLO tracker

Define target SLO and use corresponding SLIs to track Error Budget

# Actions and Insights

The Status Page displays a 'Subscribe' button and a message: "Our infrastructure is currently experiencing a major disruption". A list of components shows their status: Website (Degraded), CI/CD Pipeline (Degraded), Backend - Error Logging (Operational), Database (Operational), Backend-Monitoring - API (Degraded), Frontend - Mobile (Operational), and Frontend-Web (Operational). An incident communication channel is shown with responders Akash Singh, Mike T., and Akash Singh, and an activity timeline of incident resolution steps.



## Collaboration & Communication

Interact with your team in incident specific chatroom and keep you stakeholders informed via Statuspage during critical outages

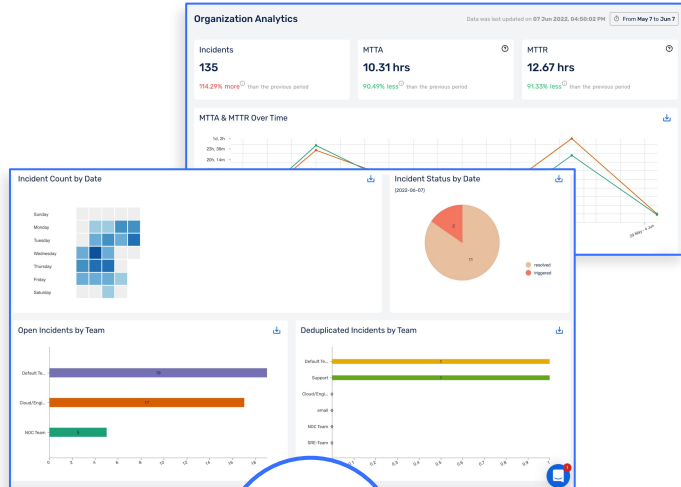
The Jira Cloud Service Extension interface shows a "Backend - Error Logging" project. It includes a "Select Project" dropdown set to "Demo service project", a "Select an Issue for Demo service project" dropdown set to "Service Request", and a "Next" button. A "View Postmortem" window is open, displaying details for a "Synthetic Monitoring Check Failure At Medium Sensitivitycheck success below 90%" incident, including its ID, creation time, impact summary, labels, and service details.



## Actioning

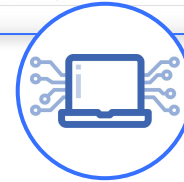
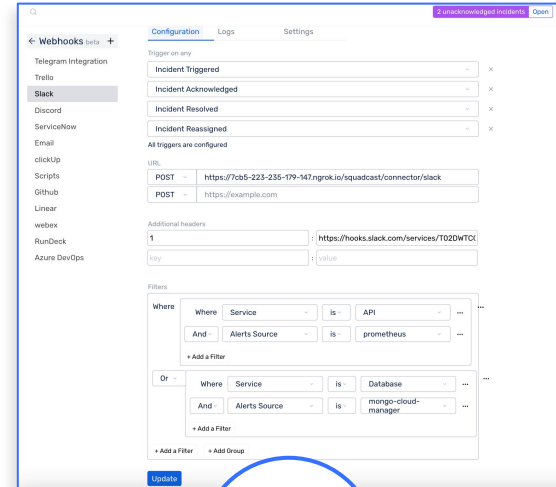
Create tickets in IT ticketing tools, perform roll back actions with CI/CD integrations and auto-fill post incident review reports

# Actions and Insights (Contd)



## Dashboard & Analytics

Know MTTA and MTTR to keep up with the SLA



## Outgoing Webhooks

Send data from Squadcast to any other platform

# G2 Reviews and Quadrant Leader

**Hemant G**  
Director of Engineering  
Mid-Market (51-100 emp.)

Validated Reviewer ✓ Review source: Seller Invite Incentivized Review

★★★★★ Sep 21, 2021

**"Great application for Strong SRE"**

**Adrian C**  
Technical Operations, Infrastructure Lead  
Small-Business (50 or fewer emp.)

Validated Reviewer ✓ Verified Current User ✓ Review source: G2 Invite on behalf of seller Incentivized Review

★★★★★ Feb 23, 2022

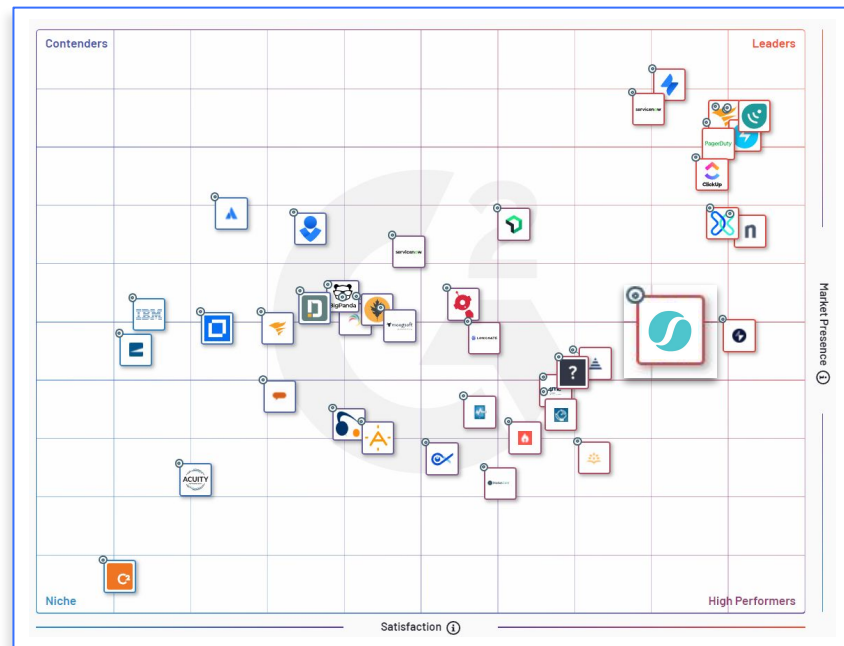
**"Consize, simple to use, does what you need"**

**Hector R**  
VP of technology  
Mid-Market (51-1000 emp.)

Validated Reviewer ✓ Verified Current User ✓ Review source: G2 invite on behalf of seller Incentivized Review

★★★★★ Nov 30, 2021

**"Best Pagerduty Alternative"**



Squadcast **"Best Software Award"** in the IT Management category by G2 🎉 Read full report [here](#).

# Brands that trust us

Utmost



# Udaan Case Study



Lack of a centralized on-call scheduling & rotations calendar



Non-existence of Escalation Policies

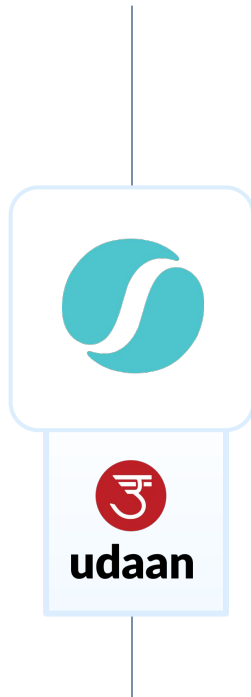


Complexity involving Alert Routing



Lack of visibility into Incident resolution status

**BEFORE**



**AFTER**

Automated scheduling enabled quick & accurately routed on-call notifications ✓

Squadcast's automation rules streamlined their Alerting processes & reduced fatigue ✓

Faster response as a result of smarter Alert routing capabilities ✓

Centralized incident metrics dashboard with clear visibility for stakeholders ✓

## OUTCOME

- 60-75% Reduction in MTTR,
- Teams are able to restore service 10x faster
- Laid foundation for SRE best practices with Squadcast

# Success Stories from our Customers



“By moving to Squadcast from Pagerduty, we have seen a serious reduction alert fatigue, allowing us to focus more on our development roadmap. Their support has been phenomenal, from our Jira customized set up to helping us adapt better incident management practices with their deduplication and routing rules.”

Martin do Santos  
Platform and Architecture Tech Lead



“I used Squadcast instead of Opsgenie & I am very happy about the choice. Squadcast is a great Application with an Exciting features and also right pricing for what needed. We are able to manage incidents with right priority by using Squadcast as our Main alerting solution.”

Roberto Bondavalli  
CTO



“An Operation Sleep Saver for NOC and SRE teams!  
Saving Team's SLEEP! Really, it helps us integrate Alerts with Notifications and Calls, all in Slack! Measuring KPIs of the team and team members. Integration of Slack with monitoring and alerting tools, it's really helpful when you are using just Slack. Creating teams (squads) is kind of cool too, it is fast and easy to setup your team. One thing they saw on their Software support beforehand is Feature request form! It's so relevant and helpful.

Kourosh Tafreshi  
Site Reliability Engineer



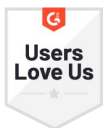
“Customer Centricity - Since I started working with Squadcast, they have remained consistent in their customer-centric approach. They have implemented many of our features requests which are critical to our fast-paced industry of ever-evolving technology and growing requirements. The ability to have a discussion with the product owner & team behind the product is powerful. I'm happy to continue our partnership with them. We track all incidents in Squadcast, keeping our investigation, postmortems, and incident discussion within Squadcast.”

Andrew Holt  
Senior System Engineer



“An excellent tool for getting real-time Information and Status of all projects. The time within which the squad is notified, integration with GCP, and other service types are accessible and the notification system is great for all users. Communication and error detection have a realtime notification to solve all errors present in the applications that we manage and helped us to improve the time to detect the bugs or downtime of service.

Administrator in Financial Services







## Squadcast Cloud

Start for free

Zero friction setup

Pay only for what you need



# The Reliability Workflow Platform

Experience Squadcast for free!