

Stay Resilient and Keep Customers Happy

American Airlines

The ability to resolve IT issues quickly is vital for American Airlines to provide top-tier customer service to passengers. When a technological problem stranded thousands of passengers on a rival airline, American Airlines took the necessary precautions to ensure the same thing couldn't happen to them. Their choice for incident management was xMatters.

Highlights

- ▶ Low code integrations with other tools in the incident management toolchain, including Cherwell, Slack, and Moogsoft allow rapid iteration with confidence
- ▶ Automated, repeatable processes replace manual notifications and engage people more quickly reducing MTTR
- ▶ Share incident information with other tools and teams with ease

Integration

Cherwell, xMatters





Remediate Quickly and Keep Brand Reputation Intact

American Airlines offers an average of nearly 6,700 flights per day to nearly 350 destinations in more than 50 countries. Quick and seamless remediation of IT outages, failures, and breaches is vital when providing top-tier customer service to their passengers, and without this simplicity they risk impacting customer experience, brand reputation, and financial stability. So, when a technological failure stranded thousands of passengers on a rival airline in May 2017, American Airline's leaders wanted to make sure the same thing couldn't happen to them.

After American Airlines analyzed the technology stack they were using to identify, resolve and manage IT incidents, they considered the move to multiple incident management tools. A top priority was connecting to Cherwell—the hub of their IT service management infrastructure. They needed an automated solution that offered orchestrated resolution while accounting for different audiences based on incident classification. The airline also wanted to notify stakeholders, directors, VPs, and other leadership due to the implications tied to brand and revenue, not just the team members overseeing the issue. To accomplish this, the new solution had several additional requirements:

- ▶ The ability to integrate with other tools in the incident management toolchain, including Slack and Moogsoft, with low to no code
- ▶ The ability to share incident information with other tools and teams with ease
- ▶ Automated, repeatable processes to replace manual notifications and engage people more quickly, reducing MTRR
- ▶ On-call notifications automatically embedded with information from the Cherwell incident ticket



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TARA BURROWES

Senior Manager, ITSM and eGRC Development

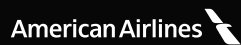
American Airlines 



Through xMatters' bi-directional integration with Cherwell, we are able to automate many steps that were previously manual including updating incident tickets within Cherwell Service Management, aggregating incident details into one central location, and then create Slack channels for each major incident.

LUIS MEDINA

Manager, Situational Awareness Engineering



"As we build our tech stack at American Airlines, the ease of integrations with Cherwell and other solutions in the stack, such as Moogsoft, our correlation tool, is an important decision consideration," said Tara Burrowes, Senior Manager, ITSM and eGRC Development, American Airlines. "Cherwell is the hub of our IT service desk and with their REST API and low-code workflows, it usually makes integration with other tools easy."

The solution American Airlines chose for incident management was xMatters. Knowing the integration with Cherwell intimately and the business needs of American Airlines, xMatters worked closely with the American Airlines IT team to design a solution that was a perfect fit.

IT event management by xMatters provides enriched notifications to consolidate information across multiple tools so users can access the latest information with ease. Intelligent targeting connects the right team members based on the incident for quicker resolution. Prioritization with xMatters and Cherwell automates the perfect response by understanding the level of severity and impact.

"Through xMatters' bi-directional integration with Cherwell, we are able to automate many steps that were previously manual including updating incident tickets within Cherwell Service Management (CSM), aggregating incident details into one central location, and then create Slack channels for each major incident," said Luis Medina, Manager, Situational Awareness Engineering, American Airlines.

American Airlines implemented the integration four years ago and has seen an improvement in the productivity of staff, a reduction in the mean time to acknowledge IT-related situations, and an improvement in overall enterprise situational communication.

To learn more about how xMatters and Cherwell can help your business resolve incidents quickly with automated, low-code workflows and even prevent them before they impact the business, visit <https://www.xmatters.com/integration/cherwell>.

About the xMatters and Cherwell Integration

Consuming critical metadata from within a Cherwell incident record, xMatters leverages on-call scheduling, escalation rules, and device preferences to find and notify the appropriate responders quickly and efficiently. From there, the notification recipient can choose their response or escalate the incident. xMatters keeps records of all notifications and responses in the CSM platform, allowing users to consolidate reporting to improve incident management processes, proactively communicate to stakeholders, and ultimately prevent the same issues from reoccurring. Integration benefits include:

- ▶ Reduce Mean Time to Restore service by up to 70%
- ▶ Centralize on-call schedules and escalations
- ▶ Improve resource efficiency
- ▶ Align technical and business teams
- ▶ Maintain accountability within the organization
- ▶ Engage teams quickly on critical escalations

- ▶ Attain continuous improvement with measurable KPIs
- ▶ Provide business stakeholders with subscriptions for relevant and required notifications

About Cherwell

Cherwell empowers organizations to transform their business through the rapid adoption and easy management of digital services. Cherwell's adaptable platform has enabled thousands of organizations to modernize their business operations with customizable service management, automation, and reporting across the enterprise.

About xMatters

xMatters is a service reliability platform that helps DevOps, SREs, and operations teams automate workflows, ensure infrastructure and applications are always working, and rapidly deliver products at scale. Our code-free workflow builder, adaptive approach to incident management, and real-time performance analytics all support a single goal: the happiness of your customers.



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