



# Use Case

Grok catches abnormal increase in latency.

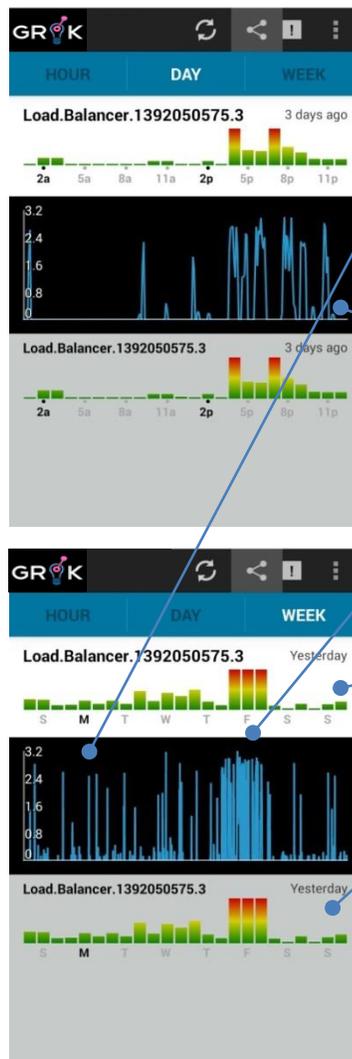
A consumer products company is launching a new marketing program, supported by a promotional landing page on its website hosted on Amazon Web Services (AWS). The seasoned IT team anticipates an increase in traffic and performed capacity planning accordingly, but the program is more successful than expected. After launch, the program drives a series of sudden spikes in traffic. Response times from the AWS Elastic Load Balancer (ELB) start to lag as it struggles to keep up.

## Why Grok?

Grok's powerful algorithm catches unusual patterns quickly – and finds patterns that might be missed by thresholds – even when the normal pattern is noisy. Grok's mobile UI enables the team to assess system health anytime, anywhere.

## Try for free on AWS!

Grok for AWS: Starter edition allows you to try the full platform experience for 30 days, with a low monthly payment afterward for up to 25 instances. Visit our website for more information.



Grok has learned a normal, noisy pattern for the load balancer server. System is behaving normally and no anomalies are reported

Chart shows probability of anomaly for load balancer server overall

Chart shows load balancer metric data

ELB latency increases and gets more spikey and concentrated as sales promotion program drives sudden increase in web traffic

Grok identifies the unusual pattern and displays a tall red bar in the chart

Grok identifies when the issue is resolved and returns to a normal pattern

IT is alerted to the unusual pattern in near real-time and addresses it before the performance problem worsens and negatively impacts the business