eG Enterprise at eBay

Addressing the Multi-Supplier IT Performance Challenge with Unified Monitoring
As one of the world’s largest marketplaces, eBay (NASDAQ: EBAY) connects millions of buyers and sellers around the world. Today, eBay has about 168 million buyers, $11 billion in mobile sales and over 12 million new listings every week. To attend to the needs of the millions of buyers and sellers, eBay has call centers around the world. Call center agents use Citrix application virtualization technologies to support their customers.

As the lead for eBay’s team charged with supporting over 10,000 users in call centers around the world, Peter Dinh, Senior Virtualization Engineering Lead, is responsible for ensuring that eBay’s customer support services can consistently meet the organization’s service level objectives. When slowness is identified, it must be diagnosed and attended to quickly so that eBay’s buyers and sellers can continue to transact online and business continues as usual.

**The Challenge: Moving Multi-Provider Management from Reactive to Proactive**

With locations and suppliers located around the globe, isolating performance issues with the customer support services infrastructure and applications was a huge challenge. There was latency and slowness in critical applications, and isolating the location of each problem required hours of work. “Sometimes we had to triage between global partners when problems arose. Finding where the slowness was coming from was very time consuming”, said Mr. Dinh. Even worse, eBay’s partners were charging the company for downtime when the call center agents could not work. Because the IT team could not isolate the true source of the issues, these charges could never be verified.

To address the problem, eBay had been using a mix of home-grown tools coupled with systems management tools from several vendors. But when a key developer departed the organization, it quickly left the IT team with both a major knowledge gap and a serious management challenge. Further, with siloed dashboards for the various service delivery components, isolating performance issues was very difficult and time consuming. Given eBay’s rapidly growing IT environment, there was a critical need to improve their monitoring capabilities.

**The Solution: Unified Monitoring with eG Enterprise**

Given their experience with a proliferation of siloed monitoring tools that provide visibility into the network, server or desktop, the eBay IT team looked for a monitoring solution that could provide them with true end-to-end visibility. “We had enough of tools that were either network-centric or desktop centric. The monitoring solution we chose had to be truly end-to-end: from end user to data centers, including storage, compute, hardware, VMs and the Citrix software layer”, said Mr. Dinh.

eBay was introduced to eG Innovations by Entisys360, a Citrix Platinum Advisor and an eG Innovations Premier Partner. “With the eG Enterprise solution from eG Innovations, we were able to get the end to end visibility we were after. The metrics and the reporting is very detailed, and the layered views make it easy for us to focus on the data that is most relevant for a situation. Most importantly, eG Enterprise has allowed us to prove to our business partners that latency was not coming from our eBay data centers”, said Mr. Dinh.
All of the information that you would manually look up when troubleshooting is all in one dashboard, in a layered view. It makes life easier when we can see the color codes of a certain service or a process and the system tells us exactly what we need to go look at.

The ROI of eG Innovations exceeded our expectations. Not only did we get those chargebacks reduced, we also benefitted IT as a whole because help desk tickets weren't created and time management was a lot better-- we weren't spending hours trying to pinpoint issues, we could reallocate those resources to other, more important activities.

Peter Dinh | Senior Virtualization Engineering Lead | eBay Inc.
“Because we use eG Innovations as a proactive monitoring tool, we can pinpoint latency right away before end users even feel it.”

Peter Dinh
Senior Virtualization Engineering Lead | eBay Inc.

Key Benefits
- Fewer cases opened by Partners (Incident Reduction)
- Significant reduction in Severity Alerts (Major Incidents)
- Improved IT efficiency via automated triage
- Increased productivity through improved SLA performance
- Cost savings through reduced partner chargebacks
- Improved end user experience via proactive management

Why eG Enterprise?
- Complete end-to-end view from end user to the data center—every layer of every tier
- Dashboards and alerting mapped to multi-supplier requirements
- Automated triage and embedded analytics enable proactive management

About eG Innovations
eG Innovations is dedicated to helping businesses across the globe transform IT service delivery into a competitive advantage and a center for productivity, growth and profit. Many of the world’s largest businesses use eG Enterprise to enhance IT service performance, increase operational efficiency, ensure IT effectiveness and deliver on the ROI promise of transformational IT investments across physical, virtual and cloud environments.

Contact Us
sales@eginnovations.com | https://www.eginnovations.com

About Citrix Ready
Citrix Ready identifies recommended solutions that are trusted to enhance the Citrix Delivery Center infrastructure. All products featured in Citrix Ready have completed verification testing, thereby providing confidence in joint solution compatibility. Leveraging its industry-leading alliances and partner ecosystem, Citrix Ready showcases select trusted solutions designed to meet a variety of business needs. Through the online catalog and Citrix Ready branding program, you can easily find and build a trusted infrastructure. Citrix Ready not only demonstrates current mutual product compatibility, but through continued industry relationships also ensures future interoperability. Learn more at https://citrixready.citrix.com.

© 2018 Citrix Systems, Inc. All rights reserved. Citrix, the Citrix logo, and other marks appearing herein are property of Citrix Systems, Inc. and/or one or more of its subsidiaries, and may be registered with the U.S. Patent and Trademark Office and in other countries. All other marks are the property of their respective owner(s).