

Unifying AI and Observability with ScoutITAI and Broadcom NetOps



CASE STUDY

CUSTOMER PROFILE

- **Company:** Coty Cosmetics
- **Industry:** Beauty & Cosmetics
- **Scope:** Global operations across Europe, Asia, and Australia
- **IT Footprint:** Dozens of regional data centers worldwide

CHALLENGES

- Overwhelmed by alert noise and system fragmentation
- Lack of proactive incident insight
- Need for intelligent, contextual observability

SOLUTION

ScoutITAI, built on AWS Bedrock

Overview

Coty, a global beauty company enhanced its IT operations with ScoutITAI, A&I Solutions' generative AI platform and Broadcom NetOps. Together, ScoutITAI and Broadcom DX NetOps cut alert noise, delivered actionable insights, and enabled faster, smarter decisions across a complex global infrastructure.

Challenges

Despite having mature telemetry and threshold-based alerting, the Coty's IT teams were overwhelmed by noise and fragmentation. They had become proficient at detecting incidents as they occurred—but struggled to understand the early signals that preceded them. The challenge wasn't visibility, but context and foresight. What they needed was intelligent observability that could analyze patterns leading up to incidents and proactively guide decisions—surfacing relevance from raw data like a "weather alert" before a storm, not just a siren during it.

Proposed Solution and Architect

Working with A&I Solutions, Coty embedded ScoutITAI as a native AI layer in its Broadcom stack—turning noisy telemetry into smart, prioritized insights and enabling faster, proactive decisions across its global IT landscape. Rather than acting as a bolt-on tool, ScoutITAI became a deeply integrated part of the architecture, augmenting each component:

- **DX NetOps** provided global network visibility and real-time fault detection.
- **AppNeta** contributed user experience monitoring across hybrid and SD-WAN environments.
- **DX OI** unified telemetry into a cohesive, service-centric view.
- **ScoutITAI** analyzed anomalies and delivered natural

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language insights—highlighting what’s wrong, why it matters, and how to address it.

A&I Solutions is collaborating with the company to build a custom “network weather report” dashboard within ScoutITAi. This provides real-time visualization of latency, congestion, and performance across key regions.

Results

By layering ScoutITAi atop its Broadcom NetOps foundation, Coty achieved transformative results. AI-generated summaries delivered localized clarity at scale—providing region-specific insights tailored to the unique demands of its global infrastructure. ScoutITAi’s ability to cut through alert noise with contextual prioritization sharpened the IT team’s focus, and the goal is for time-to-resolution to drop significantly as a result. Predictive analytics surfaced early warning signals across Coty’s IT estate, allowing teams to address issues proactively rather than reactively. Most importantly, ScoutITAi enabled a shared, intuitive understanding of system health—fostering greater agility, alignment, and responsiveness across roles, teams, and geographies.

- **Improved Operational Clarity:** AI-generated summaries offered localized infrastructure insights.
- **Reduced Time-to-Resolution:** Alert fatigue was minimized through intelligent prioritization.
- **Proactive Monitoring:** Predictive analytics flagged issues before they became critical.
- **Strategic Interoperability:** The synergy between ScoutITAi and Broadcom tools resulted in a self-aware, decision-ready system.

TCO Analysis Performed

While a formal TCO study was not conducted, the integration yielded tangible reductions in operational inefficiencies caused by fragmented observability and telemetry overload across the customer’s global IT environment. Manual alert correlation was largely eliminated, first-line incident resolution improved, and reliance on third-party tools decreased—resulting in cost efficiencies and streamlined operations.

By introducing ScoutITAi as a native AI layer within the Broadcom observability suite, Coty eliminated the need for additional point solutions and manual data interpretation. ScoutITAi’s natural language insights and predictive analytics allowed teams to focus on high-impact

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issues, driving faster decisions and reduced downtime.

Lessons Learned

- Embedding ScoutITAI natively into the customer's observability platforms drove measurable improvements in speed and clarity.
- Increased productivity across global teams, with a shared understanding enabled by ScoutITAI's conversational interface.
- Decreased reliance on third-party diagnostic tools, consolidating cost under a single, AI-enhanced observability platform.
- Expand breadth and scope of metrics that is fed into ScoutITAI

