

# NETEYE CONFERENCE 2025

## Unlocking Service Excellence: a deep dive into JSM Operations

From ITIL 4 Monitoring Foundations to Practical Alert Handling in Jira Service Management

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# Agenda

- Context: Why intelligent operations matter
- ITIL 4 Monitoring & Event Management (MEM) essentials
- Jira Service Management Operations and on-call schedules
- Automation and alert flow integration
- AI-powered alert management (Rovo & AIOps)
- Real-world example: NetEye + JSM
- Key takeaways and next steps



 **Warning: Checkout failed**

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 **Warning: Checkout failed**

# Context and Motivation

- Modern IT = hybrid, distributed, complex
- Multiple monitoring tools, endless alerts
- Risks: alert fatigue, missed signals, silos
- Goal: move from reaction to **intelligent operations**



# ITIL4 Monitoring & Event Management Essentials

ITIL4 MEM essentials:

- **Monitoring:** observe *continuously*
  - **Event:** significant state change
  - **Alert:** event requiring action
- **Benefits:** early detection, reduced downtime, reliable service

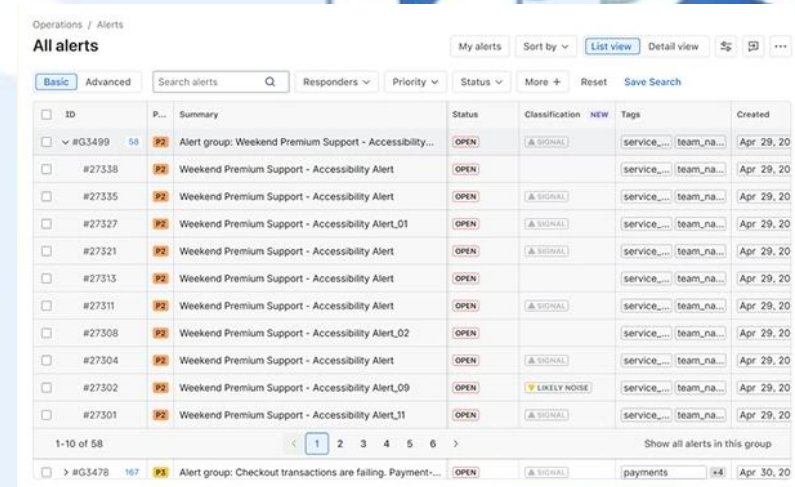
ITIL4 MEM recommendations:

- **Filter** and **classify** events, distinguishing informative ones from those that require action;
- **Automate event correlation** to link technical events to affected services and identify root causes faster;
- **Integrate MEM with Incident Management**, ensuring that priority alerts are automatically transformed into actionable incidents.
- Balance **reactive** and **proactive** monitoring approaches

“Systematically observe services and service components, and record and report selected changes of state identified as events”

# JSM as an Operations Hub

- Monitoring: observe continuously
- **Central** workspace for operational activities
- Organize by service, technology, or region
- Integrate alerts from multiple sources
- Increase visibility and accountability



Operations / Alerts

All alerts

My alerts Sort by List view Detail view \$p ID ...

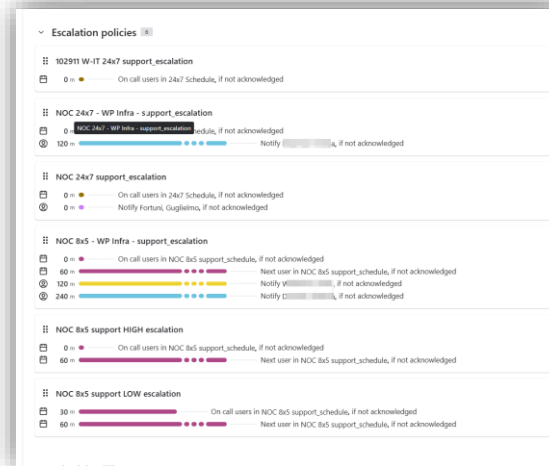
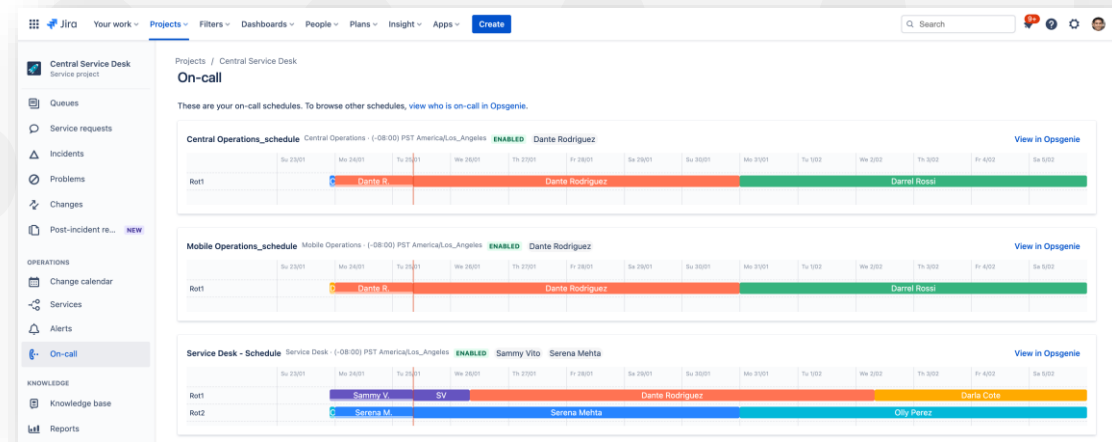
Basic Advanced Search alerts Q Responders Priority Status More + Reset Save Search

ID	P...	Summary	Status	Classification	NEW	Tags	Created
<input type="checkbox"/> #G3499 58	P2	Alert group: Weekend Premium Support - Accessibility...	OPEN	[A] SIGNAL		service,... team_na...	Apr 29, 20
<input type="checkbox"/> #27338	P2	Weekend Premium Support - Accessibility Alert	OPEN			service,... team_na...	Apr 29, 20
<input type="checkbox"/> #27335	P2	Weekend Premium Support - Accessibility Alert	OPEN	[A] SIGNAL		service,... team_na...	Apr 29, 20
<input type="checkbox"/> #27327	P2	Weekend Premium Support - Accessibility Alert_01	OPEN	[A] SIGNAL		service,... team_na...	Apr 29, 20
<input type="checkbox"/> #27321	P2	Weekend Premium Support - Accessibility Alert	OPEN	[A] SIGNAL		service,... team_na...	Apr 29, 20
<input type="checkbox"/> #27313	P2	Weekend Premium Support - Accessibility Alert	OPEN			service,... team_na...	Apr 29, 20
<input type="checkbox"/> #27311	P2	Weekend Premium Support - Accessibility Alert	OPEN	[A] SIGNAL		service,... team_na...	Apr 29, 20
<input type="checkbox"/> #27308	P2	Weekend Premium Support - Accessibility Alert_02	OPEN			service,... team_na...	Apr 29, 20
<input type="checkbox"/> #27304	P2	Weekend Premium Support - Accessibility Alert	OPEN	[A] SIGNAL		service,... team_na...	Apr 29, 20
<input type="checkbox"/> #27302	P2	Weekend Premium Support - Accessibility Alert_09	OPEN	[A] LIKELY NOISE		service,... team_na...	Apr 29, 20
<input type="checkbox"/> #27301	P2	Weekend Premium Support - Accessibility Alert_31	OPEN	[A] SIGNAL		service,... team_na...	Apr 29, 20
1-10 of 58 < 1 2 3 4 5 6 > Show all alerts in this group							
<input type="checkbox"/> #G3478 167	P3	Alert group: Checkout transactions are failing. Payment-...	OPEN	[A] SIGNAL		payments ... x4	Apr 30, 20



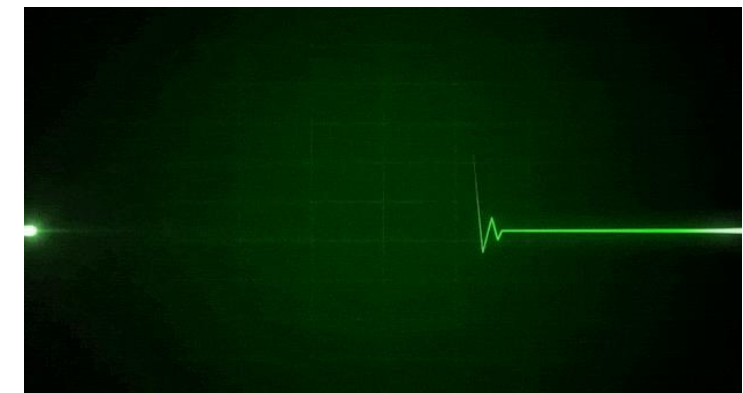
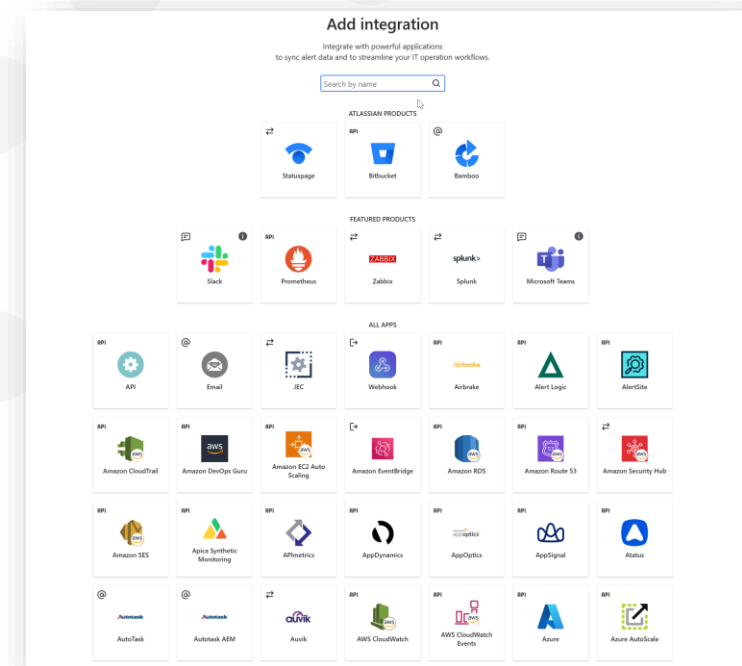
# On-Call Schedules

- Who is on call?
- Define **rotations**, **routing**, and **escalation** rules
- Ensure always-on coverage with flexible schedules
- Receive **notification** via email, SMS, phone, or Jira mobile app
- Integrate with external calendars for visibility



# Advanced Alert Management

- Collect alerts from **multiple** monitoring sources (API, webhooks, 200+ integrations).
- Apply **deduplication**, correlation and filtering rules to reduce noise
- Define alert **policies** for routing, escalation, and maintenance handling
- Monitor **heartbeat checks** to detect silent failures
- Manage **maintenance** windows to suppress non-critical alerts

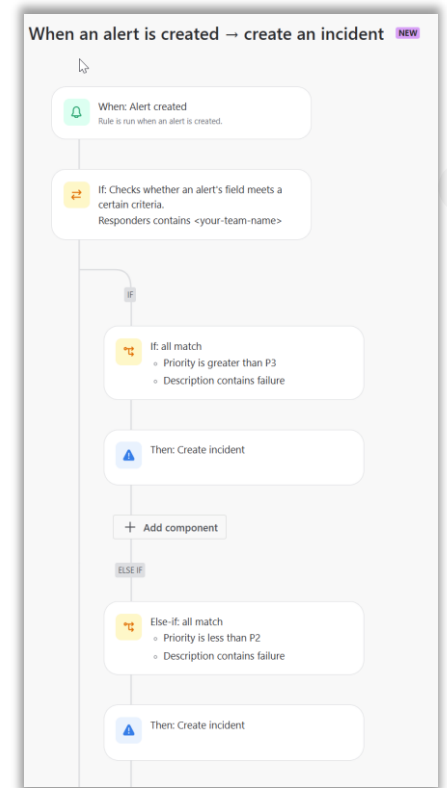




# Automation and Alert Flow

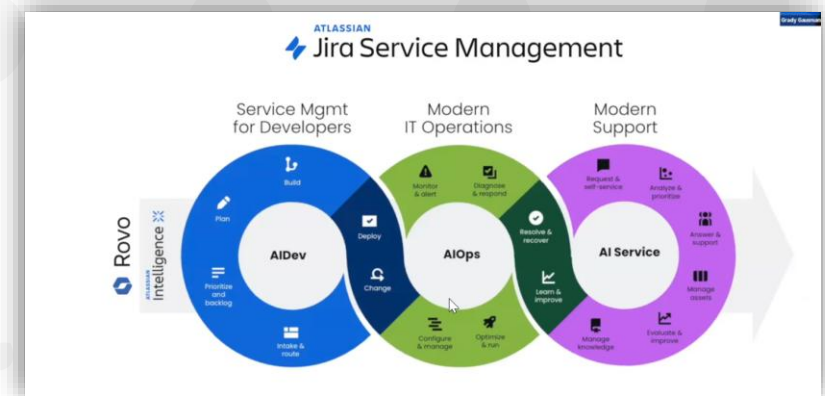
Detection → Filtering → Correlation → Incident creation → Assignment → Escalation → Closure → Review

- Collect alerts from **multiple** monitoring sources (API, webhooks, integrations)
- **Automate** event-to-incident transitions based on defined rules
- Use on-call schedules for automatic assignment and escalation
- Trigger workflows, SLAs, and notifications dynamically
- Capture resolution data for continuous improvement
- Reduce MTTR (Mean Time to Repair) and improve operational resilience

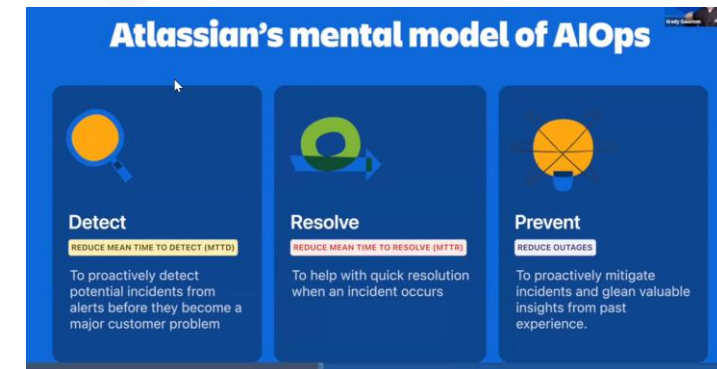


# AI for IT Operations (AIOps) in JSM - Introduction

- From automation to intelligence
- Atlassian AIOps: data-driven IT operations
- **Rovo**: the AI foundation behind JSM
  - Chat • Search • Agents • Dev
- Connecting people, knowledge, and actions

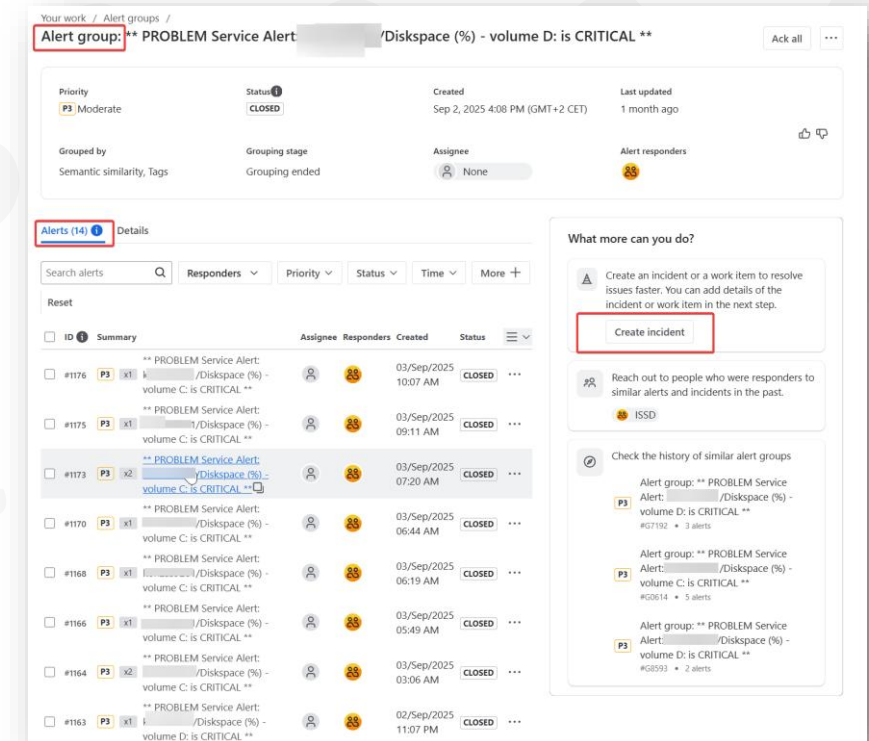


**Improving ITOps processes using event correlation, anomaly detection, and causality determination**



# AI for IT Operations (AIOps) in JSM - Capabilities

- Recognize patterns and **group related alerts**
- Suggest priority, tags, and ideal assignees
- **Auto-summarize** tickets and comments
- Recommend KB articles or runbooks
- Draft PIRs and suggest probable causes



## [How alert grouping uses AI?](https://www.atlassian.com/trust/atlassian-intelligence/transparency?tab=alert-grouping#)

<https://www.atlassian.com/trust/atlassian-intelligence/transparency?tab=alert-grouping#>

# AI for IT Operations (AIOps) in JSM - Capabilities

Jira Service Management

Q Search

+ Create

Ask Rovo

9+

DG

For you

Recent

Starred

Apps

Overviews

Spaces

Filters

Dashboards

Operations

Overview

Alerts

Default filters

All

Open

Closed

Unacknowledged

Not seen

Assigned to me

View all

On-call schedules

Assets

Teams

Customize sidebar

Give feedback on the n...

Operations

Alerts

Elevate your incident response workflows with Rovo **NEW**

Unlock the magic of grouping, where alerts are seamlessly grouped by their tags and similarity. This feature empowers you with intelligent insights and reduces alert fatigue. [Read more about alert grouping](#)

87.73%  
Noise reduction

30  
Groups created

BASIC

ADVANCED

Search alerts

Q

Responders

Priority

Status

Time

More +

Reset

Save search

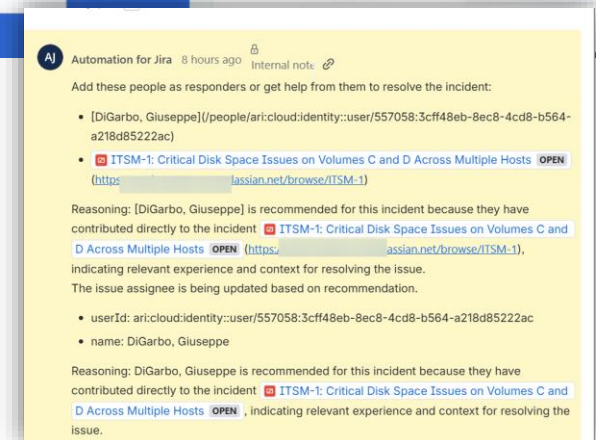
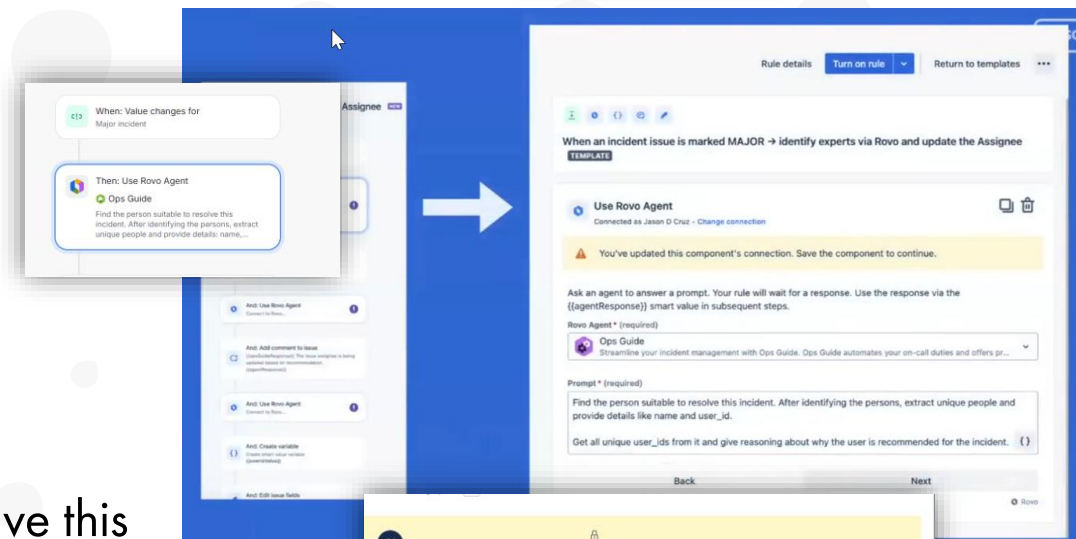
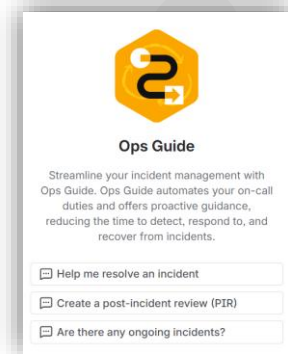
Alert count	ID	Summary	Assignee	Responders	Created	Status
6	#G1253	P3 Alert group: ** PROBLEM Service Alert: konzas9281/Diskspace (GB) - volume C: is CRITICAL **			03/Sep/2025 03:11 AM	CLOSED
14	#G1697	P3 Alert group: ** PROBLEM Service Alert: konzsy0041/Diskspace (%) - volume D: is CRITICAL **			02/Sep/2025 04:08 PM	CLOSED
	#1171	P3 x1 ** PROBLEM Service Alert: konzsb1011/WindowsCpuUsage is CRITICAL **			03/Sep/2025 07:10 AM	CLOSED
	#1161	P3 x1 ** PROBLEM Service Alert: konzas9281/Diskspace (GB) - volume C: is CRITICAL **			02/Sep/2025 10:28 PM	CLOSED
	#1155	P3 x38 ** PROBLEM Service Alert: konzar3131/Diskspace (GB) - volume E: is CRITICAL **			02/Sep/2025 10:23 AM	CLOSED
2	#G2539	P3 Alert group: ** PROBLEM Service Alert: konzas9281/Diskspace (%) - volume C: is CRITICAL **			02/Sep/2025 10:00 AM	CLOSED
					01/Seo/2025	

12

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# AI in Practice: Rovo Ops Agent

- Run **natural language queries** to find alerts and incidents
- Access historical context and related knowledge articles
- Triage incidents quickly and suggest next steps
- Summarize incidents and create Post-Incident Reviews (PIRs)
- Update incident fields: priority, severity, major incident tag
- Example of JSM integration: “Find the person suitable to resolve this incident” automation



# AI-Driven Proactive Insights

- Detect emerging service patterns and anomalies before impact
- Surface change risks by correlating historical incidents and current changes
- Recommend preventive actions and remediation steps
- Integrate Rovo agents for predictive and proactive insights





# NetEye + JSM Example (with Rovo AI)

- NetEye detects anomaly → sends alert via nep-notification-jsm
- JSM deduplicates & groups alerts via Rovo-powered AI
- Incident created & assigned via on-call schedule + Rovo suggestion
- Bidirectional ack: Acknowledgement in JSM updates NetEye
- Rovo agent recommends runbook and actions
- SLA, escalation, resolution
- Post-resolution: Rovo drafts PIR and suggests tuning rules



**\*\* PROBLEM Host Alert: neteye-ext.neteye.lab is DOWN \*\***

**Critical** Create incident Link issue Attach

Description

Notification Type: PROBLEM  
Host: neteye-ext.neteye.lab  
State: DOWN  
Address: 10.0.2.4.202  
Additional Info: DOWN TEST - to be ignored  
Date/Time: 2025-03-20 17:33:08 +0100

Activity

Show: Notes Activity log Responder states

Filters

Thursday Mar 20th, 2025

17:33 System SYSTEM  
Executed [acknowledge] action successfully via JEC[integrationId: d81f3d6-63e3-40be-8e72-9727d5232d6 integrationType: icinga2]

The screenshot shows the Jira Service Management interface. At the top, a 'Host' section indicates 'DOWN' status for 'Host: neteye-ext.neteye.lab'. Below this, a 'Plugin Output' section shows 'DOWN TEST FOR WIT FROM DUNBAR JSM OPERATION'. A 'Performance Graph' is displayed with a 'No data' message. On the right, a 'People' sidebar shows 'Assignee' and 'Responders'. A red arrow points to the 'Acknowledged' button in the 'People' sidebar. At the bottom, a 'Problem handling' section shows a log entry: 'Acknowledged by giusseppe.digardo@wurth-phoenix.net via Jira Service Management'.

# Key Takeaways and Next Steps

- ITIL4 gives the framework
- JSM Operations provides the platform
- Rovo AI accelerates triage, reduces noise, adds intelligence and automation
- NetEye closes the loop with monitoring integration

## Next Steps

- Analyze your alert patterns and noise sources
- Start a pilot with on-call schedules and alert policies
- Measure improvement in MTTR and team responsiveness
- Scale automation and AI adoption progressively

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